

M MEDILL

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SPOON UNIVERSITY FOUNDERS SARAH ADLER (BSJ13)
AND MACKENZIE BARTH (C13) ARE BUILDING THE
ULTIMATE FOOD WEBSITE FOR COLLEGE STUDENTS.

PAGE 16

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FIELD TRIP

Fifteen students involved with Medill's new Sports Immersion Program traveled to Washington D.C. for a three-day peek behind the scenes at some of the biggest media companies in the sports field.



ON THE COVER
Spoon University co-founders Sarah Adler (BSJ13) and Mackenzie Barth (C13). See story on page 16.

PHOTO BY
ARMANDO SANCHEZ

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GUEST
LETTER

Mary Lou Song
(BSJ91)
CEO, Fuel451

The launch of Fuel45, a video advertising company, isn't my first go 'round with a startup. It's my fifth.

A friend asked me, "Why would you ever want to work at a startup again?"

Part of it is the adrenaline.

Every day at a startup is life or death. Nothing is knowable, or predictable, or certain. It's a gamble, and you have to gamble big or just go home because everything hangs in the balance. It's all in your hands, on your shoulders.

If ever you wanted to be a super hero when you grew up, startups are for you. If one person drops the ball, YOU have to pick it up and carry it downfield. Without any hesitating. Without any fears. Otherwise, you risk losing the entire game.

But losing is not an option. You just refuse to let that happen, because you're willing to do the work. To walk on fire. To do whatever it takes to build something that you love. Something that you believe in.

Part of what I love about startups is the learning.

Every day is college: a new class, a new lesson, a mistake, a discovery. Startups are places to figure things out. To constantly learn. To immerse yourself in the experience. To hypothesize and test and test again. It's art. It's science. It's play.

To quote my friend Mary Baglivo, former Chairman and CEO, Americas, for Saatchi & Saatchi Worldwide, "There's magic in the mess."

She's right. It's really about the magic.

And of course it's messy. But if you're lucky enough to work with crazy, great people, you know that everything about a startup is worth it. Every day is a clean slate — a chance to build up and build out.

There are no regrets. There are no limits. No walls. No ceilings. Just pure potential.

It's magic. That's why I love startups.

This is my fifth. It may be my last. Then again....

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QUOTE

“
You'll gain
purple-proud
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of peers and mentors
who will offer good conversation, sound
insight and an abundance of opportunities.

CHRISTINA DREHER (BSJ07)

• Social Media Listening and Analytics Analyst, Accenture

PHOTO BY ARMANDO SANCHEZ



PHOTOS BY ANNABEL EDWARDS (BSJ16)/THE MEDILL JUSTICE PROJECT

Tia Del Prete hugs her mother, Jennifer Del Prete, just before they enter Cracker Barrel where Del Prete ate her first steak since 2005.

REUNITED

After serving nearly a decade in prison for a murder she said she didn't commit, Del Prete walked out of Logan Correctional Center in Lincoln, Ill., more than 10 years before her scheduled parole in 2025. A prisoner no longer, Del Prete reunited with her family on the other side thanks, in part, to the Medill Justice Project.



Amanda Westrich (MSJ11), The Medill Justice Project's research associate, and Lauryn Schroeder (MSJ13), a reporter for The Medill Justice Project, take notes while Aaron Neal, Jennifer's brother-in-law, talks about Jennifer Del Prete's life after being released from prison.

MEDILL NEWS

Medill selected six alumni to be inducted into the Medill Hall of Achievement for 2014. This year's inductees include distinguished alumni from advertising, public relations, investigative reporting, broadcast and sports cartooning. The six inductees are:

- **William Eaton (BSJ51, MSJ52)**, Pulitzer Prize-winning journalist and posthumous inductee.
- **Mary Pat Flaherty (BSJ77)**, Pulitzer Prize-winning journalist, investigative projects editor at The Washington Post and 15 years at The Pittsburgh Press.
- **Howard Geltzer (BSJ58, MSJ59)**, CEO of Geltzer & Co., public relations.
- **John Gerzema (MSA87)**, CEO BAV Consulting and best-selling author.

STUDENT NEWS

IMC students **Christina Marie Kellman (IMC14)** and **Grant Watson Jones (IMC14)** were the first two students to successfully earn degrees in the IMC Online program. Jones, of New York, and Kellman, of Los Angeles, received their diplomas on March 31 and were invited to join other graduates in June at Medill's Convocation. With more than 90 Medill students in the program, Jones and Kellman represent a landmark moment for the IMC Online program.

Five of the 19 students who were awarded Eric Lund Global Reporting and Research Grants last year presented their work on January 31. One of the largest groups ever chosen, these students traveled to research and report around the world, particularly in underreported locations. The students chosen to present their projects included: "Investigation of Witch Camps in Northern Ghana" by **Madeleine May (BSJ14)** and **Jaclyn Skurie (BSJ14)**, "A Look at China's Mental Health System" by **Alice Li and Susan Du (BSJ14)**, and "One City, Two Worlds: Race Relations Between the Uighurs and Han Chinese of Urumqi," by **Cathaleen Chen (BSJ15)**. Lund Grants are made possible by the Alphawood Foundation in recognition of **Eric Lund (BSJ49)**, who lives in Evanston and is a former editor of the Evanston Review.

Two Medill juniors were headed to the Hearst Foundation's Championship Competition in Washington D.C. **Lauren Caruba (BSJ15)** was one of eight writing students selected. She finished second, earlier in the enterprise-reporting category and third in profile writing. In all, Hearst received 559 writing entries this academic year over five monthly competitions, no more than two entries per month from any school. **Omar Jimenez (BSJ15)** was one of five television students selected. He finished third in television news and was one of 10 students asked to submit more stories. The five finalists were selected from that group. Hearst received 139 television entries this year in two monthly competitions.

- **Brooke Bailey Johnson (MSJ74)**, president of Food Network and Cooking Channel.
 - **Murray Olderman (MSJ47)**, Hall of Fame sportswriter and cartoonist.
- All six inductees were honored at a ceremony on Thursday, May 15, at the Chicago History Museum.

Alexandra Robbins won this year's John Bartlow Martin Award for Public Interest Magazine Journalism. Her winning story "Children Are Dying" was published May 22, 2013 in *Washingtonian* magazine. "Children Are Dying" reports on the nationwide shortage of nutrients essential for premature babies and other patients. Look for a special Medill awards supplement to be mailed in July.

Matthew Connor (BSJ16), **Carlin Sack (BSJ15)** and **Aric DiLalla (BSJ16)** were selected as the first Medill students to study at NU-Q. The three will spend the fall on the Doha campus, taking journalism, communications and liberal arts classes. They will live in NU-Q housing and, after their classes are complete, go on a one-week post-program trip.

Assistant Professor Brent Huffman's documentary students **Corinne Chin (MSJ13)**, **Fabiano Tresbach (BSJ13)**, and **Matthew Rhodes (MSJ14)** won first place at the Illinois Press Photographers Association for "Flipping the Script." They also won third place in the same category for the piece "Busker: Martial Martin."

The Medill Justice Project, led by **Professor Alec Klein**, won two regional Society of Professional Journalists (SPJ) Mark of Excellence Awards for their shaken-baby syndrome and Iowa murder investigations. In addition, this year "Spotlight on Shaken-Baby Syndrome" was honored with an Investigative Reporters & Editors award and a Peter Lisagor Award.

Alex Hampf (BSJ14) was nominated for a Sports Emmy for the "Underdogs" series, featuring T. C. Williams High School in Alexandria, Va., while on Journalism Residency in 2013 at Sports Illustrated (SI.com). The nomination is in the Outstanding New Approaches in Sports Programming category and is a first for SI.com.

Six Medill students were among the 21 selected worldwide to participate in The GroundTruth Project's reporting fellowship on rising youth unemployment as part of an ambitious, year-long project.

Medill student **Mattie Quinn (MSJ13)** received a fellowship funded by the Robert R. McCormick Foundation to report on national security for the Center for Public Integrity. She will work at the nonprofit's Washington D.C. headquarters.

By Mallory Busch (BSJ16)

MEDILL'S CHICAGO BUREAU COVERS JUVENILE JUSTICE

The first United States juvenile court was established in Cook County in 1899. And while the movement for juvenile justice may have its roots in Chicago, the topic itself is underreported. At least it was until Assistant Professor Eric Ferkenhoff launched The Chicago Bureau, a mostly student-produced website and the only Chicago publication that regularly covers juvenile justice.

Since its launch in 2012, the website has published more than 400 articles, covering local, national and international issues. Some stories have been picked up by TheAtlantic.com or featured on the home page of Juvenile Justice Information Exchange. Last summer, The Chicago Bureau became a member of the Investigative News Network, an organization of more than 90 members, including ProPublica, NPR, WBEZ and Center for Public Integrity.

"We're hoping to move the conversation [about juvenile justice] forward," Ferkenhoff says. "We impact the conversation and put information on the table that is so valuable that people have to act on it."

In 2012, the U.S. Supreme Court ruled that issuing mandatory life sentences without parole to juveniles under age 18 was a violation of the constitution's eighth amendment barring cruel and unusual punishment.

According to Susan Du (BSJ14), managing editor at The Chicago Bureau, Illinois' transition to this new ruling has opened debate



Chicago Bureau reporters meet with Managing Editor Susan Du (left) and Project Manager Maytal Mark (right) about their stories following the end of the meeting.

over how far to take the Supreme Court's interpretation.

"I have personally reported on this issue from several perspectives," Du says. "I've directed staffers to report packages collaboratively, and it's still an ongoing project. It's an ongoing debate."

Du has been with The Chicago Bureau since the fall quarter of her junior year, just several months after the site launched. As managing editor, she oversees a staff of eight regular student reporters, in addition to contributors.

The Chicago Bureau has worked with more than 25 student reporters over the last two years. Its bold mission — to mentor young reporters and publish hard-hitting journalism — has not faltered.

"These students are that good. They should be published. Medill should have a platform for students to be published regularly," Ferkenhoff says. "We want to be that platform."

The Chicago Bureau has its roots in Medill courses. In the spring of 2012, Ferkenhoff began to research a class that would produce in-depth reports on juvenile justice. While doing his research for the class, it occurred to Ferkenhoff that the best research came from actual reporting. With the seed for a student-run website planted, he immediately began to think of publication names.

"I started buying [website] domain names and I thought, 'You know what? I'll start a site. And I'll get students, who do amazing work at this school that never gets seen outside this school, to report,'" Ferkenhoff says.

But he could not launch the site without funding. The Chicago Bureau needed money to pay its student reporters and sustain itself.

In 2013, The McCormick Foundation presented The Chicago Bureau with a grant that enabled Ferkenhoff and Medill Adjunct Lecturer Arsenio Oloroso, the Bureau's executive editor, to pay the students for their reporting.

Now that we've got this grant, that kind of changes things," Oloroso says. The McCormick Foundation awarded The Chicago Bureau about \$20,000, which officially took effect in January. Through a partnership with Medill, student reporters can now apply their time with The Chicago Bureau toward a work-study position.

Going forward, The Chicago Bureau is looking for innovative ways to spread the word on juvenile justice. With proper funding, the publication could produce documentaries, digital animations or even electronic books.

"Journalism that people respect is already huge by any standard," says Cameron Albert-Deitch (BSJ15), one of The Chicago Bureau's reporters. "But the fact that it happened in just a year is unbelievable."

FACULTY NEWS

Associate Professor **Ava Greenwell** earned a doctorate of philosophy in African American Studies from Northwestern University. Her dissertation entitled, "Unseen Yet Heard: Invisible Power and Gendered Racism Among Black Women Television News Managers in the U.S.," explores the experiences of 40 African American women managers who work at television news stations across the country. Specifically, Greenwell analyzed 60 hours of interviews with the women to determine whether and how they experience racism, sexism and ageism, despite their management titles. She also explored how their multiple identities influence coverage and hiring decisions.

"MedillTalks: Where Great Ideas Take The Lede" brought seven Medill faculty members together to offer insights on topics such as fake science in journalism, do-it-yourself classes, sojo journalists, audience needs and diversity as a business model. The live talks before an audience of students, faculty, journalists and community members focused on how to complete the sentence, "The best ideas in journalism..." The speakers were Medill faculty members **Michele Weldon**, **Abigail Foerstner**, **Caryn Ward**, **Craig Duff**, **Jazmin Beltran** and **Michael Deas**. For details of their talks, visit the Medill website news archives.

Josh Meyer, lecturer and director of education and outreach of the National Security Journalism Initiative, was commissioned to research and write a "Background Briefing" on national security legal issues that reporters face for the New York Times' sponsored Sources And Secrets symposium in New York on March 21.

PUBLISHED BY MEDILL FACULTY

IMC Lecturer **Randy Hlavac** released a new book, "Social IMC - Social Strategies with Bottom-line ROI," that helps organizations effectively use and distribute content on social platforms. Hlavac explains why 80 percent of companies cannot identify the return on investment of their social programs, and how the other 20 percent find success through metrics, development and deployment methodology. The book touches on social media misconceptions, three tested strategies and uses examples of best-of-breed programs throughout the world to reinforce how companies can become leaders in social and mobile marketing. Hlavac is offering \$5 off the book for Medill friends and family. To access: go to the e-store (<http://bit.ly/1fxlfEx>) and type in code for \$5 off (ANZWS5F2).

Professor **Charles Whitaker** is the co-author of a new book, "Magazine Writing." The textbook was released in February and is available on Amazon. From Amazon: "Written by a team of experienced writers and editors, Magazine Writing teaches the time-tested rules for good writing alongside the modern tools for digital storytelling."

SCHOLARSHIP PROFILE

Helen Hawk Windes (BSJ45, MSJ47) had two favorite sayings: "Never spend more than you make," and, "The only thing you really keep is what you give away."

For Windes, this meant whatever you do in life for somebody else, you keep because you have that inside your heart, says her good friend Sue Rivera.

Those two adages will allow Windes' memory to live on at Medill, thanks to a \$1.8 million estate gift to endow the Helen Louise



Windes, second from left, reports the Wake Island story in 1952.

Hawk Scholarship Fund for undergraduates. Windes, a native of Chicago, died Aug. 19, 2012 in Bakersfield, Calif., where she lived for 45 years.

As a Medill student, Windes honed the writing and reporting skills that took her first to the Valley Times newspaper in Hollywood. Then, a trip to Hawaii changed her career path. She became an information specialist for Hickam Air Force Base there and was on Wake Island in 1952 when a devastating typhoon leveled it. Later she was editor of *Trans Pacifican* magazine, which allowed her to travel around the

Pacific Rim. She also worked as an information specialist for Pan American Airways, arranging smooth travel for VIPs such as the Shah of Iran.

Friends remember her as a lively woman with a sharp memory who loved to travel, throw parties and help others. She volunteered with charitable causes and supported Republican politics, international Christian missions through the Haggai Institute and the Bakersfield Symphony.

Windes also was an active member at First Presbyterian Church in Bakersfield. Senior Pastor Jeff Chandler remembered her quirky sense of humor and her zest for life.

"She was really an interesting woman," Chandler says. "She was really curious about things. She was ill toward the end of her life, but she still had a curiosity about her that was surprising for someone of her years."

Windes, he says, took seriously the Biblical text from Luke 12:48, which reads: "from everyone to whom much is given, much will be required." Windes knew she lived a privileged life, he says, and gave generously to help students at California State University - Bakersfield, to her church and to Northwestern.

"She was very proud of her college experience," Chandler says.

Her friend Sue Rivera says she remained loyal to Northwestern and wanted to give back to her alma mater.

"She always kept in touch with Northwestern, her alma mater," Rivera says. "This was a way that she could show her appreciation for what she learned and what they did for her."

— BETH MOELLERS

By Beth Moellers

MEDILL LAUNCHES FIRST RESEARCH CENTER

DONORS AUDREY SPIEGEL AND LATE PROFESSOR EMERITUS TED SPIEGEL HONORED AT MEDILL EVENT

On January 30, students, faculty, staff, donors and university leaders celebrated the launch of Medill's first research center: the Medill IMC Spiegel Digital & Database Research Center.

The event was a chance to thank the center's namesakes and donors, Audrey Spiegel and her husband, the late Professor Emeritus Ted Spiegel. It was also an opportunity for the center's researchers to share research findings on how mobile and social media engagement affect purchase behavior.

"With the advent of the internet and 'big data,' Ted was eager to use Medill's research talents to understand how various types of brand engagement affect subsequent purchase behaviors," Center Executive Director Tom Collinger said.

Center researchers have completed four studies – two of them link customer behavior in social media to purchase behavior and two examine links between mobile engagement to purchase behavior. The findings are unique because the data sets provided by the center's sponsor companies show direct correlation between engagement with a brand and actual purchase behavior, something that is notoriously difficult to do.

Collinger explained that a key Spiegel sponsor has been Air Miles, a Canadian loyalty program that allows members to earn points at various retailers. About 67 percent of households in Canada participate, Collinger said. The Air Miles points can be redeemed for various rewards including travel, gifts cards, merchandise and other items.

The first data set included point accumulation and point redemption behaviors by customers of the Air Miles program participating in social media contests.

The Spiegel research team found that those who posted online increased their spending immediately and over time. They also found that the contests could stimulate interest, engagement and spending of disengaged consumers. In analyzing the posts of one contest, the researchers found the more a poster wrote, the more they increased their spending. Among low-spending customers, some increased their purchase behavior by 80 percent if they wrote a lengthy post describing how they wanted to use their Air Miles.

The second Spiegel study involved looking at online word-of-mouth about Air Miles on its social media site following a policy change that negatively affected its members. Unsurprisingly, viewing negative word-of-mouth decreased purchase behavior, but purchase behavior increased for those who posted negative word-of-mouth and then experienced the value of the brand through redeeming points.

Spiegel researchers analyzed the posts and discovered customers who posted negative comments decreased spending and those who posted less intense expressions of concern increased spending and point redemption behavior.

Center Research Director and IMC Professor Ed Malthouse



Professor Ed Malthouse, Audrey Spiegel and Tom Collinger

explained the third and fourth studies, which looked at the impact of mobile technologies. Spiegel researchers analyzed a data set from online grocer Peapod and found that its app boosted sales by increasing the number of orders per month and increasing order sizes. It also lifted sales among the best customers (13 percent) and among the lower spenders (81 percent).

The Spiegel team also researched the effectiveness of the Air Miles app, which corroborated many of the Peapod findings. For Air Miles they found that those who adopt the app increase purchases 15 percent in the next month. They also found that a customer who stops using a mobile app decreases their future purchases with the brand by a small but significant margin.

The conventional wisdom is getting a new technology out in front of the consumer as soon as possible and fix it later, Malthouse said.

"Is that the right strategy if you are disengaging certain customers?" Malthouse said.

BETH MOELLERS, A WRITER AND EDITOR, BASED IN BLOOMINGTON, IND. IS A FREQUENT CONTRIBUTOR TO MEDILL'S WEB SITES AND A REGULAR CONSULTANT TO THE SCHOOL'S MARKETING AND COMMUNICATIONS TEAM.

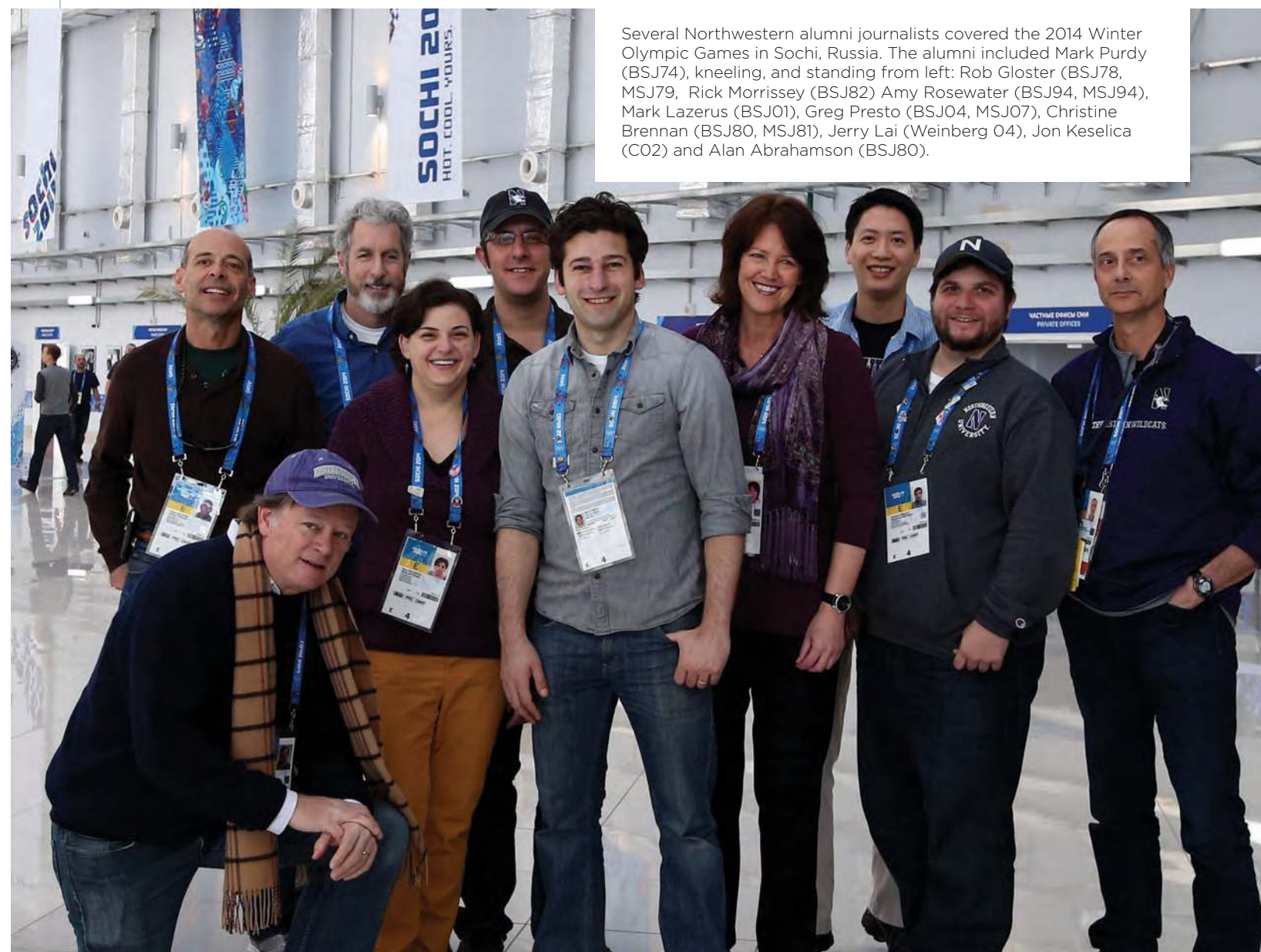
MEDILL NETWORK



Holiday party from left: Tiffany Chinn (MSJ13), Linyi Zhang (MSJ13) and Erin Massey (MSJ13)



Medillians in Santa Fe, NM, from left back row: Ellen Berkovitch (MSJ87), Jean Viallet (MSJ85), Dick Stolley (BSJ52, MSJ53), Eric Brown (BSJ14), James Podesta (MSJ89), Cynthia Christ (MSJ80), Joyce Peat (BSJ56), Randy Peat (BSJ56, MSJ57) and Scott Rosenfeld (BSJ13) Front row: Stephanie Pearson (MSJ95), Axie Navas (BSJ12), Belinda Lichty Clarke (MSJ94), Susan Kaplan (BSJ72)



Several Northwestern alumni journalists covered the 2014 Winter Olympic Games in Sochi, Russia. The alumni included Mark Purdy (BSJ74), kneeling, and standing from left: Rob Gloster (BSJ78, MSJ79), Rick Morrissey (BSJ82) Amy Rosewater (BSJ94, MSJ94), Mark Lazerus (BSJ01), Greg Presto (BSJ04, MSJ07), Christine Brennan (BSJ80, MSJ81), Jerry Lai (Weinberg O4), Jon Keselica (CO2) and Alan Abrahamson (BSJ80).



Medill IMC current and newly admitted students gathered at the McCormick Tribune Center on April 18th for the Midwest Talent Forum.



NYC Medill alumni gathered on March 7 for a special luncheon in honor of International Women's Day to hear Lisa Kassenaar (MSJ95), editor at large, global women's coverage for Bloomberg News.



Evan Smith (MSJ88), Emily Ramshaw (BSJ03) and Belinda Lichty Clarke (MSJ94) at the Texas Tribune, Washington Post and Knight Foundation party held during South by Southwest in March in Austin.



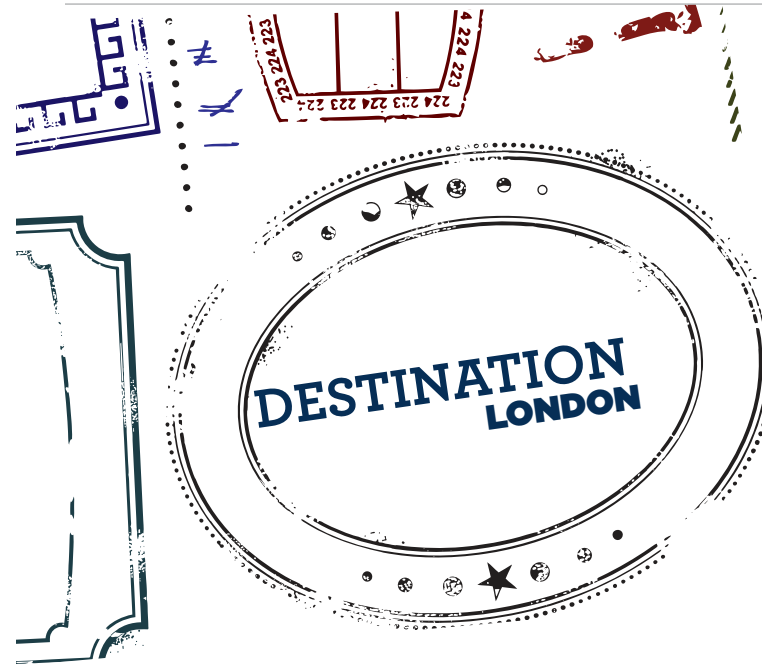
From left: Abbie Ding (IMC14), Senior Lecturer Nancy Hobor (Kellogg77) and Barbara Jacobs, Change that Works LLC., at the Midwest Talent Forum.



Peter Alexander (BSJ98), White House correspondent for NBC's "Today" show and NBC Nightly News, presented the NAA awards at the Union League Club in Chicago on April 12.



Scott Bergren (BSJ68, MSJ69), CEO of Pizza Hut and Chief Innovation Officer of Yum! Brands, received the Merit award for high achievement in a profession or field for Medill at the April 12 NAA annual awards gala. From left: Laura Wayland, Executive Director for Alumni Engagement and Northwestern Alumni Association, President Morty Schapiro, Scott Bergren (BSJ68, MSJ69) and NAA President Dan Jones '61, '91P, Trustee.



From The Bard to Big Ben, London is steeped in the kind of history of which most American cities can only dream. But the London of today is something entirely different - a cutting-edge melting pot that offers work and cultural experiences on a global scale. "Even though I've been here almost eight years, I keep discovering something new," says Medill alumna Shanna Wendt (BSJ00). The city by the Thames is home to Wendt and three other alums who spoke to **Elliott Smith (BSJ97)** about their lives and careers abroad.

Photos by
Graham Martin



INYOONG HWANG (MSJ09)

SHANNA WENDT | BSJ00
VP, LEADERSHIP & INTERNAL COMMUNICATIONS COCA-COLA

WHAT IS IT LIKE WORKING FOR A UNIQUELY AMERICAN PRODUCT ABROAD?

The funny thing is as global as Coke is, it is uniquely local. Wherever we sell it in the world, we manufacture it locally. Most people are surprised that it is not shipped over here. In London, we are responsible for several countries in northwest Europe. If you talk to the employees about it, they are incredibly proud to work for such a global brand.

HOW DOES YOUR MEDILL BACKGROUND TRANSLATE IN CORPORATE COMMUNICATION?

The key things are transferable. I'd say knowing how to operate under a deadline, whether that's to leadership, investors or customers. What is a good story and how to tell it? Being able to engage with audiences. Being able to sit down and write skillfully and confidently. Medill gives you that as a foundation. Sometimes, I think, wow, I'm incredibly lucky that I chose Medill because it was such a big door opener.

WHAT DOES LONDON MEAN TO YOU?

It's probably something different that draws everyone in. The thing that attracted me is that you can find the whole world here. You can move a few blocks and have a completely different feel and experience than where you just were. I feel like I'm never going to get bored while I'm in London.

WERE YOU ON ROYAL BABY WATCH?

I was quite surprised with it - I felt like it was getting more intense coverage in the U.S. than the U.K. I'm fascinated by news around the royal family or other international events, because your outlook is really shaped by where you are. The media plays an incredible part in that. Given my training and background, it's fascinating to watch what news and information we have access to as to what my friends and family have (in the U.S.).



INYOUNG HWANG | MSJ09
EUROPEAN STOCKS REPORTER
 BLOOMBERG NEWS

WHY DO YOU ENJOY COVERING THE FINANCIAL SIDE?

What I love most about my job is how truly global and dynamic financial markets are. In a typical day, I might think about China's economic growth, Japan's central-bank policy, European car sales, U.S. Christmas shoppers, and then talk to traders and investors who are just as fascinated as I am about how these various factors will affect the global economy and equity markets. The breadth of topics I get to cover and learn about is a real treat.

HOW DO YOU KEEP ABREAST OF THE SOMETIMES VOLATILE MARKETS?

Bloomberg is a very all-encompassing media outlet with multiple platforms, so that makes it pretty easy to keep up with anything that's happening. I always feel like I'm the first of my friends to hear about some breaking news. Most mornings, I read the stories that are on our terminals, have Bloomberg TV going on my headphones and CNBC playing on mute on my desk.

HOW DO YOU LIKE LIVING IN LONDON?

I'm from Los Angeles - I moved here with my fiancé last summer. I wanted to live abroad and try a new role in my career while growing as a markets reporter. London has started to feel more like home. Our neighborhood has a local butcher, bookstore and fishmonger. It really helps create a more local, community vibe. And I've grown to love having afternoon tea with delicious cucumber, chicken curry sandwiches and scones.

WHAT LESSONS DO YOU USE FROM MEDILL?

To sink your teeth into difficult projects, and when they feel impossible, stay positive, buckle down and divide your assignment into smaller talks that feel more doable. There are still so many new and important stories out there that need to be told. You just need to be persistent and look closely.



ALPHONSO VAN MARSH | MSJ94
CORRESPONDENT
 CBS NEWS

HOW DID YOU BREAK THE STORY OF SADDAM HUSSEIN'S CAPTURE?

CNN sent me to Iraq as a one-man band. I embedded with U.S. forces in Tikrit, and being a one-man band allowed me to be more intimate in my storytelling and put the troops at ease because I'm just one guy with a camera. When I figured out they had come home from the historic raid that captured Saddam, I started filming the celebrations because there's something going on. And because I was just one person who had developed those relationships with the military, I was able to put the pieces of the puzzle together, and I had exclusive video.

HOW MUCH FUN IS IT TO BE A GLOBETROTTING JOURNALIST?

I'm so grateful to have been at CNN at a time when they were embracing digital technology, and I was able to ride that wave. I joined CBS in June 2013. I just came back from covering the Winter Games, which was a career goal of mine, and to be able to do that as a correspondent for CBS is a dream come true.

WHAT ADVICE DO YOU HAVE FOR TODAY'S MEDILL STUDENTS?

It doesn't matter if it's traditional newsgathering, digital technology, social media or multiple platforms, the advice is timeless: Never take no for an answer and be prepared, so when opportunity strikes, or when you create your own opportunity, you are ready to go. In the early parts of my career, if I had a penny for every time I was told no, I wouldn't need a job. The reality is, some people will close the door of opportunity. Kick it in.

WHAT DO YOU LOVE ABOUT LONDON?

It's a cool, crazy, diverse city, especially Central London. When I first moved here in 2006, I moved into the middle of an Arab neighborhood, because it's a culture I'm comfortable with. It was a fun transition from spending so much time in the Middle East.

ELLEN FERRARA BENCARD

BSJ86, MSJ87

HEAD OF MARKETING COMMUNICATIONS
 BT GLOBAL SERVICES

HOW LONG HAVE YOU LIVED IN LONDON?

I've been over here for 18 years now. I came because I love history - not even for a job. I had a professor, Lacey Baldwin Smith, who taught British History. The man was fantastic. I remained so in love with England and the history, I kept trying to get over here. Finally, I took someone's maternity leave placement here and that rolled into a full-time job, and I never went back.

HOW DO YOU MIX WORK AND PLAY IN YOUR WRITING?

I run the marketing and communications team for the bit of British Telecom that provides corporate and government services. I run a little team that churns out a lot of content and works on messaging and tries to keep everyone from delving too far deep into technical 'gobbledygook'. My blog (Bencard's Bites) is kind of my split life: There's Ellen the corporate exec and the blog is very much what I love to do with the food, the travel and the arts. I want an outlet for all those great Medill writing skills, and quite frankly, the whitepapers aren't as much fun.

DOES YOUR MEDILL EXPERIENCE GIVE YOU AN ADVANTAGE WORKING ABROAD?

I instinctively prefer Medill grads over what I can hire out of British universities. They don't have a tradition of journalistic education here. Journalists are more people who have been famous at something else and fall into it because they are good at telling stories. I have to do a lot of training in-house in order to get people to where I want them to be.

DO YOU HAVE A FAVORITE ENGLISH PREMIER LEAGUE SOCCER TEAM?

No. St. Louis Cardinals forever. I was born in St. Louis and if you're born in St. Louis, there's only one sport. I still subscribe to MLB.com. We do not watch football in my house we watch a proper sport - rugby



Big foodies

Entrepreneurs Sarah Adler (BSJ13) and Mackenzie Barth (C13)

on campus

are “helping students eat intelligently” with Spoon University.



Story by Liz Logan (MSJo8)
Photos by Armando Sanchez

Sarah Adler and Mackenzie Barth know a thing or two about cookie butter.

Though they graduated from Northwestern in June of last year, they haven't graduated from the world of decadent, late-night college snacks, thanks to their food-focused startup website and college network, Spoon University. The first viral hit for the site was "12 Ways to Eat Cookie Butter," an article by current Northwestern student Lauren Feld, inspired by the novelty Trader Joe's item, which the company describes as "a deliciously unusual spread reminiscent of gingerbread and made with crushed biscuits." One of the ways to eat cookie butter, Feld writes, is "hidden in a slutty brownie" — a brownie stuffed with crushed Oreos.

The story got so many hits that it's one of the first things to show up in a Google search, and its success had the site's founders compulsively googling 'cookie butter' just to see the post there. "It was really fun to see a Spoon story high up on Google because that was a nice external validation that we were real," Adler says.

Spoon University is much bigger than the triannual print food magazine, Spoon, that the two young women started as Northwestern seniors. Over the past year, they've created a web magazine with a national audience and a rapidly growing network of affiliated colleges throughout the country. As the site grows to include more schools, they're sharing the journalism and marketing expertise they picked up at Medill with a huge community of college students, giving them opportunities to develop professional skills — not to mention killer recipes.

"We want Spoon University to be the food resource for college students, the national community that connects all of these students at various colleges and gives them a resource that they wouldn't have otherwise," Adler says. The site's mission is "to help college students eat intelligently."

The idea germinated the summer before Adler and Barth's junior year, when they were preparing to move off campus and had to figure out how to feed themselves outside of the dining halls while staying on a budget and making the most of the small kitchens. Barth, who was a picky eater growing up in Deerfield, Ill., had no cooking experience whatsoever and recalls, "There was nothing to

turn to, to help us do that."

So, in fall 2012, the duo launched a magazine, *Spoon*—a 360-degree resource for eating as an NU student, including cooking pointers, easy recipes, restaurant and on-campus dining recommendations, and timely food news and features—which ultimately evolved into Spoon University the following year. Roughly 100 students were involved in producing the magazine, including selling ads to Evanston businesses to pay for the printing and updating a rudimentary website. The magazine was such a hit on campus that soon other NU students were asking Adler and Barth for advice about starting on-campus publications.

As graduation loomed and they prepared to apply for jobs, they found that interest in *Spoon* was spreading to other colleges through friends of friends; the opportunity to launch a national site and network seemed ripe. Taking a job felt limiting, Adler recalls, and *Spoon* seemed "so much more personally rewarding," Barth adds.

With the support of two Northwestern organizations, the Medill Knight Lab and the Farley Center for Entrepreneurship and Innovation, they were able to secure workstations during the summer at 1871, "Chicago's entrepreneurial hub for digital startups," which is located in the Merchandise Mart. Barth started working with the first five schools, helping them plan and build out their teams, while Adler designed and coded a site that would include a national home page and a micro-site for each affiliated school. That fall, the two relocated to New York and continued to grow the site with seed funding from a family friend.

Spoon University now includes 33 colleges and universities and in six months the site's unique visitors multiplied by a factor of 10. Its monthly page views are close to 500,000, and roughly five new schools join every month.

To bring each new school up to speed, Adler and Barth have launched an online orientation program that trains students in everything from good leadership skills and maintaining editorial standards to nuts and bolts such as how to use the content management system (customized Wordpress Multisite) and how to edit photos.



The program is customized depending on the student's role—editorial, advertising, etc.

"It teaches them how to run a Spoon chapter, but it also teaches skills they can take away," Barth says. "The marketing teams learn social media analytics tools that will be useful if they're trying to go into marketing and PR."

Both say that their Medill training was critical for teaching and mentoring. In addition to working on the staff of the campus magazine *North by Northwestern*, Adler, who hails from Austin, Texas, honed her coding skills in the Medill Knight Lab, located on the first floor of Fisk Hall, which is dedicated to promoting quality storytelling on the Internet. "I don't know where I would be, if I hadn't had faculty members like Jeremy Gilbert pushing me to learn how to code," she says. She also interned at *Wired*, in the design department and at *Sports Illustrated*, where she worked on the iPad edition and graphics for web and print.

Barth provides the marketing know-how from her IMC specialty, where she learned "how to create and market a brand and keep it consistent," she says. She interned in ad sales at *Food Network Magazine*, and also at The Daily Meal, where she became familiar with the inner workings of a scrappy, fast-paced, web-publishing operation.



Another internship in the research department at Viacom taught her how to use numbers to pitch advertisers and also make informed decisions about content.

"All the things we've learned along the way are starting to become more real for us," Barth says.

"We have to draw on disparate experiences like classes and internships," Sarah adds.

They've also drawn support from the Medill community for their advisory board, which includes Evan Smith (MSJ88), editor in chief and CEO of the Texas Tribune; Ryan Mark, (MSJo8), director of digital product strategy and development at Chicago Tribune Media Group; Miranda Mulligan, executive director of the Knight Lab; and Glenn Otis Brown, a senior director

at Twitter.

"These two brilliant women have accomplished so very much on their own," says Mulligan, who occasionally offers Adler and Barth advice on design, technology and marketing. "Spoon University is a simple publishing idea about content that resonates with everyone. We all have to eat and we think about eating all of the time. There's so much business potential, and the magic that Sarah and Mackenzie bring to it is in their ability to connect with an engaged community. Their idea is ambitious in all of the right ways."

Meanwhile, each new chapter of Spoon develops its own unique style based on the food culture of the school. An article by a University of Texas student about how to make a copycat Chick-fil-A sandwich went viral and got picked up by TotalFratMove.com. University of Chicago's site has more intellectual focus, with articles such as "Culinary Bio-Control: A Short Look at Eating Invasive Species" and a breakdown of the theory and science behind coffee brewing. The best general-interest stories from each chapter make it onto the national home page, which also includes articles from independent student freelancers.

Skyler Bouchard, a junior at NYU and editor-in-chief of NYU Spoon, hopes to pursue a career in broadcast journalism. She was recruited by Barth to start the school's chapter because of her New York food blog, FoodbySkyler.com. Like her blog, NYU Spoon is mainly focused on restaurants, since there are so many dining options to choose from in the city. And the audience goes beyond NYU students, Bouchard says, based on the emails she receives.

"It's been a great opportunity to say I started a publication at NYU," she says, "and it's been great for applying for jobs. It's a way for me to tie together my passions for food and journalism. It's also been a great social opportunity, since NYU doesn't have a campus and has very little community."

"One of the coolest parts is to see what people do without us—things we never would have imagined," Adler says. Most chapters have a Spoon launch party that includes a smorgasbord of food donated by local restaurants. At one launch party, students took goofy pictures with a three-foot-long metal spoon. After Adler and Barth saw the pictures, they purchased their own giant spoon from Pier 1 Imports to hang on the wall in

their East Village apartment.

While they love receiving funny photos and wacky ideas from their college contributors, their mission is to keep the quality of the publication as professional as possible. They encourage students to emulate the edgy, viral tone of sites such as Thrillist and Refinery29.

"Spoon University has a college voice, but it's aspirational, and we have really high standards," Adler says.

Their plan has been to hold off on monetizing the site until they have the stats to attract advertisers want high-quality ads; the last thing they want is to disrupt the user experience or cheapen the aesthetic. This summer they plan to start developing sponsorships.

Because the site is for college students, by college students, it's an opportunity for advertisers to reach a college audience in an authentic environment. "It's funny, for how much college students seem to matter in the marketing world, how little people seem to understand them," Adler says. "If you look at the materials that are made for college students, they use letterman jacket fonts and cheesy bright colors. They look childish. There's this college aesthetic that people think college students want, but college students don't want that, they want to feel more legitimate than that."

The founders also hope to provide professional networking opportunities to students, through live events featuring top entrepreneurs in food and media. Their first Taste Talks event was held in New York in April and featured eight speakers, including the VP of digital editorial for Food Network and the editorial director of Thrillist. Some students have already landed internships as a result of Spoon's job board.

By working on their own startup, Adler and Barth have grown their own professional skills at warp speed. They've met with attorneys to learn about equity, trademarking and copyrights. They've planned events; and figured out database optimization, among other things. Regardless of whether the site is successful in the long run, "The amount we've learned is ridiculous," Adler says. "It's been a whirlwind, and extraordinarily valuable."

LIZ LOGAN IS A BROOKLYN-BASED FREELANCE WRITER WHOSE WORK HAS APPEARED IN O THE OPRAH MAGAZINE, MORE, AND MARTHA STEWART LIVING.

“

There's so much business potential, and the magic that Sarah and Mackenzie bring to it is in their ability to connect with an engaged community. Their idea is ambitious in all of the right ways.”

— MIRANDA MULLIGAN
EXECUTIVE DIRECTOR OF THE KNIGHT LAB

By Melissa Sersland (BSJ10, MSJ10)

UPWARD MOBILITY

AFTER SELLING HER FIRST STARTUP TO DISNEY, THIS ENTREPRENEURIAL ALUMNA IS NOW ON TO THE NEXT BIG THING.

Elisa All (MSJ95) launched iParenting Media in 1996 when, as an expectant mother, she realized there wasn't a regular pregnancy magazine she could subscribe to. She then led the award-winning multimedia publishing company as it expanded to several national magazines, a network of websites, a newspaper column, a monthly radio show, the iParenting Media Awards product review program and "Best of the Web" honors by Newsweek, US News & World Report and The London Times. iParenting Media was acquired by the Walt Disney Company in 2007, where All served as director for the Disney Interactive Media Group.

Now, All has launched a mobile-first media company, 30Second Mobile. Her first venture, 30Second Mom, delivers written and video content to moms in 30 seconds or less. In 2012, the company was named one of the five hottest startups in Chicago by the Digital Collective and a finalist for the We Own It Summit, which showcases "the most promising high-growth, women-led companies from around the world."

WHAT LED YOU TO START 30SECOND MOBILE?

After leaving Disney, I had an "ah-ha!" moment when I realized I was reaching for my phone more than my computer. Everyone knew mobile was the next big thing, but media had not yet evolved to address content for mobile users. We've been trained by television to absorb an ad in 30 seconds. Why not absorb great information?

We launched 30Second Mom as a website and app for iPhone and Android and received really significant traction. What we're doing now is developing our plan for scaling the business to cover the whole life cycle up to Baby Boomers, covering topics like food, money, health and weddings.

ONCE YOU'VE LAUNCHED, WHAT IS KEY TO FINDING AND KEEPING AN AUDIENCE?

You have to lead with being the best at what you do. The way I do that is to create the best content. It starts with finding the best people to create that content. The 30Second Mom contributor team includes about 120 people who are all specialists in their fields. We review their content before we post it to make sure it's sound. We've also been using the power of social media as a main audience builder. Every time a tip is published, we're pinning it and posting it to Google+, Facebook and Twitter. Our contributor network does the same thing, and that amplifies our reach.



HOW DO YOU FOSTER A POSITIVE COMMUNITY?

It's all about the culture you create. We have positive people with positive messages to share, and that content is leading the way. We try to be factual but friendly. There's an art in developing our voice, and we review everything we publish to make sure it's in that voice.

WHAT LED YOU TO BE AN ENTREPRENEUR?

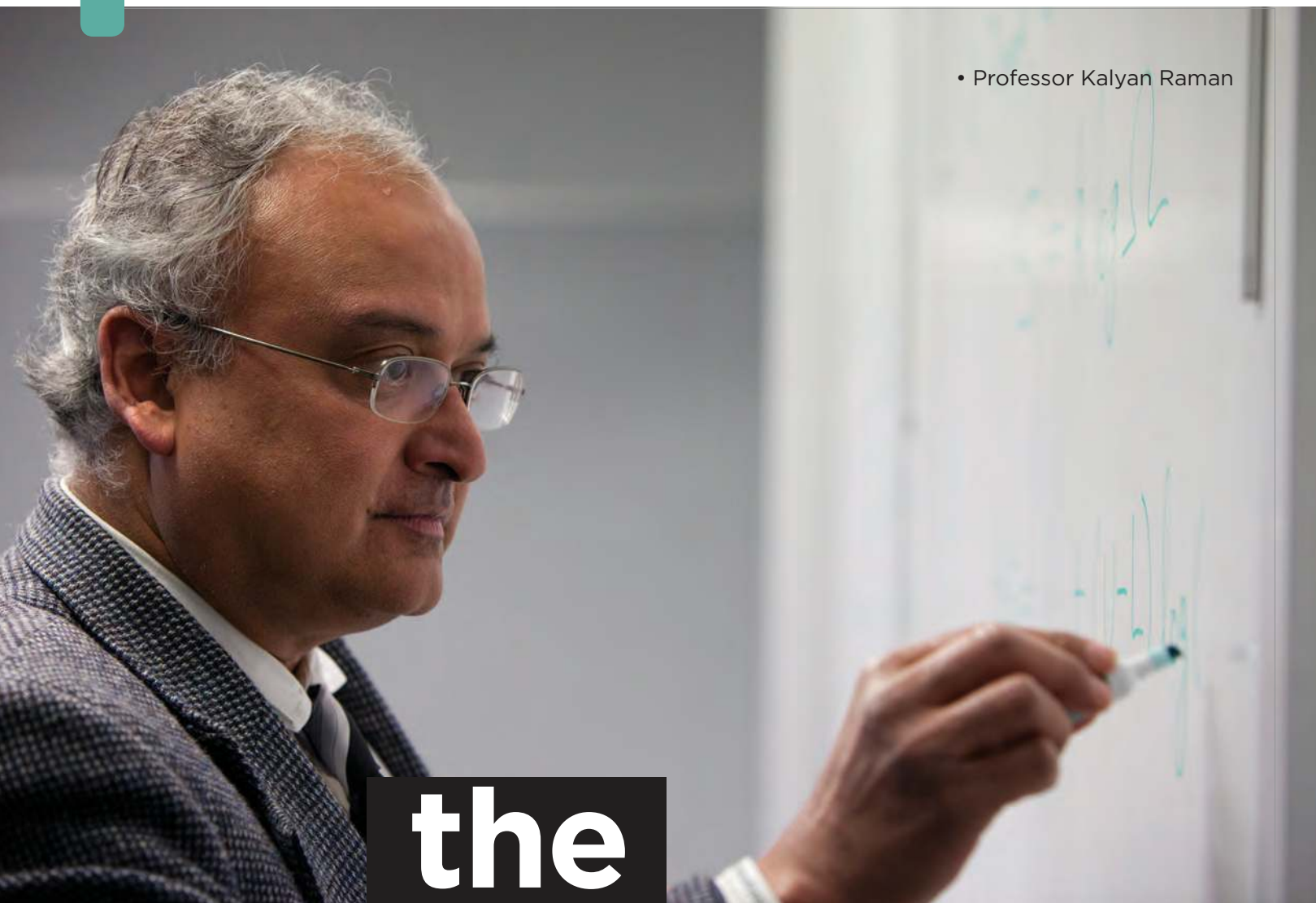
I come from a family of entrepreneurs. I'm a first-generation American. My father came over when he was 14 from Croatia. His dad started a cabinet making company, which became very successful. I grew up with that model in mind.

WHAT ADVICE DO YOU HAVE FOR OTHERS?

Before starting iParenting Media, I surveyed 100 pregnant women to see if they would subscribe to a magazine for expectant mothers. After you have that gut feeling for an idea, you have to have market validation. You don't want to just go out blindly and create a product no one wants.

Entrepreneurship is not for the faint of heart. It's such a grueling business, and if you don't have the stomach for it, you just can't do it. You have to be willing to put yourself out there, emotionally, financially and with your reputation. I felt like I could do this because I believe in it, and I'm willing to take that chance. If you love something so much and you pour your passion into it, you can overcome a lot of obstacles.

MELISSA SERSLAND IS THE CUSTOM MEDIA MANAGER AT SCRANTON GILLETTE COMMUNICATIONS IN ARLINGTON HEIGHTS, ILL.



• Professor Kalyan Raman

the neuromarketing revolution

By Beth Moellers

IMC faculty are demystifying the psychology of marketing to understand how actually humans make choices.

Are you left handed? Did you take music lessons as a child? If so, new research conducted at Medill predicts that you listen to music twice as much as right-handers who never took music lessons. • These insights and many more are part of a music perception research project conducted by IMC faculty as they seek to understand how music can be used as a marketing tool. • This project is part of a new field called neuromarketing, which uses experimental psychological procedures and ideas from cognitive science, behavioral science, engineering, physiology and other fields to understand how people are influenced to behave in a certain way.

The Applied Neuromarketing Group, based at Northwestern, is leading the way in this important new field. IMC faculty, along with partners at Northwestern and around the globe, are using cutting edge technology, high-level mathematics and modeling to understand the psychology of marketing.

While handedness might not explain much of your purchase choices or brand preferences, “certain genres (of music) are tied to other behavior,” says Professor Martin Block. “A rock person is quite different from a rap person, though demographically they look the same,” he says.

Block calls neuromarketing “revolutionary.” For Block, who has taught and researched for 40 years in the areas of marketing research, sales promotion, advertising and direct marketing, that is quite a statement.

“It introduces a new perspective on the subconscious that we’ve had to ignore because we didn’t have any tools to measure it,” he says.

The group is made up of Northwestern faculty from Medill, the Feinberg School of Medicine and the Kellogg School of Management, as well as researchers from Massachusetts General Hospital, Wayne State University in Detroit and others from as far as Grenada and the United Kingdom.

Other researchers around the globe are working on neuromarketing, but “nobody has a group like this,” Medill IMC Professor Kalyan Raman says.

IMC research has traditionally relied on surveys asking people why they behave the way they do in response to marketing messages, IMC Associate Dean Frank Mulhern says. Or experimental research might involve measuring eye movement or hand sweat in response to marketing messages, but now using fMRIs, research participants can be exposed to images, words or music and the brain can be photographed. Researchers can then observe which parts of the brain are active to understand how messages are processed. In addition, the group uses other methods, like engineering-based behavioral science, which looks for “law-like” patterns in behavior that can then be explained by mathematical equations. The group’s expertise can help them knit together sets of equations to explain and predict behavior.

Dr. Hans Breiter, a professor of psychiatry at Feinberg, breaks it down like this: Marketing, health communication and other fields want to understand how persuasion works. But Applied Neuromarketing Group members realized they needed to take a step back because persuasion occurs in the rational mind. Many behaviors originate in the subconscious mind, so they are working to better understand how influence works on the subconscious mind as well. The group believes that it can explain how influence works by integrating a series of mathematical equations that describe attention, reward, memory and perception.

“We’re working very diligently to develop a new platform for thinking about behavior,” Breiter says. “We don’t really have a model of the mind. What we’re doing is saying we think we can build one.”

That model of the mind, and especially the subconscious mind, excites Block and the other IMC researchers. The expertise that Breiter and his collaborators from Massachusetts General Hospital brings to help them peer into parts of the mind

that have previously not been well understood.

“Probably our biggest direction or finding is attempting to explore the subconscious part of the mind that is sometimes called the reptilian part of the brain, and it’s difficult to measure and understand using conventional techniques,” Block says.

“You don’t know why a certain ad makes you feel a certain way, but you are absorbing it through your subconscious.”

The neuromarketing group started when Feinberg was recruiting Breiter to join its faculty. The Feinberg committee asked Raman to be a part of the recruitment. Raman, who teaches marketing mix optimization, optimal budgeting and allocation of the marketing communications mix, and resource allocation problems in marketing, has two Ph.D.’s. One of the degrees is in electrical engineering with a focus on neuroscience. Raman also has a joint appointment at Feinberg. Breiter was lured away from Harvard Medical School to join Feinberg, partially because of the support Feinberg provided to his lab and the chance to be a part of Northwestern’s entrepreneurial culture.

The Applied Neuromarketing Group began meeting in November 2011. Now, after meeting for nearly two years, the group has published a number of scholarly papers, has more in the pipeline and is preparing to apply for a patent for a set of equations they’re developing.

These psychological models of influence will help them better understand what brands mean and how humans make choices.

The applications of these models are far-reaching, Breiter says. Not only will they help companies reach consumers better, but could help health communicators share messages more effectively to encourage people to adopt good health behaviors, or it can help companies create products and services that people really enjoy.

Think of Facebook, Twitter and Pinterest, which employ cognitive psychologists, engineers and marketers to make their already good products better, Breiter says.

The music preference project they are working on is a great way to better understand what neuromarketing is and its multidisciplinary nature, Block says.

Musical preference tends to be a learned rather than innate preference, and much of it is set by the age of 14, Block explains. Through the algorithms, database research and experiments, the researchers seek to explain why a person prefers one type of music over another. The next step is to predict what type of music a person might like. The music that you like has meaning, but also impacts other preferences, Block says. And the results of these studies will have practical application in the marketing field.

“There is a difference between people who like rap and people who like rock,” Block says. “People who like rap are much more likely to prefer McDonald’s.”

What does that revelation mean for McDonald’s?

“It depends if [McDonald’s] wants to maintain the customers they have or if they want to attract new ones,” Block says.

BETH MOELLERS, A WRITER AND EDITOR, BASED IN BLOOMINGTON, IND., IS A CONTRIBUTOR TO MEDILL’S WEB SITES AND A CONSULTANT TO THE SCHOOL’S MARKETING AND COMMUNICATIONS TEAM.

If you thought some of your college classes were in high demand, consider these numbers:

21,865 STUDENTS

141 COUNTRIES

That was the participant roster for the MOOC (massive open online course) on content strategy, offered by Medill faculty this winter. Around the world, in homes, classrooms and boardrooms, people tuned in to check out a course containing 50 video lessons — and led by some of the top experts on the subject.

BY ERIN GOLDEN (MSJ07)

Medill Professor John Lavine was the lead organizer of the project, which was available for free through the online educational company Coursera. He says that while many of the thousands of available online courses have a wide-reaching target audience, Medill's MOOC was aimed at a more specific category: professionals.

The goal, Lavine says, was to teach people in business, government and nonprofits how to tell stories and provide information that captures people's attention. That means putting together information in much the same way journalists do, with attention to precision, clarity and solid storytelling.

"We are not in the business of radio or television or magazine," he says. "We're in the business of informing people. That's our passion: How to help people be better informed ... be better citizens, make better personal and professional decisions."

To provide that help, 10 Medill and Kellogg faculty members along with two senior VPs from IBM recorded a series of video lectures. Those programs were broken down into six weeks' worth of sessions, each providing about three to six hours of work.

Students, however, were free to watch the videos at their leisure. One participant later e-mailed Lavine, joking that Lavine had ruined his weekend because he'd started watching, got hooked, and couldn't stop. The student finished the entire course in two days.

Medill Professor and co-leader Candy Lee took charge of one unit of the course that asked students to weigh in on a real-world content strategy scenario. The storyline: A successful retailer of young men's fashion in China wants to show that it was ambitious and ready to expand. You need to get that message out. How do you do it?

The lesson, Lee says, "was an attempt to think through very practical issues: How do you manage content? How do you plan for it? How do you make sure you're legally entitled to use that content and what do you need to do to protect the content you create?"

Lee says providing lessons for such a wide-reaching audience at times proved challenging, as laws about content and access can vary from country to country. The top countries represented by the MOOC participants were, in order, the U.S., India, Spain, Canada and the United Kingdom.

But regardless of their locations, students didn't seem to have much of a problem applying the lessons to their situations.

"In a way it makes sense, because content in a digital

FREE CONTENT MOOC FOR NU ALUMNI STARTING JUNE 9

Now is your chance to participate in this content MOOC, starting June 9. Visit <https://www.coursera.org/signature/voucher/NWALUM> to register for the course. If you do not already have an account, Coursera will prompt you to sign in or create one. By clicking on the link, you will have registered for the course. You can register now for free, and you will receive an email when the course materials are available for you to browse.

setting has no boundaries," Lee says. "So if you're writing in France or you're writing in Singapore, you are writing for audiences that are all around the world. Think about how to appeal to that audience is already a part of our DNA in the 21st Century."

Participants were encouraged to transform the lessons into their own discussions, both in person and online.

Lavine says the course prompted 5,752 discussions and 17,695 posts within those discussions. The videos were downloaded 198,655 times.

The discussions involved plenty of people at small companies (51 percent of participants were from organizations with fewer than 100 employees) but also caught the attention of some of the world's most well-known names.

Suzanne Sowinska, director of content publishing and engineering excellence at Microsoft, encouraged many of her employees to sign up. Of the 37 who registered, 27 completed the course, and many of them attended weekly discussions in which Sowinska and others helped translate the lessons specifically to Microsoft — to make the information stick.

"We took the content from the courses and built an internal cohort, which made it very sticky," she says.

Sowinska says she's still doing internal surveys to see how the course worked in practice, and that the idea of using a MOOC and the group discussion aspect were positive.

"The general impression I have is very 'thumbs up,'" she says.

The content strategy MOOC is set to be offered again to the public in the fall — and this summer for all Northwestern alumni and their guests.

ERIN GOLDEN IS A REPORTER AT THE OMAHA WORLD-HERALD IN OMAHA, NEB.

ON THE SET OF ESPN'S
"PARDON THE INTERRUPTION."

head in the game

Students involved in Medill's new Sports Immersion Program
spent their spring break on a tour of the nation's capital.



STORY BY MITCH GOLDICH (MSJ14)

PHOTOS BY PARSONAGE PRODUCTIONS, INC.

for decades, Medill has churned out some of the most recognizable names in sports media. And each year a fresh crop of sports nuts flock to Medill to follow that same path. • With this in mind, the school launched its new Sports Immersion Program this winter to offer outside-the-classroom opportunities to students interested in sports.



Above: Professor Charles Whitaker introduces one of many guest speakers who students got to meet with throughout the trip.

Below: Students take a behind-the-scenes tour of the Verizon Center and learn about the Washington Wizards' communications before taking in a game.



During spring break, just a couple months after the program's launch, 15 students traveled to Washington D.C. for a three-day peek behind the scenes at some of the biggest media companies in the sports field.

"For those people who are interested in sports media, being exposed to the 360 degree world of it in person is useful," says Professor Candy Lee, one of three faculty members who attended the trip. Professor Charles Whitaker and lecturer Karen Springen also accompanied the students to Washington. "It can create opportunities to learn that may be different than what happens in a classroom," Lee added.

The trip offered the chance to attend a taping of ESPN's "Pardon the Interruption" and "Around the Horn," network at an alumni reception in Medill's D.C. newsroom and meet with staff at ESPN, The Washington Post, Comcast SportsNet and the Washington Wizards.

"I think they're filling a need at the school for a large number of students who are really passionate about sports," says Karen Quant (MSJ14). "A lot of us come in wanting to follow a specific path, and it's great that they're trying to cater to our wants and needs in creating the program."

During the visit to the studio where ESPN's "Around the Horn" and "Pardon the Interruption" are taped, the group met the hosts as they prepared for the shows, and spent time during the taping both in the studio and in the control room. Students observed how the rundowns and switchboards were similar to those in the producing classes at Medill.

Although Michael Wilbon (BSJ80) had the day off, fellow Wildcat Kevin Blackstone (BSJ81) sat down with the group after appearing on "Around the Horn."

While many in the business are quick to stress how difficult it can be to break in, Blackstone was optimistic about the future for young sports journalists.

"There are more opportunities than before, because you can create your own opportunities," Blackstone said. He explained that he came out of college and had to fit into an existing model. "Today, you're making the model," he said.

During a visit to the Washington Post, editors, reporters, photographers and video editors shared a glimpse of life at the paper.

From preparing reporters to capture video of Washington Redskins' Robert Lee Griffin, III on an iPhone, to sending a documentary crew out to chronicle the life of America's top high school football recruit, the Post finds opportunities for multimedia journalists to deliver engaging content.

Sports editor Matt Vita said the paper's standards for quality remain high, but the bar for what they consider a story has been lowered. Short video clips, quick blog posts and even compilations of tweets became part of the paper's Olympic coverage, along with more thoroughly reported stories and photography. Students got to see examples of each, and learn how they fit into the Post's overall strategy.

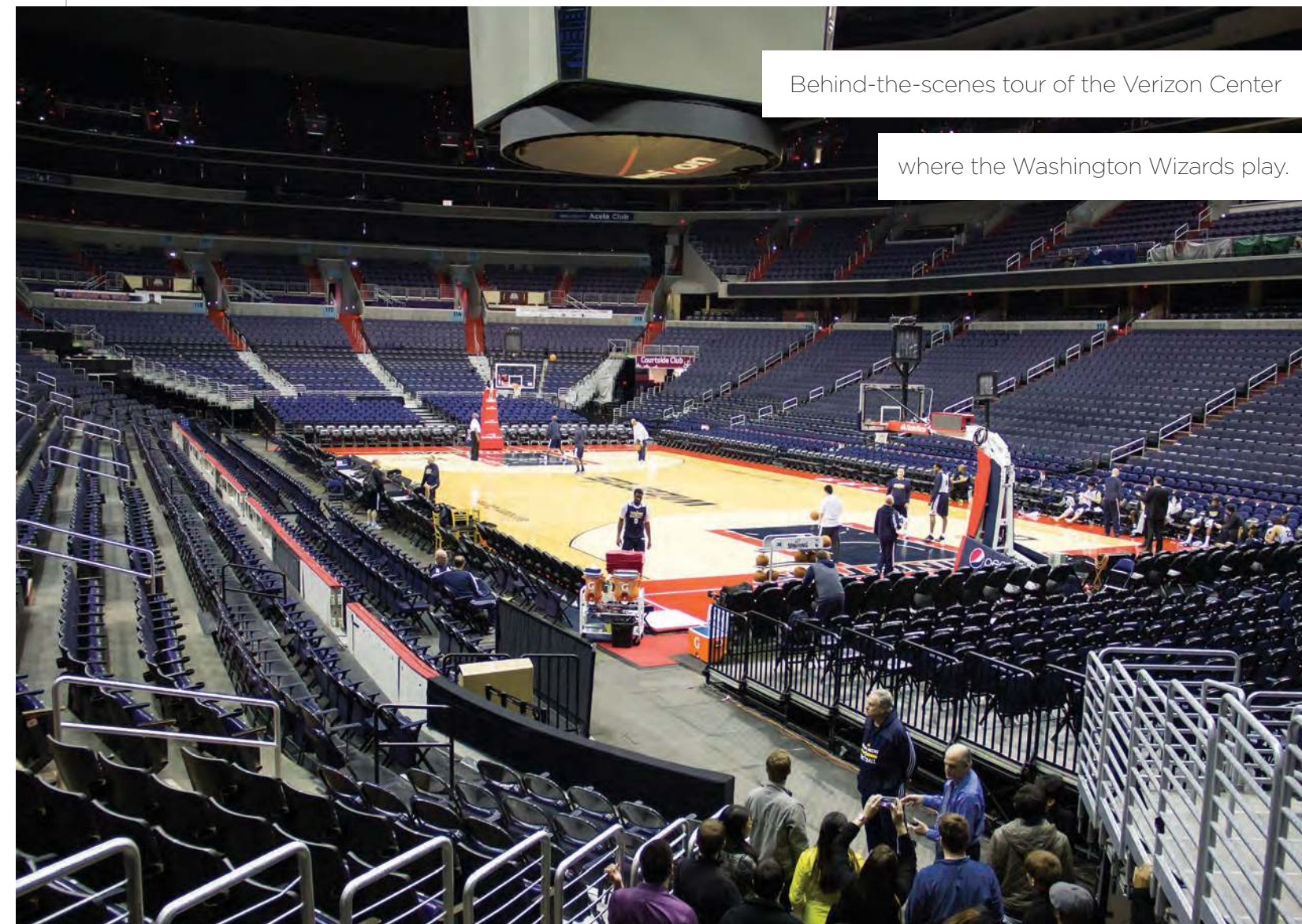
The itinerary was packed with experts eager to share advice.

While touring the Newseum, students watched a video about the history of sports media that featured USA Today columnist Christine Brennan (BSJ80, MSJ81). Merely hours later, the students were sitting with Brennan around a lunch table, asking her about her life and career.

Brennan was also optimistic, reinforcing the notion that persistence and passion could get young journalists where they want to go.

"It did provide a little bit more inspiration," said Nikitta Foston (MSJ14). "Because you can see folks who were in the place where you're sitting, now in the place where you want to go."

MITCH GOLDICH IS A GRADUATE STUDENT IN THE VIDEO/BROADCAST TRACK AT MEDILL. PRIOR TO MEDILL, HE WORKED AS A WEB PRODUCER FOR NBC OLYMPICS DURING THE LONDON GAMES IN 2012. HE'S ALSO WRITTEN FOR THE HUFFINGTON POST AND ESPNW.COM.



Behind-the-scenes tour of the Verizon Center

where the Washington Wizards play.

a true visionary

David Sibbet's visual facilitation spurs group think and boosts productivity through the marriage of graphics and text.

Story and photos by Erin Kron (BSJ13)

Sitting at his desk in the historic Presidio national park of San Francisco, David Sibbet (MSJ67) hooks up a USB cord linking his tablet to his MacBook Pro computer laptop. He clasps a pen stylus and goes to work, writing on the tablet with eyes firmly focused on the laptop. It's hard to believe the letters appearing on the screen come from his pen, as he writes with clear, steady, font-like precision. A small tool belt rests against his waist — arming him with pens in a variety of colors and textures, so he can work on either paper or screen.

Sibbet, the founder and president of The Grove Consultants International, specializes in this — using graphics and text to visualize ideas. Today he's just returned from one of many work trips where he both runs meetings for major companies like Nike and teaches clients how to be leaders in visual facilitation — Sibbet's signature contribution to the business and communications world.

He considers the field's marriage of text and graphic communications to be the backbone of his work model.

"As I've gone into visual facilitation, one of the best ways I know how to record when I don't know where it's going is in what I call a magazine format," Sibbet says. "Where I'll start with columns of information, and then when I hear someone breaking out into a story or painting a picture in some way, I'll break into a visualization pattern."

After graduating from Medill, Sibbet worked for a year as a reporter for the Chicago Tribune. He says he still considers his work in the business world to be a form of reporting. "A lot of the reporter's work is done during the interview,

where you're listening, you're getting the information out and you're writing it in your book," Sibbet says. "If you think about what I do, in some ways it's visual journalism—I'm just letting them see my reporter's notebook while I'm interviewing."

For Sibbet, his visual meeting organization bridges his two loves: journalism and architecture. This philosophy doesn't only extend to meetings — it's actually how Sibbet thinks. He wrote all three of his published books ("Visual Teams," "Visual Leaders" and "Visual Meetings") directly in the magazine/newspaper layout program InDesign, with his drawing tablet right next to him. "This is a vision that I had way back when I was working with Apple [in the 1980s]," Sibbet says. "But it wasn't until the last couple of years that you could actually do it."

He teaches clients that this dual representation of agendas, reports, or plans in text and graphic form is essential to productivity and group focus. "It turns out that that's the way people really like to absorb

information," Sibbet says.

On a sunny day in January, Sibbet is meeting with Art Tauder (BSJ 61), retired vice chairman of McCann World Group and founder of a communications consultancy, Thunderhouse, LLC, specializing in innovation. Tauder is a disciple of Sibbet's, having made the trek out west from New York City for several workshops run by The Grove Consultants International, as well as sending friends and employees to attend them as well. Today Tauder is there to discuss the possibility of having Medill students learn about Sibbet's visualization techniques.

"Art, what do you want to talk about today? What do you want to go away with?" Sibbet asks, signaling the beginning of his visual meeting demonstration.

"Yeah, I want to talk about this Medill initiative and how it's evolved since you and I first talked about it," Tauder replies. He adds he wants to discuss how to bring Sibbet's Bay Area work into classes in Evanston and beyond.

Sibbet nods and smiles, speeding up the movement of his pen as he begins sketching the outline of a map between Lake Michigan and the Bay Area. "See now, when somebody says something like that, it really begs for ..." He pauses as he finishes sketching arrows between MEDILL, by an outline of Lake Michigan and THE GROVE, next to a sketch of the Bay Area coast. "It's just so much fun I can't even stand it," Sibbet says, grinning.

For clients who can follow along with the verbal and textual meeting breakdowns but have difficulty drawing,

Sibbet argues their exercises can teach most people how to sketch effectively. "It's very simple to draw a circle — you just imagine you're stirring the circle, and the arm is basically a compass," Sibbet says. "In very short periods of time we can get people who don't think they can draw able to just do amazing things."

As different visual technology comes out—from user-friendly video recording and editing programs to newer forms of power point shoot-offs like Prezi and Muraly, representational drawing may become less essential in bringing visual components to meetings. Sibbet says that while the older members of companies don't process information via newer technologies, younger employees and start-up cultures have already begun to embrace these new forms of visual communication.

"The key thing to think about is the difference between pushing information at people and receiving information from people," Sibbet says. In other words, he says, presenting aesthetically beautiful information doesn't substitute for interactive involvement.

To him, the best way to engage groups and have real change occur out of meetings is to have the group actively communicating, rather than just viewing presentations.

ERIN KRON IS A NYC-BASED FREELANCE JOURNALIST AND VIDEOGRAPHER CURRENTLY WORKING AS A PRODUCTION ASSISTANT FOR A DOCUMENTARY PRODUCTION COMPANY.



1950s



Garry Marshall (BSJ56) joined his son, **Scott, (C91)** in the 125th Tournament of Roses Parade on Jan. 1. They rode on the float created by the City of Burbank, a town near where Garry Marshall lives. He also owns the Falcon Theatre.

Karen DeCrow (BSJ59) made a keynote presentation at Upstate College of Nursing's "Women's Health: Where Are We Today?" conference in April. She presented on "Healthcare for Women: A Historical View." DeCrow was also a panelist for "A Passion for Law and Opera" at the New York City Bar Association in May.



1970s

Byron Harris (MSJ72) won his sixth duPont-Columbia University baton for investigative reporting on Medicaid dental fraud in Texas in 2012-2013. Harris also won his fourth Edward R. Murrow award for investigative reporting and a Gerald Loeb Award for business and financial reporting in 2013. He has also won two Peabody Awards. Harris is an investigative reporter for

WFAA-TV in Dallas, Texas.

Jay Leve (BSJ78, MSJ79) is celebrating his 25th year as the CEO of SurveyUSA, an opinion polling and market research company he founded. SurveyUSA, based in Clifton, N.J., specializes in conducting public polls for media clients and private surveys for corporate clients.

1990s

Barb Goffman's (MSJ93) first collection of crime short stories, "Don't Get Mad, Get Even," was published in April 2013. Two stories in the book, "Evil Little Girl" and "Nightmare," were just nominated in January for the Agatha Award for best mystery short story published in 2013. Another story, "The Lord Is My Shamus,"

won the Macavity Award for best mystery short story published in 2012 and was nominated for the Anthony and Agatha awards.

Kara Douglass Thom (MSJ97) wrote six children's books to accompany the Go! Go! Sports Girls dolls. Each book tells of a doll's adventure playing her sport. The books were released in April.

Betsy Bozdech McNab (BSJ/MSJ97) and her husband, Pete, of Alameda, Calif., welcomed son Alexander "Alec" Ian Marek McNab on Oct. 12, 2013. He joins older sister Katie, who turned four in February. Betsy also recently celebrated her eight-year anniversary working at Common Sense Media in San Francisco.

OBITUARIES



Michael C. Janeway

Michael Janeway, 73, an accomplished print journalist and dean of Medill from 1989 to 1997, died April 17 of complications from cancer.

Janeway most recently served as administrator of the National Arts Journalism Program at Columbia University's Graduate School of Journalism in New York City.

As dean of Medill, Janeway led the rededication of Fisk Hall in 1989 and said he strived to create a "forum [at the school] where critical issues in journalism are explored and students are exposed to issues in addition to receiving the fine teaching the school is known for." He also served as a professor of journalism at Medill.

Professor Donna R. Leff appreciated Dean Janeway's ability to build lasting relationships for Medill.

"He connected through Newton Minow to the Annenberg Program in Washington, which supported faculty research and helped start the global program at Medill," Leff says. "The program still sends graduate students abroad for a fifth quarter in the MSJ track."

Janeway's professional resume included executive editor of the Trade and Reference Division of the Houghton Mifflin Co. publishing house from 1987-1989. Before that, he was editor of *The Boston Globe* (1986-1987) and executive editor of *The Atlantic Monthly* (1975-1977). A 1962 Harvard University graduate, Janeway's career began when he received a traveling fellowship from the university and joined *Newsday* as a features reporter.

Janeway was the co-editor and contributor of "Who we Are: An Atlantic Chronicle of the United States and Vietnam" (1968), editor of "Republic of Denial: Press, Politics, and Public Life" (1999) and co-editor and contributor to "A Story of our Time: American Politics and the Press in an Era of Loss" (1999).

2000s

Annika Martin (BSJ01) was named partner at Lief Cabraser Heimann & Bernstein, LLP, where she represents individuals and companies in consumer, environmental and mass torts cases.

Lisa Smith Parro (MSJ02), and her husband, David Parro, welcomed their second child, Isabella GraceAnn, on Nov. 7, 2013. She joins big brother David Michael, who turned two in September. Lisa is public affairs manager at Advocate Good Samaritan Hospital in Downers Grove, Ill.

Evan Benn (BSJ04) was promoted to food editor of the Miami Herald, where he first interned as a Medill undergraduate in 2002. Benn lives in Miami Beach with his wife, Dr. Teri Benn (WCAS04).

Julia (Julie) Lissner (BSJ04) recently joined Akerman LLP's Chicago office as a business litigation attorney.

Will Sullivan (MSJ04) was recently promoted to director of mobile for the Broadcasting Board of Governors. His work on the Voice of America mobile application suite that supports 43 languages was recognized by the GSMA, the mobile industry's largest trade group, as a finalist for "Best Mobile Publishing Platform" in the 2014 Global Mobile Awards.

2010s

Jabril Faraj (BSJ10) led a team documenting Milwaukee's four largest street festivals last summer. Those photos, video and interviews can be seen at milwaukeeestreetfestivals.com, which launched in April.

Taryn Tawoda (BSJ11) has been promoted to account supervisor at Greentarget Global Group, a B2B public relations firm based in Chicago.

EVELYN Y. DAVIS

BENEFACTOR SUPPORTS 20 MASTER'S STUDENTS



Investor, philanthropist and Medill benefactor Evelyn Y. Davis, 84, has stepped back from her role as a shareholder activist, but her scholarship at Medill, given in 1996, continues to support master's students pursuing business or political journalism.

The scholarship supported 20 master's students this year including Brian Ayala, Mary Bibb, Kerry Cardoza, Derrick Clifton, Martine Granby, Alexandra Hines, Lindsey Holden, Sean Kennedy, John Kuhn, Timothy Marcin, Rachel Menitoff, Elizabeth Metz, Brittany Nims Hayato Norimine, Claire Norman, Karen Quant, Caroline Thompson, Brittany Vogel, Elizabeth Wang, Ross Williams and Kjerstin Wood. All will graduate this year.

— BETH MOELLERS

OBITUARIES



Earl Golz (BSJ55), 79, of Austin, Texas, died Jan. 1. Golz was known for reporting about the Kennedy assassination and writing more than 100 stories in the 1970s. He received two significant awards while working at the Dallas Morning News—a Headliners award for investigative reporting and a John Hancock award for business and financial reporting. Golz was fired from the Dallas Morning News in the early 1980s after he wrote an article about a troubled bank. The bank then placed full-page ads in

several newspapers claiming the article was false. Golz responded with a libel lawsuit and eventually settled the claim for about \$150,000. Golz then moved to New York to work on the tabloid *Star Magazine*, working in Wisconsin, Arizona and Texas. He worked on the business desk of the Austin American-Statesman before retiring in the 1990s. Golz is survived by his wife, Lois; sister, Donna Ramsey (BSJ60); his son and daughter and three grandchildren.

James (Jim) Reed (MSJ51), 90, of Brookfield, Wis., died Jan. 27. Reed was an Army veteran and a member of the Elks Lodge and Masonic Lodge. Reed is survived by his wife, Paula Reed; his nieces and nephews Kent (Susan) Currie, Bruce Currie, Diane (Lowell) Richardson, and Gail (Greg) McCarty; and his great-nieces and great-nephews.

Angelo Henderson (Cherub79), 51, of Pontiac, Mich., died Feb. 15. Detroit Mayor Mike Duggan called Henderson one of Detroit's "strongest voices." Henderson is the only African-American reporter to win a Pulitzer Prize for the Wall Street Journal. He won the Pulitzer Prize for feature writing in 1999. Henderson was a print and broadcast journalist for 24 years. Most recently, he was the host of "Your Voice with Angelo Henderson," one of Detroit's most popular news talk radio shows. He was also the founder of Angelo Ink, a writing, speaking and media consulting firm. Henderson was a community activist and an associate minister at Triumph Church, where he also served as director of evangelism and outreach. Henderson is survived by his wife, Felecia Henderson and their son, Grant.

Daniel Renberg (BSJ52), 83, of Los Angeles, Calif., died Jan. 13. Renberg was an Army veteran. After the war, he received his MBA from Harvard University in 1954 and worked as a stock broker before establishing Renberg Capital Management in 1964. Renberg was a committed philanthropist, concentrating on promoting and sustaining the LGBT community. He was a major investor in the Advocate, a prominent LGBT publication. In 2010, he and his husband, Eugene Kapaloski, were awarded the Lifetime Achievement Award from the Gay, Lesbian & Straight Education Network (GLSEN). Renberg also established and supported the Daniel H. Renberg Fund at Medill. Renberg is survived by Kapaloski.

OBITUARIES

John Palmer (C58), 77, of Washington D.C., died Aug. 3. He had a 40-year career with NBC, serving as a correspondent from Chicago, Paris and Beirut before becoming the White House Correspondent for the Carter and Reagan administrations. He anchored "Today" from 1982 to 1989. He broke the news of the failed rescue attempt of American hostages held in Iran, for which he became the first broadcast journalist to earn the Merriman Memorial Award for Excellence in presidential news coverage. He also received an Emmy Award for his reporting on the African famine. He anchored the first hours of the Challenger Space Shuttle tragedy in 1986. He earned his master's degree from Columbia University. He is survived by his wife, Nancy, and three daughters.

Calder Pickett (MSJ48), 92, of Lawrence, Ky., died Oct. 29. Throughout his career as a journalism professor, Calder taught at Utah State University, the University of Denver and finally, the University of Kansas for 37 years. He won several teaching awards, including the HOPE, which is voted on by students, the Clyde M. Reed Distinguished Professor of Journalism and the Chancellor's Club Career Teaching Award. While he was acting dean for KU in 1962, the KU journalism school received the William Randolph Hearst Foundation Award. Pickett was a radio broadcaster for 32 years for Kansas Public Radio, where he won the George Foster Peabody Award in 1973 for "meritorious service to journalism" for his radio show "The American Past." He authored "Ed Howe: Country Town Philosopher," for which he received the Mott-KTA award for best journalism research. Pickett also worked for several newspapers and was a book review editor for the Journalism Quarterly for 10 years. He received a doctorate in American Studies from the University of Minnesota in 1959. He is survived by two daughters, Carolyn Zeligman and Kathleen Jensen; two grandchildren, Laura and Daniel Zeligman; his brother, Neal Pickett; and numerous nieces and nephews.

Lowell Kalapa (BSJ71, MSJ72), 64, of Honolulu, Hawaii, died Dec. 30. Kalapa was a financial analyst and watchdog for taxpayers, serving as the longtime executive director of the nonprofit Tax Foundation of Hawaii. He was a respected economic voice in the halls of both the state Capitol and Honolulu Hale, who had a gift for breaking down complex financial issues to make them easy for people to understand. Kalapa preached and practiced fiscal responsibility in both the private and public sectors and called for reduced government spending. He also ensured lawmakers and citizens understood the impacts of legislative measures on regular people. Kalapa wrote a weekly column in several Hawaii newspapers and appeared regularly on radio and television. Kalapa is survived by his brother, Leighton; sister-in-law, Patty; nephew, David, and niece, Kelly.

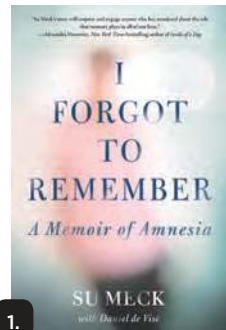
William Thomas, (BSJ50, MSJ51)



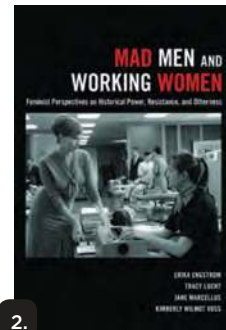
Thomas, 89, of Sherman Oaks, Calif., died Feb. 23. Thomas began his career as metropolitan editor at the Los Angeles Times in 1962 and served as editor and executive vice president from 1971 to 1989. During that time he oversaw an extraordinary period of expansion of the paper nationally and abroad and increased resources for

news. Over his three-decade career at The Times, Thomas helped the paper earn the Pulitzer Prize 11 times. He oversaw the launch of the Sunday magazine, Book Review and daily Business and Calendar sections. He opened 11 domestic and foreign bureaus and started regional editions in San Diego and the San Fernando Valley. In his tenure, the LA Times hit its all-time high of daily circulation (1.1 million) and Sunday circulation (1.4 million). He was a champion for literary journalism and was lauded for his work to improve the quality of writing and varied story forms in the paper. The William F. Thomas Professorship was established by the Times Mirror Foundation in 1989 after Thomas retired from the company. Thomas was a World War II veteran. He is survived by his sons, Michael, Peter and Scott; and a granddaughter, Kasey.

Dozier Copeland Cade, (MSJ40), of Nashville, Tenn., died April 12. Cade served as director of the School of Journalism at the University of Tennessee from 1972 to 1978. Prior to UT, Cade served as chairman of the Department of Journalism at Georgia State University. He was also on the faculties of Northwestern University, Emory University and the University of Alabama. He earned a doctorate in journalism from the University of Iowa in 1954. Cade was an Army veteran who also served as an assistant city editor of the Atlanta Journal and a copy editor for the Chicago Daily News. He published his memoir, "Mama Was My Teacher: Growing Up in a Small Southern Town," in 2004.



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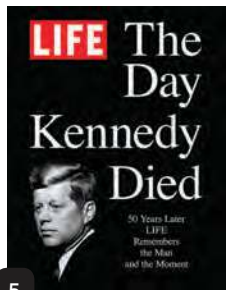
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See more books written by alumni online at bit.ly/Medill-Keep-Reading

1. I Forgot to Remember: A Memoir of Amnesia

Su Meck with Daniel de Visé (MSJ90)

Meck was 22, a wife and a mother of two small boys when a fan fell from the kitchen ceiling and struck her on the head. All of her memories were erased, and she returned to a world of which she understood very little. In her memoir, Meck writes of life with a traumatic brain injury and her struggle to build her life anew. De Visé, who profiled Meck for the Washington Post in 2011, co-authored the book.

2. Mad Men and Working Women

Jane Marcellus (MSJ82), Erika Engstrom, Tracy Lucht and Kimberly Wilmot Voss

The book aims to help viewers of the AMC television series *Mad Men* understand women's lives in the 1960s and explore and discover alternative ways of seeing women. It offers historical insight on serious issues that modern, working women continue to face today.

3. Reporting Under Fire: Daring Women War Correspondents and Photojournalists

Kerrie Logan Hollihan (MSJ74)

In her latest juvenile nonfiction book, Hollihan profiles 16 female journalists who risked their lives reporting from the frontlines. Their stories cover 100 years from World War I to the present — from Peggy Hull, the first female war correspondent accredited by the U.S. government, to Martha Raddatz, who has traveled to Iraq 20 times and made dozens of trips to Pakistan and Afghanistan to cover conflicts in the Middle East.

4. Slicing Pie: Funding Your Company Without Funds

Mike Moyer (IMC96)

You and a partner start a business and split the equity "50/50." You do all the work and he does nothing but still owns half the company—now what? To solve this common problem, *Slicing Pie* outlines a simple but extremely powerful method for dividing equity in early-stage companies in a way that is perfectly fair to all participants.

5. The Day Kennedy Died: 50 Years Later LIFE Remembers the Man and the Moment

Richard Stolley (BSJ52, MSJ53) and the Editors of Life

In honor of the 50th anniversary of the John F. Kennedy assassination, *LIFE Magazine* revisits Nov. 22, 1963, with rarely seen photos, Theodore White's "Camelot" interview with Jackie Kennedy and an essay on 50 years of conspiracy theories. In one essay, Stolley explains how he exclusively obtained the Zapruder film.

6. Wrigley Field: An Oral and Narrative History of the Home of the Chicago Cubs

Ira Berkow (MSJ64)

This tribute by New York Times columnist Ira Berkow was timed to coincide with the 100th anniversary of Wrigley Field. The book documents the stadium's entire history, decade-by-decade, including a collection of historical photographs and first-person accounts from several notable fans, including President Barack Obama. The book includes a foreword by former Cubs pitcher Kerry Wood.



YOU LEARN. WE PAY.

Looking to enhance your media skills or learn to tell better stories with multimedia tools? Starting in 2014, Medill will award 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-campus and online courses offered by Poynter. For more information, and to apply, please visit: www.medillpoynterscholarships.com.

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MEET ALUMNI WHO WORK IN LONDON.
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