The Medill master of science in journalism program now offers a specialty in sports. Join us for a graduate year that delivers the fast-paced world of sports.

To learn more, visit www.medillsports.com or contact Professor Candy Lee at 847.491.2065 or candy.lee@northwestern.edu.
This issue celebrates the fashion-related accomplishments of Medill’s alumni, but let’s start with an obvious fact: College is not a very stylish place. Unless you graduated in the prep-obsessed 1960s, Evanston’s leafy, lakey confines were probably teeming with what some might call “mistakes” — bell bottoms, popped-collar polos, or when I attended in the mid-aughts, a swarm of Ugg boots, North Face puffers, and leggings worn as pants.

Medill is also not a fashion journalism school. Professors don’t teach you how to describe the surprisingly complicated world of crafting clothes. Nor do journalism history classes explain the ways magazines such as Town & Country exalted lifestyle coverage long before newweeklies crowded newsstands.

Yet, despite Medill’s environment — or perhaps because of it — the school has produced some of this country’s fashion greats. Most notably, this includes Cathy Horyn (page 17), who reigned as The New York Times’ most respected fashion critic in the paper’s history. And, on the opposite side of the industry, Ed Filipowski (page 12), who runs the notoriously professional (and often sort of scary) fashion agency, KCD.

My theory behind our shared alma mater goes something like this: Medill teaches its students to thrive in the increasingly complicated media world. And the fashion industry is plenty complicated. It’s a business filled with many gatekeepers, even more egos, and millions of dollars at stake — only the most dogged reporters can get designers and their money folks to say something interesting. Only the best writers can explain how season after season of similar garments can be noteworthy. And only masochists can think they’ve got something new to say about getting dressed, one of humanity’s oldest morning routines. (Personally, I blame my classmate Dan Macsai, now an editor at Time, for asking me to write a weekly fashion column in The Daily Northwestern.)

If you can get past the naysayers, fashion is probably more interesting than other beats a journalist might pursue. It’s the clothes we wear every day. Or the ones we avoid. It’s celebrity. And international manufacturing, creativity, technological advances, terrible attitudes. Unlike most other cultural pursuits, style instantly defines a decade. Only occasionally, it’s actual art. As the late John Duka — style writer, KCD co-founder and my favorite Medill alum — wrote once in the Times, “fashion experts and retailers are often inclined to exaggerate.” Still, they’re right about one thing: Their work is impossible to ignore.

As a tech entrepreneur, I find myself relying on my IMC background just as much as my engineering background.”

CHIRAG GUPTA (MCCORMICK, IMC UNDERGRADUATE CERTIFICATE) • Co-founder of North Dallas Coworking, a coworking space / incubator in North Dallas.
MEDILL NEWS

Medill welcomed alumni Christine Brennan (BSJ80, MSJ81) as the 2014 convocation speaker at ceremonies held June 21. Brennan inspired students with advice about how she built her career, through perseverance and determination, as an award-winning sports columnist for USA Today. Today, best-selling author and commentator for ABC News, “PBS NewsHour” and National Public Radio.

At the convocation ceremony, Medill honored the 20th anniversary of the Robert R. McCormick Foundation Journalism Program by presenting David Hiller, president and CEO of the foundation, with a crystal plaque. The McCormick Foundation has a long and generous history of supporting Medill by funding major scholarships, building projects and journalism programs to propel Medill students to be leaders in the industry.

Dean Bradley Hamm and IMC Program Director Jenna Massey visited Taipei, Taiwan, on May 9 to explore global initiatives and network with Medill alumni. They visited three top-ranking journalism programs, including National Chiao Tung University, National Chengchi University and Fu Jen Catholic University. In addition, Hamm accepted an endowment on behalf of Medill from Next Media Animation.

From left to right: Loren Ghiglione, Medill Professor; 2014 NAJA Medill Milestone Award Recipient Bryan Pollard, Executive Editor, Chicoine Phoenix.

The Native American Journalists Association (NAJA) and Medill announced a joint partnership to present the NAJA Medill Milestone Achievement Award and named the first award winner, Bryan Pollard, executive editor of the Cheroke Phoenix. Pollard will receive $5,000 and will be invited to campus in the fall to speak with students and faculty about the presence and representation of Native American journalists in the media.

STUDENT NEWS

Omar Jimenez (BSJ15) won third place in the William Randolph Hearst Foundation’s College TV News National Championship in Washington, D.C. The four-day event called for organizing, shooting and editing a story, for which Jimenez earned the title of “youngest TV competitor” and a $5,000 scholarship.

Three students were chosen by peers and faculty in their respective programs to speak at Medill’s convocation ceremonies on June 21. Karen Chen (BSJ14), who graduated with a double major in journalism and political science, addressed the BSJ graduates; magazine concentration student Connor Walters (MSJ14) spoke on behalf of the MSJ class; and Justin Johnson (IMC14), a global account executive at Energy BBDO, delivered a speech from the IMC class.

Karen Chen (BSJ14) won the 2014 Walter S. and Syrena M. Howell Essay Competition for her essay, “The Problem with Gawking.” The piece analyzed the truth behind a leaked security video of an anonymous woman destroying a McDonald’s restaurant.

IMC full-time graduate students participated in Immersion Quarter projects this summer to provide marketing and communications strategy to clients on-site. This year’s participating companies included Leo Burnett/Arc Worldwide, Lyft Kitchen and Rival, among others.

Twenty-one fourth-quarter MSJ students developed five distinct products with business plans or grant proposals as part of the Interactive/Magazine Innovation Capstone. Each team curated editorial content and incorporated web, tablet and mobile functionality in their working prototypes. Student leaders were Stacia Smith (MSJ14), Connor Walters (MSJ14), Niels Norgaard (MSJ14), Katie Golde (MSJ14) and James Risy (MSJ14).

The IMC Online Master’s program graduated its inaugural class. Graduates included Grant Jones (IMC14), Christina Kallman (IMC14), Scott Knudson (IMC14), Kristen Lease (IMC14), Sangram Pradhan (IMC14) and Anna Tung (IMC14).

Medill IMC Certificate student Leah Bowman (C15) created “Leah Lego,” an interactive summer internship application complete with Lego pieces, assembly instructions and a tailored ad that showed potential employers how they could build the perfect account service intern. Bowman’s project went viral in January and led to numerous job offers, including the one she accepted this summer from Energy BBDO in Chicago.

MEDILL NEWS

IMC Professor Kalyan Raman was named the ninth Dorothy Ann and Clarence L. Ver Steeg Distinguished Research Fellow for his research in cerebrospinal (CSF) dynamics and media mix optimization. Dean Bradley Hamm nominated Raman, who will receive $37,000 for his research. The award is designed to support the research of tenured Northwestern faculty whose outstanding works enhance the reputation of the university.

Senior Lecturer Alex Kotlowitz won a Peabody Award, broadcast journalism’s highest honor, for his story on how gun violence impacted a Chicago high school. The two-part series “Harper High,” which aired February 2013 on National Public Radio’s “This American Life,” is the story of how a South Side Chicago school tried to recover from the year 2012, during which 29 of its current students and graduates were shot.

IMC graduate students in Adjunct Lecturer Ariel Goldfarb’s class worked with Lavazza Italian Espresso Coffee to create a strategic marketing plan for the company’s domestic marketing efforts. The final project offered real-world experience to students who provided recommendations to help elevate the brand and grow the business nationwide.

Lecturer Tim McNulty traveled to Astana, Kazakhstan, in May to participate in the World Economic Forum in Central Asia. He appeared on televised panel discussions, focusing on the role of the media in a free market economy and the trials and pitfalls that confront journalists around the world.

IMC Lecturer Marty Kohr represented Medill at a joint conference between Medill and the Association of National Advertisers on June 19. IMC students Kristine Fatalco (IMC14), Elizabeth Young (IMC14), Jessica Maclean (IMC15) and Jenny AJ Tseng (IMC13) attended the event, led by panelist Julie Kosweiler, senior director of global advertising for Accenture and Allstate IMC committee chair; speakers David Murphy, president of Team Detroit; Kerry Hackett, Allstate Insurance marketing director; and Chris Madaus, Walgreens Group VP, marketing strategy, brand and operations.

FACULTY NEWS

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FACULTY NEWS

UPCOMING EVENTS

• The Medill National Security Journalism Initiative invites journalists who cover the military, homeland security or defense issues to attend this year’s conference. The conference is limited to 30 people and participants will receive a $200 travel stipend. To apply, visit http://nationalsecurityzone.org/site/apply-now-for-njsj-conference-in-washington/.

• Please join Medill as we kick off NU’s Homecoming Weekend, Oct. 17-19, with a Dean’s Reception on Oct. 17 from 4:30 to 5:30 p.m. in the MTC Forum lobby. Then, don your purple with pride at our Medill Tailgate on Oct. 18, two hours before kickoff at the Manufacturers’ News parking lot next to Ryan Field. Food is free and no RSVP is required. For more information, contact Belinda Clarke at b-clarke@northwestern.edu.

Student News.

Professor Rich Gordon, Associate Professor Mei-Ling Hoppood, Associate Professor Patti Wolff and Assistant Professor Jon Marshall joined Interim Journalism Associate Dean Craig LaMay (pictured above) as speakers at the Guangdong Summer School program at Jinan University in Guangzhou, China, from July 14 to 18. The five faculty members were asked to speak on digital journalism and leadership as part of a week-long journalism conference involving more than 400 Chinese graduate students, reporters/editors and professors.

Medill IMC Online welcomed 17 of its 95 working-professional students to campus June 11 to 15 for a program led by Associate Professor Tom Collinger and Professor Candy Lee.
At an event welcoming master's students in journalism, Associate Professor Louise Kiernan asked the group: “How many of you want to be journalists because you want to change the world?” Students’ hands shot up.

A Medill initiative for MSJ students, the Social Justice News Nexus (SJNN), connects community reporters, faculty and graduate students to tackle critical issues facing Chicago neighborhoods. Launched in January 2014, the program is led by Medill Professor and principal investigator Jack Doppelt. Kari Lydersen, a Chicago reporter and journalism instructor, and Kiernan both serve as fellowship directors.

SJNN is funded by a grant from the McCormick Foundation, a long-standing supporter of the school. Mark Hallett (MSJ91), senior program officer of the journalism program at McCormick Foundation, says, “So often, critical issues get fleeting coverage and then drop off the radar. Medill’s SJNN is an attempt to build a community of reporters committed to high-quality, nuanced and sustained reporting around important issues facing the city of Chicago.”

Doppelt views the program as an opportunity for journalists to witness firsthand the plight of society and to work in the non-profit realm to bring these subjects to light. “Some impressive journalism is coming out of the non-profit sector from NGOs that cover society’s more pressing issues with integrity, depth and sustainability,” he says. “The fire in the belly that has characterized the highest commitments of journalism is burning there, too.”

SJNN Fellow John Kuhn (MSJ14), who worked on a project about prison sentence reform for drug offenders says, “Like other issues, the impact of drugs seeps into places that don’t come to mind right away. The more I get to know the people and the policies, the better I’m able to understand the sometimes convoluted and surprising ways drugs affect Chicago communities, Chicago families, Chicago people. But it takes time. I’m thankful the fellowship gave me the chance to work on the project for two full quarters, and counting.”

Caroline Cataldo (MSJ14), another SJNN fellow, worked on a radio piece for Chicago Public Media’s WBEZ. “In my experience, people tend to turn a blind eye to so many problems in our country simply because issues like poverty, addiction and homelessness are really hard to talk about.” Cataldo says. “SJNN gave me the opportunity to begin a conversation on an issue I really care about — families at the poverty line — and deliver it to a larger audience.”

Kiernan says the experience to work with professionals and see what it takes to produce quality journalism is extremely valuable for students.

“I was beyond pleased with the story that I helped produce for WBEZ,” Cataldo says. “I think the most satisfying part of this project was realizing how many people we were able to reach with the story of the Women’s Treatment Center. My greatest hope is that someone was listening to this story and felt even a little bit closer to understanding what these women and children go through every day.”

FOR MORE INFORMATION ON SJNN, PLEASE VISIT HTTP://SJNNCHICAGO.ORG
MEDILL CLUB OF CHICAGO WINE TASTING

Chicagoland alumni and first quarter MSJs mingled and sampled wines, cheese and chocolate at a Medill Club of Chicago event on July 31 at ENO wine bar in the InterContinental Chicago hotel.

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Ed Filipowski (BSJ83) president and chief strategist of KCD, fashion public relations agency that specializes in event production and digital services, continues to make a splash on and off the runway.
It’s all a far cry from Filipowski’s childhood in a small town in southwestern Pennsylvania, where his father was a steelworker. Realizing early on that he had a talent for writing, Filipowski started working for the local newspaper as well as the high school paper and radio station. “I was attracted to anything media-related, and I was driven to be a journalist,” he recalls. Fashion, too, was always in the back of his mind. “I’m gay,” he says matter-of-factly, “I was born with the fashion gene.”

He knew Medill was the best journalism school, so he borrowed money from his sister for the application fee. “I was fortunate to get in the door,” he says, adding that he received nearly a full scholarship. “My partner aside, Northwestern is the best thing that’s ever happened to me.”

In Evanston, Filipowski immersed himself in campus life, joining Theta Chi fraternity, the activities and organizations board, and The Daily Northwestern, where he edited the first fashion supplement. Along the way, he realized he didn’t have the heart and soul to be a great writer, and that’s when he decided not to devote his life to being a journalist.

After graduation, he moved to New York City and shared an apartment with Sparer. Another NU alum, Jack Taylor, hired him as an assistant account executive in the rapidly growing ad agency Jordan, Case, Taylor & McGrath. There, Filipowski developed a solid understanding of brand strategy and product storytelling in a short period of time. He heard about KCD through a friend, and when the company landed a big client, he sent partner Kezia Keeble a bouquet with a congratulatory note. The flowers led to a meeting, which led to a job offer.

“I still remember that moment so clearly,” he says. “That’s what my life and career have been like, a series of moments. Northwestern made me believe life was full of wonderful possibilities and the only way to be is fearless when they happen to you.”

Filipowski never became an editor like Lou Grant, but his job is even more high-profile. As co-president of KCD, one of the world’s most influential fashion PR firms, he represents many of industry’s iconic brands, such as Tory Burch, Marc Jacobs, Louis Vuitton, Alexander McQueen, Gucci and Prada. Under his tutelage, the firm has worked with some of the biggest breaking news stories in fashion and helped journalists cover the industry in a deeper, multi-dimensional way.

“Or Ed Filipowski (BSJ83), the TV show “Lou Grant,” starring Ed Asner as a newspaper editor and Nancy Marchand as the publisher, was more than prime time entertainment. The show’s titular character also inspired Filipowski’s teenage dreams of becoming a writer. Little did he know back then that art and reality would soon collide. As a college freshman, the first person he met at Northwestern, on the steps of Chapin Hall, was Nancy Marchand, who was sending her daughter, Rachel Sparer (WCAS83), off to school. “And when I’m standing with Sarah Burton at McQueen, and she’s taking me through her thought process, I can’t believe my life. It’s a privilege.”

When the fashion industry went digital, Filipowski didn’t immediately rush to change his approach. Instead, he waited to learn more about client needs. As he watched digital trends emerge, he created the Balenciaga shows.com, featuring exclusive runway shows that allow journalists to cover online shows as if they were live. The site has a strong following, and now he’s seeking investment to grow and expand the unique platform.

Today, Filipowski’s favorite part of his job is management. The majority of KCD’s employees report directly to him, and the firm has an impressive track record for retention, especially given the industry’s reputation for having high turnover. “I’m very personal and hands-on,” he says. “I tell everybody when they’re hired, ‘We will give back to you double what you give to us, because I want this to be a personally and professionally fulfilling experience for you.’ ”

He attributes his success at his agency to the knowledge and values he learned at Medill. “If you have good personal and professional values, and you work really hard, and if you’re good to people you work with and meet, it just happens,” he says.

“We’ve been respectful of the journalism codes and also the integrity of fashion. The bottom line is knowing what a good story is and the right place for it.”

— Ed Filipowski (BSJ83)
NAMES TO KNOW

Seth Porges (BSJ05, MSJ05)
Co-founder and CEO, Cloth

Seth Porges had an epiphany while playing with a friend’s iPhone in 2012. On the camera roll, his designer friend, Wray Serna, had dozens of photos of herself in different outfits. It was her way of keeping inventory of her closet. “I thought, there’s got to be a better way to save these photos, organize them and make them actually useful,” Porges says. “We realized we had a hit on our hands.”

Porges, who was working as a senior editor at Maxim when the idea for Cloth was conceived, has also held jobs at Popular Mechanics and Men’s Health. He says his journalism background has translated naturally into working on a tech startup. “Being a journalist taught me how to find the right people to make deals happen, how to get people on the phone.” He adds that the graduate projects, and this project took on a life of its own,” he says. “When I was a magazine editor, I was always juggling side projects, and this project took on a life of its own.”

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“Now, in a reversal, his side project is freelance writing. “We’ve entered the era of the multi-tasking, entrepreneurial journalist,” he says. “But journalism is my first love, and I don’t think I’ll ever completely leave it.”

Lauren Bonenberger (BSJ11)
Merchant and Brand Lead, Abercrombie & Fitch

As a Medill undergrad writing for NU fashion magazine Stitch, Lauren Bonenberger had a glimpse of fate. One of her proudest pieces was a profile of Horween Leather Company, a major tannery located in Chicago. She spent a day in the factory, documenting the process through which raw animal hides become polished leather products.

But the summer before her senior year, another career path presented itself when she interned at Abercrombie & Fitch. She found that she enjoyed the day-to-day work at the fashion company and received an offer to return full time after graduation. “I had the foundation to do anything,” she says of her Medill magazine specialty. At Abercrombie, she learned the company’s products from the ground up and had an impressive amount of responsibility from day one, including making decisions that would affect multimillion-dollar lines. Now, three years and two promotions later, she’s a merchant, in charge of overseeing products from conception through the production process and into sales. Her travels have taken her to India and Taiwan to visit the factories where the clothes are made. “I love the sense of ownership that I have,” she says. Because she deals with everything from budgets and trends to patterns and production deadlines, her reporting skills have come into play. “The most important lesson I learned at Medill was don’t be afraid to go out and get the information you need,” she says. “When I was a freshman, I was terrified of doing man-on-the-street interviews, but now every day I’m taking to busy, intimidating people at the office, or calling Asia. Medill gave me confidence.”

Cathy Horyn (MSJ80)
Writer and Former Chief Fashion Critic at The New York Times

In 1999, after roughly two decades in the newspaper industry, Cathy Horyn became chief fashion critic at The New York Times, a job that fulfilled career goals she set early on: to write criticism that engages a broad audience, and to write about key people involved in fashion. She has earned more than 1,000 bylines, writing a wide range of stories, including piercing critiques of runway shows (some designers even blacklisted her), profiles, business articles and magazine pieces. She once described Snooki from the reality TV show “Jersey Shore” as “a turnip turned on its t.b.” and she opined that Chelsea Clinton’s Vera Wang wedding gown suggested an ambivalent relationship with fashion. She also started one of the early blogs at The Times, On the Runway, which became a focal point for the fashion-obsessed reader.

“I grew up sort of interested in clothes, but I was much more interested in the people,” Horyn says. “Fashion was social and funny to me, and such a strange world. I thought there was an opportunity for a different kind of writing on the fashion beat, more critical and more point-of-view.”

But forging a career in the competitive newspaper industry was no easy task, and Medill helped her break in, she says. When she graduated, she applied for 75 newspaper jobs and felt fortunate to receive two offers. She started out as a reporter at the Virginian-Pilot, where fashion writing began to fascinate her. She went on to cover fashion for The Detroit News, and then landed at The Washington Post Style section in 1990. Focusing on the White House and newsy aspects of fashion, her career started to take off.

“I noticed a lot of my readers were men or non-fashion people,” she recalls. That was always my goal — to write for the insiders, but also make fashion interesting to people who aren’t insiders.”

After the Post, she worked as a writer for Vanity Fair in New York, before joining the Times. In addition to great stories, in 2009 she found love on the fashion beat: her partner Arthur Ortenberg, the late Liz Claiborne founder.

When Horyn retired from the Times earlier this year, the newsroom announcement referred to her as “the preeminent fashion critic of her time” and said she “has set an almost impossible standard for those who may follow.” But she hasn’t hung up her hat just yet. She’s working on a book that details the history of Times fashion coverage dating back to the 1850s.
Cleveland has been on a roll this year. The city not only nabbed the 2016 Republican National Convention, but the Cavaliers also netted the biggest name in the NBA’s free-agent lottery: LeBron James. Thanks in part to these victories, the Rock and Roll Capital of the World has earned new glances from around the globe. “Cleveland is seriously on the rebound in a way I didn’t realize before I got here,” says Elizabeth Heller Allen (BSJ75). Ohio’s second-largest city is home to Heller Allen and four other alums who spoke to Maureen Jenkins (BSJ89) about this Midwestern city that’s rediscovered its mojo.

WHAT LESSONS DO YOU USE FROM MEDILL?

My senior year, I took a class called Journalism of Empathy, taught by Alex Kotlowitz. I think about that class a lot. Am I telling the story as an outsider looking in or looking down? Am I telling it in a way that cares for the people whose story I’m telling?

WHAT’S THE MOST SURPRISING THING ABOUT LIFE IN CLEVELAND?

Now that I’m in higher education, I look at some of the programs Medill has as a model with the focus on residencies and internships. We convey to our students how important those opportunities are. I look at how the Medill IMC program is structured and think about how we can emulate that here. It’s definitely a different spin on my Medill experience.

WHAT’S THE COMMON THREAD?

Providing a clear message is the thread among them, whether journalism or art. Journalism is moving into this area of branded content. Even within my company and its B2B magazine, it is journalism, but a lot of the work involves working with editors, designers and the digital department to create content across platforms, including print, web and curating some branded content. My public relations background helps, but you’re still being factual and following journalistic rules.

WHAT’S THE BEST THING ABOUT LIVING IN CLEVELAND?

I love that it reminds me of Evanston. It’s close to Lake Erie. Cleveland has many qualities Chicago has. There are a lot of things going on in Cleveland — a lot of creative people, arts, culture, sports teams.

WHAT ADVICE DO YOU HAVE FOR CURRENT MEDILL STUDENTS?

Be open-minded about what your career’s going to be. Go for the experience over the money.

WHAT DOES YOUR JOB INVOLVE?

I work between the print and web publications of Medical Economics, a B2B magazine. I’m the point person for taking our print ideas and moving them into the digital space. I find and write stories for the web and keep a close look at analytics.

WHAT’S YOUR FAVORITE CLEVELAND SPORTS TEAM?

I’m more of a University of Akron men’s soccer team fan. DeAndre Yedlin, a player on the U.S. Men’s National Team (which played in the 2014 World Cup), went to the University of Akron and plays for the Seattle Sounders. Akron men’s soccer consistently sells out the stadium, but men’s football rarely does.
WHAT'S YOUR FAVORITE THING ABOUT YOUR CURRENT ROLE?
The opportunity to reframe how the public thinks about MetroHealth. People can be very dismissive of a health care system that's committed to caring for everybody. I see this job as an opportunity to get people to rethink the critically important role public hospitals play. Also, I like my staff a lot. They work here because they believe in the mission.

WHAT ARE THE BIGGEST HEALTH CARE CHALLENGES CLEVELAND FACES?
Cuyahoga County ranks 65th out of 88 counties in Ohio in terms of health outcomes. You can go from one town to the next in the same county, and the life expectancy can vary by 10 to 15 years. One million patients visit our system each year. The biggest challenge is to figure out how to both treat patients and increase the health of the entire community.

HOW DOES YOUR MEDILL BACKGROUND TRANSLATE INTO MARKETING AND COMMUNICATIONS?
I have an understanding and appreciation of the real difficulties journalists have these days, and a respect for their profession that is not generally shared by PR or business people who think the press is ignorant or predatory. I've tried to make my team more disciplined about what stories we pitch and how we write. We're a better partner with journalists because we understand their professional standards and value the role they play in a free society.

ELIZABETH HELLER ALLEN | BSJ75
VICE PRESIDENT, MARKETING & COMMUNICATIONS
THE METROHEALTH SYSTEM

WHAT'S THE CITY'S BEST-KEPT SECRET?
Downtown is becoming a cool place to live. That has been the biggest surprise — the philanthropic activities and the collaboration on all the things that need to drive growth. The business, entertainment, health care, sports and higher education communities are all investing in the city.
The Chamorro family and its publication, La Prensa, a leading independent newspaper in Nicaragua, have shaped the course of the country’s history for more than 80 years. Cristiana Lacayo’s (BSJ’05, IMC’06) great-grandfather, Pedro Joaquín Chamorro Cardenal, purchased La Prensa in 1932. For Lacayo, La Prensa has become the voice of the country’s conscience. “La Prensa is so important,” Lacayo says. “It runs in the blood of the family.”

Lacayo works as a marketing director for a wire transfer company focusing on Latin America and is the only member of her family living in the United States. She looks forward to the day when she can take part in the family business.

As a child coloring on La Prensa’s pages, Lacayo quickly realized the power of the press. She considered majoring in communications in college but ultimately decided to study journalism at Medill. “I was drawn by how journalism can change a country,” she says. Medill was her top choice, and she loved the school’s approach of learning through hands-on experience. As an undergrad, she interned at the Miami Herald; El Nuevo Herald, the leading Spanish newspaper in the U.S.; and Hoy in Chicago. “I value how Medill taught me never to take no for an answer and created opportunities for students to get the information needed to write both sides of a story,” she adds.

Lacayo grew up in Nicaragua while her grandmother Violeta Barrios de Chamorro, and mother, Cristiana Chamorro, fought to keep La Prensa open amidst censorship, which became a part of La Prensa’s history early on. The paper was first censored in 1934 for publishing an article that criticized the government. In 1952, Pedro Joaquín Chamorro Cardenal (Chamorro), Lacayo’s grandfather, took over La Prensa following his father’s death and intensified the paper’s criticism of the Somoza regime, which became a part of La Prensa’s history early on. The paper was first censored in 1934 for publishing an article that criticized the government. In 1952, Pedro Joaquín Chamorro Cardenal (Chamorro), Lacayo’s grandfather, took over La Prensa following his father’s death and intensified the paper’s criticism of the Somoza regime. In response, Violeta’s brother-in-law, Xavier Chamorro, left La Prensa with a majority of the staff and started a pro-Sandinista newspaper, El Nuevo Diario. Her son, Carlos, became editor-in-chief of another pro-Sandinista publication, Barricada, named for the trenches Sandinistas would create to fight against the Somoza dynasty.

Violeta ran for president in 1990 after the civil war ended, and her pro-Sandinista family members attacked her and her allies in their publications. All the while, she encouraged her children to come together for dinners and holidays. She became the first elected female head of state in the Americas and the only female in the world to defeat an incumbent president.

**THE FIGHT FOR LIBERTY CONTINUES**

Today, Sandinista leader Daniel Ortega is president. The government has monopolized the media industry to offset the influence of non-government publications. Defending the liberty of information still requires sacrifice.


To promote journalism, civil society and democratic institutions in Nicaragua, the Chamorro family established the Violeta Barrios de Chamorro Foundation in 1998. Each year, the foundation and the United Nations award the Pedro Joaquin Chamorro Cardenal Prize for Excellence in Journalism. The prize honors Nicaraguan journalists who continue to fulfill Chamorro’s lifelong ambition: to keep vigil for personal liberty. For his wife and children, his ambition continues to be their personal crusade.

Lacayo’s mother still writes opinion pieces and sits on the board of directors for La Prensa. Like her mother, Lacayo is passionate about her country, its people and carrying on the legacy of her grandfather. “The spirit of my grandfather runs through everything I do,” Lacayo says. “We will always defend the right to be free until the last moment, utilizing any of the resources we have.”
jumped at the opportunity to visit New York City from May 15 to 16 on the "IMC@NYC" networking trip because it’s my dream to work there after I graduate. I knew this trip would help me make meaningful Medill connections while visiting some of the most sought-after companies in marketing communications. I couldn’t wait.

The trip included a Medill “speed-networking” breakfast with another group of alumni, and the opportunity to visit two of the following 10 companies — Google, CBS Marketing, Condé Nast, The New York Times, R/GA, JWT Worldwide, CASE Design, Now What, McCann Worldgroup and Publicis Kaplan Thaler. I chose CBS Marketing and Google, but Medill ensured that our resumes would be distributed to the companies we could not visit in person.

At Thursday night’s alumni event, I found myself immersed in conversation. On Friday morning, I attended a whirlwind roundtable discussion by alums including a founding partner at Case Design and a director of business development and marketing at Morgan, Lewis & Bockius, LLP, where I learned real-world applications of marketing.

The “IMC@NYC” trip concluded after an inspiring visit to Google, where Matt McLeod (IMC09), a sales operations and strategy analyst at the company, shared what it’s like to work at one of today’s most powerful software companies. He described how Google’s hands-off culture is always open to new ideas, and how everyone he works with is smart and creative.

Once back in Evanston Sunday night, I realized just how fortunate I was to be able to make connections with such generous alumni who were so willing to help me succeed. I received insight and advice from professionals who recognized that they were also once young students aspiring to kick off their careers in Manhattan.

“When interviewing, know the company’s pain points and clearly communicate how best you can help contribute by alleviating those pain points.”

— Preeti Salvi (IMC06), former account director at Rosetta

“It is imperative to communicate your passion for the industry — having a love for cars is just as important as having a love for marketing where I work.”

— David Garris (IMC11), research manager at Jaguar Land Rover Automotive

“The media industry is fast-moving and requires constant learning and problem solving to which media channels are most suitable for which content.”

— Angie Kucharski, (BSJ87, MSJ88), vice president of media strategies, CBS Corporation

By Lee Whack (MSJ11)
MY LONG ROAD TO GRADUATION

When I look back on my Medill experience, I see two images, each representing the highs and lows in pursuit of my MSJ at one of the country’s most elite journalism schools.

In the first, I am a senior at Morehouse College in Atlanta. It is spring 2006, and I am in my dorm room, finishing my Medill application. Medill is the only journalism school I am applying to, and the only post-undergrad plan I have. I am confident about being accepted. After all, I am graduating from Morehouse with Summa Cum Laude and Phi Beta Kappa honors. The summer before my senior year, I had landed a coveted spot in the American Society of Magazine Editors’ internship program — and not only that, I also had earned a slot at one of the most desired publications available, Newsweek. As I submit the online application, I know I am graduating Morehouse in May and starting at Northwestern in June.

The second image is dramatically different from the first. It is a year later and my confidence is worse for the wear. I am in Professor Charles Whitaker’s office. I had been there often, as he served as my adviser. But this wasn’t a meeting to review my schedule or get feedback on my writing. I was on academic probation and my GPA was just shy of the 3.0 required to graduate. To say that I was devastated would be an understatement. With the expectations I had for myself — and all the money I had taken out in loans — I was in disbelief that I had fallen this low. I was embarrassed and disappointed. I listened as Professor Whitaker laid out the details of my probationary reenrollment. That was 2007.

In 2011, I finally was able to change the line in my résumé from “coursework” at Medill to “graduate.”

Why did this happen? Well, I made at least three poor choices:

First, during my first two quarters, I commuted from the south suburb of Flossmoor to Evanston. It was two hours each way, Metra to Purple Line. This made a 2 a.m. class quite difficult and staying after class less than desirable.

Second, I decided to pursue membership in a historically black fraternity for the entire duration of my enrollment as a full-time student. While I don’t regret seeking membership, and I am thankful for the brothers I still keep in touch with, the fraternity did take a considerable amount of time, which I could have used to study and become a better journalist.

Finally, despite having no video editing experience, I insisted on taking a Broadcast Seminar, even though faculty warned me how difficult it would be. (As my wife will tell you, I can be stubborn.) As a result, I was in the Chicago Newsroom until the early morning hours more than once doing a hatchet job, trying to splice a tape together.

After receiving guidance from Professor Whitaker and walking with my class in July 2007, though my diploma holder held no diploma, I soon started working. In November, I got a job with the Chicago Tribune’s TribLocal as one of their first eight community news reporters. There, I wrote articles, managed hyper-local webpages, snapped photos and encouraged community members to submit content. A few months into my new job, I began taking my first additional Medill class to improve my GPA.

About two years later, Sam Zell bought the Tribune Company. I lost my job and became disillusioned with journalism. But I still loved working, writing in communities and focusing on government and politics. My passions and skills led me to my next opportunities: running press for a State Treasurer’s race in Illinois, then a two-year stint with the communications staff of the Illinois State Senate in Springfield. While working for the State Senate, I completed my independent study at Medill, finally earning my degree, which helped me get a job doing PR for a local housing agency in Washington, D.C., in 2012.

As fate would have it, seven years after what I felt was the biggest disappointment of my life, I was hired as communications director for Congresswoman Jan Schakowsky, who represents, of all places, Evanston and the surrounding areas. Working on Capitol Hill for a public servant I have admired for years, from my home state, is a dream job for me. I have learned a lot from my failures. I am sure I will have more of them. Yet, Medill taught me a priceless life lesson. Don’t become complacent and never give up.
n spring 2012, Tyler Fisher (BSJ 14), a former Knight fellow for two years, had two problems. The first: a looming class assignment for which the only guidance was to “design the future of news.” And the second: a frustration he felt writing music reviews for which he spent too much time describing the sound, when allowing the reader to listen to a short clip would do the job twice as well. “The night before our class pitches were due, I still had nothing,” Fisher recalls. “So I drew from my experience as a music critic.”

The second: a frustration he felt writing music reviews for which he spent too much time describing the sound, when allowing the reader to listen to a short clip would do the job twice as well. “The night before our class pitches were due, I still had nothing,” Fisher recalls. “So I drew from my experience as a music critic.”

Two years later a piece of technology Fisher, now a news app developer on the NPR Visuals team, dreamed up that night is a full-fledged media product called SoundCiteJS. The technology was developed in a class with the help of then-associate professor Jeremy Gilbert, now the director of strategic initiatives at The Washington Post, and released by Northwestern University Knight Lab last year. And what was once a class assignment has now been used by media organizations around the country—from The New York Times to the Washington Post to Al Jazeera America—to help deliver the news.

It’s an incredible headline: Undergraduate journalism student builds technology adopted by newsrooms worldwide.

But it’s also not that uncommon. At Knight Lab, a joint initiative of Medill and the McCormick School of Engineering, student fellows regularly contribute to technology that is released commercially and adopted by professional journalists. Students have collaborated on nearly every piece of technology Knight Lab has released, contributing everything from market research to design skills to code.

The relationship between students and the Lab is symbiotic. While students contribute ideas and talent to Lab technology, the students learn skills that are difficult to come by otherwise.

Developing products that must face the rigors of real-world deployment and working with a team of professionals introduces students to the challenges that transcend a traditional classroom. For instance, students in the Lab have engineered a web app to withstand high traffic and gathered meaningful user insight from journalists who are relying on technology to do their jobs.

“Working on real projects teaches students skills that are very valuable,” says Knight Lab Director, Joe Germuska (WCAS’93). “Things like version-control best practices are absolutely necessary to build a professional product. But can be a distraction from a class about visual storytelling, for example.”

Mastering these skills while still at Northwestern gives students an advantage when they enter the job market. “There’s a certain amount of raw practice that has to happen,” Germuska says. “And the more opportunities we can provide for people to practice, the more prepared they’ll be to do this work when they graduate.”

Though the practice and understanding the details behind product development facilitates learning, Knight Lab also has a “clubhouse atmosphere” that’s critical, says Miranda Mulligan, the Lab’s executive director.

Students host Open Lab Nights, in which they open the Lab themselves and spend the evening helping each other learn. Mulligan says, “Any student with an interest in journalism and technology is welcome and invited to bring questions, ideas, and projects from class or student publications to work on.”

Not all students who become fellows have deep technical skills to begin with, but the community of students helps others learn technology. It’s a safe environment in which to learn, practice and fail, she says.

Medill senior Rebecca Lai (BSJ 15) has been key to building the “clubhouse.” “I owe Knight Lab so much of my success,” says Lai, a current student fellow and editorial apps intern at Vox Media, who will graduate in December after completing an internship at The New York Times.

Lai showed up at the Lab about two years ago with experience in reporting, writing and print design. But through mentorship of the professional staff and the community of students, she’s leaving the Lab as a web designer, computer programmer, data wrangler and as someone who can teach technology to others, she says. “Hopefully, I have assisted in creating a community of students interested in journalism and technology, which will continue to grow and help spread technological skills to the journalism community,” she adds.

Education, perhaps, might be one of Knight Lab’s most lasting legacies. “The impact of the Lab, over the long term, is likely to be greater because of the talent we turn out rather than any software we develop,” says Professor Rich Gordon, director of digital innovation at Medill and a Knight Lab co-founder. Those students will help news organizations survive and thrive as media continues to develop online. “We’ve seeded the whole industry with these bilingual journalists and technologists and they’re inventing the future every day,” he says.

By Knight Lab Staff

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— REBECCA LAI (BSJ 15)
Glen Geffner, who grew up in a South Florida without a baseball team, dreamed of one day working for a professional baseball team. He pursued his dream by starting announcing World Series games at the age of 18. His Medill education paid off on multiple levels, according to Geffner. "At the end of the day, I'm a storyteller," he says. "That's where the Medill experience comes in handy. How do you tell a story in an interesting way? And check your facts. You don't want to get the Medill 'F.'"

Geffner began in Rochester as an unpaid intern and made ends meet by doubling as the team's mascot. R.W. Homer, essentially a giant baseball with a hat, arms and legs, for $25 per appearance plus occasional humiliations at the hands of young fans. "What the kids came to learn is that once R.W. got knocked off his feet, he was going to have a hard time getting back up," he laughs. "Every time the team has a night game, Geffner's special day starts in the morning. He researches the starting pitchers and hitters on both teams, even though team provides note to the media. "If I make a mistake, I want it to be my mistake," he says. Geffner gets to the ballpark at least four hours before game time, sets up in the booth and then goes down to the clubhouse and onto the field during batting practice. He views his role as a blend of journalism and public relations. He aims to strike a balance between telling it like it is and maintaining his credibility, he says. And, of course, he tries to remain positive, support the team as best he can and help sell tickets.

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Geffner regularly mentors current WNUB sportscasters. His main piece of advice: Broadcast is not something you can learn from a textbook. "There's a lot you don't hear until you go back and listen to yourself on tape," he says. "You may say, 'I've got to slow down,' or 'There's too much dead air' or 'I use this expression too much.'"

"You've got to throw yourself into whatever it is you want to do," he says. "You may say, 'I've got to slow down,' or 'There's too much dead air' or 'I use this expression too much.'"

Geffner began announcing baseball games for WNUB-FM in Rochester before moving on to the broadcast booth. He has also added stops with the San Diego Padres and the minor league Rochester Red Wings. He was hired as the Red Sox representative for New England before making his way to the Chicago Tribune. He has since returned to Rochester to work for the Miami Marlins.

"I'm lucky I've had a very understanding wife who knew what she was getting into," Geffner says. "His favorite part of the job is undoubtedly the game. He didn't want to settle for broadcasting just any sport. "Now every night for three hours, I get to watch a ballgame," he says. "It's so different than any other sport because it's every single day. You're part of the soundtrack of people's summers.""

Even when the team has a night game, Geffner's special day starts in the morning. He researches the starting pitchers and hitters on both teams, even though the team provides notes to the media. "If I make a mistake, I want it to be my mistake," he says. Geffner gets to the ballpark at least four hours before game time, sets up in the booth and then goes down to the clubhouse and onto the field during batting practice. He views his role as a blend of journalism and public relations. He aims to strike a balance between telling it like it is and maintaining his credibility, he says. And, of course, he tries to remain positive, support the team as best he can and help sell tickets.

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**OBITUARIES**

Beatrix Copeland Clark (MSj40), of Brentwood, Tennessee, died April 11. Clark received her degree in journalism and fine arts from the University of Alabama in 1935 with high honors. She received a master's in journalism from Medill in 1940 and received the Harrington Award, Medill's highest graduate award. Clark also received a doctorate in mass communications from the University of Iowa. She served in the U.S. Army during World War II and was awarded the Bronze Star for meritorious service. She retired at the rank of colonel after 43 years of service in the U.S. Navy and Army Reserve. She worked at newspapers for 10 years and was a journalism professor for 30 years at Emory University, Northwestern University, and the University of Tennessee at Knoxville, where he was the director of the school of journalism. He retired in 1980. Clark is survived by her wife, Catherine; her sons, Dozier and James; four grandchildren and seven great grandchildren.

Patricia Dalton, (BSj47), of Beloit, Wisconsin, died April 24. Dalton was a staff reporter for Chicago Daily News and Chicago Sun-Times. She enjoyed volunteering for various political organizations and staying in touch with fellow journalists. She is survived by her brother, Maurice, and several nieces, nephews and cousins.

Charles Robert "Bob" Humphrey, 93, of Shreveport, Louisiana, died May 10. Humphrey attended Medill for a time, and was a World War II veteran who served in the U.S. Eighth Air Force in Europe from 1943 to 1945. After his military service, he became a newscaster for several radio stations in Louisiana and also acted in a daily soap opera and in weekly radio dramas. He was a business reporter for Ipn & Bradstreet in Dallas and spent 25 years as a copy editor and managing editor of the perfect print department at N & R's. Humphrey also was a frequent actor at the Shreveport Little Theater, a published short story writer, post, nature photographer and a public speaker for educational events. Humphrey is survived by his daughter, Annette; son James, Charles and Michael; grandchildren, Leslie, Jamie, Jennifer and Rachel and four great grandchildren.

Wallace Eugene "Pete" Snelson (MSj39), of Georgetown, Texas, died April 16. Snelson graduated high school at 15, before working as a news editor and advertising manager for his hometown paper, the Framboise Gazette. He was the sports editor for the El Paso Times while studying journalism at Texas College of Mines. He was wounded in action in World War II but returned to service as a special agent in the 79th Counter Intelligence Corp. Snelson was awarded the Bronze Star, the Combat Infantryman's Badge and the Purple Heart. After the war, he joined the faculty at Texas College of Mines and finished his master's of journalism at Northwestern. He was the first person in that capacity to be invited to the White House, where she met President Gerald Ford. DeCrow was also named one of the “200 Future Leaders of America” by Time magazine that year. Under her leadership, NOW helped defeat a proposal by the NCA to allow school sports from the scope of Title IX, organized the first “Take Back the Night” and opened a new Action Center in Washington D.C. NOW also protested discrimination in the media and established a National Task Force on Battered Women's/ Household Violence. As NOW president, DeCrow called on NASA to recruit more women for the space program and pressured corporate and federal government agencies to hire more women. She served as president of NOW until 1975. During the 1970s and 80s, DeCrow traveled around the country to campaign for the Equal Rights Amendment and debated anti-feminist author Phyllis Schlafly. She focused all her time on the ERA. She was inducted into the National Women’s Hall of Fame in 2009. DeCrow wrote a column on women’s issues for Syracuse.com and The Post-Standard from 2001 to 2009. She is survived by her sister, Claudia, and cousins, Richard and Vicki.
1. All Kinds of Places
Tim Doyle (MSJ04)
O’Brien is a 38-year-old traveler whose life of leisure and freedom in Indonesia ends abruptly when his mother takes away his financial support. Back home in Washington, D.C., O’Brien is forced to face the responsibilities he has so far avoided, including holding down a job and finding a place to live. As he struggles to fulfill his desire to be free, he faces the reality that he finally needs to be an adult.

2. Flight 232: A Story of Disaster and Survival
Laurence Gonzales (Medill adjunct lecturer)
Twenty-five years ago, United Airlines Flight 232 became one of the deadliest plane crashes ever recorded on camera. Of the flight’s 296 passengers, 112 were killed when the plane made an emergency crash landing in Sioux City, Iowa, and burst into a giant fireball. Gonzales, a commercial pilot, details how heroism and human ingenuity saved lives when a tiny mechanical flaw brought down a fully loaded jumbo jet.

3. How We Learn: The Surprising Truth About When, Where and Why It Happens
Benedict Carey (MSJ86)
Carey, a science reporter for the New York Times, delves into The Science of Learning and Memory and Survival. He explores how people assess risk; send the right verbal and non-verbal cues; and establish and maintain trust and credibility. He incorporates real-world experiences and stories to demonstrate how people assess risk and incorporate these experiences into crises in any public forum. He draws from his experience as a partner at a public relations firm, Greenberger details skills necessary for handling communication crises in any public forum. He also shares the story of Marine Hero Lucca.

4. The Mendonça Mystery and Other Stories
Michael Chacko Daniels (MSJ68)
“‘The Mendonça Mystery and Other Stories’ is Daniels’ fourth book published by Writers Workshop. The volume includes 17 stories with illustrations and is designed in India, hand-bound with handloom sari cloth woven to capture the beauty of India’s cottage industry. Readers will find unexpected adventures, tall tales and poignant testimonials to youthful fancies, embarrassments and unexpected compassion.

5. Top Dog: The Story of Marine Hero Lucca
Maria Goodavage (BSJ84)

6. What to Say When Things Get Tough: Business Communication Strategies for Winning People Over When They’re Angry, Worried and Suspicious of Everything You Say
Leonard S. Greenberger (MSJ90)
Greenberger details skills necessary for handling communication crises in any public forum. He incorporates real-world experiences and stories to demonstrate how people assess risk and incorporate these experiences into crises in any public forum. He also shares the story of Marine Hero Lucca.

“We can start to honor Jim by continuing to shine a light on the problems that drove his mission and to tell the stories of ordinary Syrian people that would otherwise go untold. I will continue to write. And if the time comes where I am able bring justice to the light, it will be his words, his actions, and his spirit that will have inspired me to do so. His legacy serves as an example of grace, dignity and honor that we should aspire to fulfill in our lifetimes. And the impact of his courage stands only to unearth the beauty of humanity lurking underneath those violent disruptions that try, but fail, to obscure it.”
—ROBERT ANDERSSON (MSJ2014)

“Jim was at the front lines, blurred or nonexistent as they are in today’s conflicts, when he was captured. He believed, rightly, that giving Americans a complete picture of the Syrian conflict means going beyond officials’ statements.”
—MEDILL PROFESSOR ELLEN SHEARER

“I dedicated my documentary capstone to James because his death greatly affected the piece. His murder initially shocked me, but once that faded the ideals that James pursued began to surface: to find those whose suffering had gone unnoticed and expose their plight to the world, to fearlessly pursue that which you believe to be just. With his example in mind, I found new perspective, a bravery I didn’t know before. I hope he would have been proud of the piece, that I had successfully given a voice to those who are often relegated to silence.”
—SEAN LAVERY (BSJ14)

“When I think about Jim, I think about what it means to care intensely about understanding people and bringing that understanding to others. That may even mean to stand in someone else’s shoes when that person is under attack or has no freedom. Jim himself said when he visited Medill shortly after being held hostage in Libya, ‘Imagine wrapping your head around the very idea that there are people in the world who can’t say anything bad about their leaders.’ That’s what Jim gave his life to convey to the rest of us.”
—PROFESSOR JACK DOPPELT