

# Northwestern | MEDILL



**YOUNGHEE LEE  
(MSA90) IS A  
CREATIVE FORCE  
AT SAMSUNG**

**\  
A COMEDY WRITER  
FINDS SUCCESS  
AND STRIKES  
OUT ON HIS OWN**

**\  
MEDILL REMEMBERS  
GARRY  
MARSHALL  
(BSJ56)**





Medill congratulates alumna, Medill Professor of Practice and Northwestern University Trustee **Christine Brennan (BSJ80, MSJ81)**, recipient of the **2016 Ann Miller Service Award from the Association of Women in Sports Media**



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Cover photo: Younghee Lee (MSA90) is pictured in the McCormick Foundation Center at Medill in Evanston on May 12, 2016 (photo by Jenna Braunstein).

ISSUE 93 - CORRECTIONS

Page 40: Royal Stewart, Jr. received his BSJ in 1956 and his MSJ in 1966. Medill faculty member Ernest Duplessis is a Medill and Kellogg graduate, 1996 and 2008, respectively. Worcester was misspelled on page 11 in Lisa's Eckelbecker's title.





**BRADLEY J. HAMM**  
DEAN

**A**s we start a new school year, it's an ideal time to look back on the expansion and growth in 2015-16 that will make Medill much stronger and the global leader in our field. I want to share with you highlights of a remarkable year in Medill's history.

**A new San Francisco expansion**

We became the first in our field to open in San Francisco in July with a focus on innovation and technology combined with journalism and IMC. The McCormick School of Engineering has joined us, and the site is branded as Northwestern San Francisco. The site is open to all our programs — BSJ, MSJ and IMC. This fall will include MSJ innovation and IMC fifth quarter students.

The winter will feature 12 Medill BSJ students partnered with 12 McCormick students.

**A new Chicago site**

We opened in April a stunning academic site at 303 E. Wacker as the new home for our journalism master's and part-time IMC programs. In addition to classwork and Chicago reporting, we will hold alumni events and special programs there, including professional training and workshops.

**All-time high in applications**

More than 3,000 students applied for admission to Medill in the past year for about 425 seats in our undergraduate and graduate programs. Our BSJ program is the most selective in the nation, and student academic credentials are unmatched. Our MSJ program saw a 50 percent increase in applications based on specializations in science, business, sports, innovation, politics and national security, and investigative/social justice journalism. Our IMC program continues to see substantial demand especially globally.

**Record fundraising**

We exceeded \$13 million in gifts for the third consecutive year. Prior to 2013, there was only one other \$10-million-plus year in Medill's history). From 2013-16, we raised more than \$40 million for scholarships, fellowships, special journalism projects, research, international travel and other student experiences. We reached \$55 million overall toward our goal of \$60 million — with three years remaining in the NU We Will campaign.

**Alumni outreach**

We've focused on connecting with alumni around the world. This year, we had a capacity crowd for our Washington program's 50th anniversary; more than 300 alumni at our homecoming tailgate; more than 1,200 students, faculty and alumni at events with George R.R. Martin (BSJ70, MSJ71); a special 25th anniversary celebration by the Southern California Medill alumni chapter; celebrated our redesigned Hall of Achievement awards at the Chicago History Museum; and held alumni events in more than a dozen cities in the U.S. and globally.

**Our 2016-17 plans**

To continue the momentum, we want to:

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1. Address critical space issues for Medill on the **Evanston campus** with a potential Fisk Hall renovation and an expansion or additional third building for creative classrooms, student meeting spaces, and especially audio and video studios and edit suites.

2. Identify and design a potential new location for our **Washington program** as we near the end of a 10-year lease. We may seek a model similar to San Francisco with year-round opportunities for Medill students and alumni.

3. Target additional **top faculty** for leadership in specific areas in Journalism and IMC. NU has hired world-recognized professors in Medicine, Law and Engineering in the past two years, and Medill is part of the university initiative to target specific leaders in our field to join the faculty.

4. Meet the **\$60 million campaign goal** and set new goals for Medill's centennial celebration in 2021.

5. Strengthen our efforts in equity and diversity, especially in making Medill a **need-blind school** for student experiences such as internships, Journalism Residency and IMC Immersion Quarter, and study abroad. NU is need-blind in admissions; we want to ensure the student experience is similar.

6. Provide **leadership for crucial issues** in our field in professional work and research. This year we plan to focus on improving journalism and communications education by identifying clear measures and goals common in other fields with national rankings and strong program review. National comparative data is lacking in our field, and the current evaluation system takes an enormous effort with little benefit for Medill and its ambitious plans. We aim to design a new model.

Universities and schools always have challenges to meet the expectations of many distinct constituents and address important societal issues. We have challenges in Medill.

But I believe that as we continue to accomplish these goals over the next few years, Medill will be stronger than at any point in its storied 95-year history through the quality and breadth of its academic spaces; annual funding and endowments; student quality and demand; faculty quality and leadership; important and courageous journalism projects; the ambitious new Medill IMC Spiegel Research Center; global partnerships; the San Francisco expansion; equity and diversity; and unique programs and specializations where we can be the best in the world.



**LA Alumni Dine Out**

**MEDILL CLUB OF SOUTHERN CALIFORNIA: MEDILLIANS DINE OUT WITH MIKE TRUDELL (BSJ04), LAKERS SIDELINE REPORTER AND ESPN RADIO HOST, ON JUNE 26, 2016.**

ABOVE: From left: Todd Simon (IMC93), Don Zminda (BSJ70), Victor Chi (BSJ91), Brandon Duran (IMC15), Jonathan Lababit (IMC12), Mike Trudell (BSJ04), Ross Lipschultz (BSJ11), Jessie Geoffray (BSJ15), Brady Mitchell (BSJ99) and Marty Schwartzman (BSJ66, MSJ67).



**LECTURER CECI ROGERS HOSTED SIX ALUMS FOR DINNER IN HONG KONG JULY 9**

LEFT: From left: Xuan Lei (MSJ15), Yimian Wu (MSJ16), Kate Springer (MSJ12), Alan Yu (MSJ13), Thomas Yau (MSJ15) and Yasufumi Saito (MSJ15).

CONTINUED ON NEXT PAGE



# IMC 2016 Immersion Quarter Students Create Fresh Solutions for Real Marketing Challenges

BY JANE FLIS (IMC15) AND MARIANA ALFARO (BSJ18)

This summer, 24 teams of IMC graduate students worked at companies across the country on marketing consulting projects as part of the Immersion Quarter. The Immersion Quarter, a core course for full-time IMC graduate students, places student teams at companies to help find innovative new ways to solve real-time marketing challenges. The 10-week quarter is designed to help students apply what they learn in the classroom and gain new skills.

All Immersion Quarter projects are supported by faculty advisers who work with the students, provide strategic guidance and evaluate the work. Students earn three academic credits upon successful completion of their project work. According to one sponsor of a recent project, “sponsoring companies have nothing to lose and everything to gain.” They can get a big return on a reasonable investment.

As part of the project, students: analyzed data, created an IMC plan and developed an implementation strategy for a new mobile marketing program for a client of The Marketing Store Worldwide; performed a customer analysis and product feature assessment and developed feature enhancement recommendations and a go-to-market plan for a Salesforce service; created new engagement programs and integrated feedback processes for transactional and win-loss initiatives for Optum; developed new ideas to improve the customer experience and the effectiveness and efficiency of digital marketing efforts for USAA; and developed a systematic approach to developing and optimizing target segments for digital media for Colgate-Palmolive.

Students also participated in a three-day leadership development workshop on the Evanston campus at the beginning of the quarter. During this workshop, students learned about and practiced skills such as team decision making, communication, storytelling and consulting with clients. They also worked on team charters and project plans to prepare them for the work they would do during Immersion Quarter.

“The Immersion Quarter program began in the summer and fall of 2012 when we decided to reinvent IMC’s long-standing residency program. In collaboration with faculty, students and sponsors, we shifted the program to focus on team-based, challenging and strategic consulting projects,” says Gerry Chiaro (MSA84), lecturer and director of the Immersion Quarter program.



The IMC16 Immersion Quarter team that worked at HP pictured here in former office of co-founder Bill Hewlett, now a museum at the company’s headquarters in Palo Alto, California. From left: IMC students Yudi Gao, June Kang’ata, Rubén Bravo Castaño and Hao Yan.

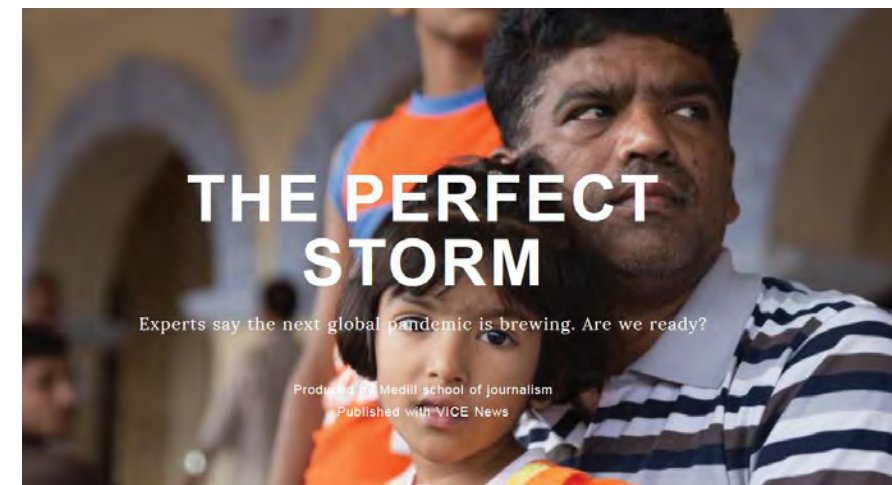
Many Medill alumni have over the years sponsored Immersion Quarter projects at their own companies. One such alumnus is **MANUEL ALTOMONTE (IMC15)**. During Immersion Quarter in 2015, he worked on a data-focused project for Zoro, an e-commerce B2B company located in Buffalo Grove, Illinois. Now a brand manager at Zoro, he helped supervise the Immersion Quarter team there in 2016.

“Having done the project a year ago in this same company, I saw the team going through the same challenges as we did last summer. I also saw how the IMC formation came through when I listened to the kinds of questions the team asked, the way they thought about problem solving and how they used an integrated marketing approach as they outlined their final deliverable,” Altomonte says. “The team was a great exhibit of what an IMC’er can bring to the table and they all made me proud as an IMC alum.”

Companies in Chicago and around the country sponsored Immersion Quarter projects this year—including New York City, San Francisco, Seattle, Miami, Minneapolis and San Antonio. Some of the companies this year included Calkins Media, 4C Insights, FuelX, AutoZone, Chrisad, Leo Burnett, 4A’s, Brand New Media, WBEZ - Chicago Public Radio and Starcom.

If you are interested in sponsoring an Immersion Quarter project for 2017, please contact Chiaro at [g-chiaro@northwestern.edu](mailto:g-chiaro@northwestern.edu).

JANE FLIS IS THE ASSOCIATE DIRECTOR OF DIGITAL MARKETING FOR MEDILL. MARIANA ALFARO (BSJ18) IS AN EDITORIAL INTERN IN THE MEDILL MARKETING AND COMMUNICATIONS DEPARTMENT.



## Medill Students Report on the Threat of Global Infectious Disease

The Medill National Security Reporting Project collaborated with VICE News to publish a special report on June 30. The report found that while a perfect storm of conditions created the potential for a catastrophic global pandemic over the past decade, the U.S. government allowed gaping holes in an early warning system designed to respond to infectious disease outbreaks before they could kill tens of thousands of people.

The project, titled “The Perfect Storm,” was published by VICE News, a U.S.-based media organization with a global reach across all digital platforms. It was also published on a website created by the Medill reporting team, complete with more videos and multimedia/interactive components. The findings are based on interviews with dozens of experts, health and government officials and a Medill analysis of dozens of reports and studies.

A team of seven Medill students spent three months reporting on global infectious disease, traveling to Washington, D.C. and the CDC Headquarters in Atlanta. They also reported on the re-emergence of polio from the urban sprawl of Karachi, Pakistan, and on researchers that are analyzing the bats of Tao Pun, Thailand, for clues as to where the next zoonotic virus will jump from animals to humans and spread around the world.

Visit the Perfect Storm website: <http://tinyurl.com/hluqyaa>.

MEDILL ALUMS AND STUDENTS ATTENDED THE 2016 NABJ/NAHJ ALUMNI RECEPTION IN DC ON AUG. 4

FROM LEFT BACK: Hannah Gebresilassie (MSJ16), Natasha Alford (MSJ14), Taryn Galbreath (MSJ14), Nikitta Foston (MSJ14), Marissa Mitchell (MSJ10), Arionne Nettles (BSJ16), Kristen Reid Salomon, Jasmine Minor (MSJ17). FROM LEFT FRONT: Renita D. Young (MSJ09), Hilary Powell (BSJ07, MSJ08), Jasmine Cannon (MSJ16).



MEDILL HOSTED THE 2016 AAJA ALUMNI RECEPTION AT VISTA COCKTAIL LOUNGE IN CAESARS LAS VEGAS ON WEDNESDAY, AUG. 10.

TOP: From left: Yunita Ong (BSJ16), Benjamin Din (BSJ18), Celena Chong (BSJ17), Courtney Kang (BSJ18) and Michelle Baik (BSJ19).



# Medill Students Cover the Political Conventions

BY ERIN GOLDEN (MSJ07)

ERIN GOLDEN IS A REPORTER AT THE STAR TRIBUNE IN MINNEAPOLIS.

For four days in Cleveland—and four more in Philadelphia—a small army of students from Medill’s Washington Program reported from this year’s historic Republican and Democratic National Conventions. Each student was assigned to work with a major media outlet, and all were prepared to work in chaotic conditions.

They spent long hours on the convention floor, angled for the perfect shots and interviews alongside journalism heavyweights, and tracked the fast-evolving plans of protesters gathering on the street.

But before they left D.C., the Medill convention team—20 who would go to the RNC and 18 to the DNC, including a few who attended both—received training in reporting in hostile environments and were equipped with flak vests and special protective headgear.

In the end, the protective equipment was largely unnecessary. But Washington Program Director Ellen Shearer says it was important for the students to be ready to handle anything and everything. Covering the conventions was optional, but Shearer said students who chose to participate got a front-row seat to how both political parties and media companies operate.

“They see the big-time politics up close and can look at the role of delegations, and see rising stars,” Shearer says.

**CAROLINE KENNY (MSJ16)**, who was assigned to work with the Associated Press’ television crew at the RNC in Cleveland, got a closer look than most. Her task each day: angling in to set up near some of the most-watched people at the convention so she’d be sure to capture all the important moments.

After camping out in a single spot for hours, Kenny says she ended up being one of just three journalists—the others were big names from CNN and MSNBC—to snag interviews with members of the New York delegation after they formally awarded Donald Trump enough votes to get the party’s nomination.

“[The other reporters] didn’t know who I was, and were surprised I got up there,” Kenny says. “It was pretty cool to be among them.”

REPUBLICAN AND DEMOCRATIC NATIONAL CONVENTION

TOP: Caroline Kenny (MSJ16) interviews Congressman Peter King of New York for Associated Press TV at the Republican National Convention.

RIGHT: Raquel Zaldivar (MSJ16) with Thomas Vogel (MSJ16) covering protests in Philadelphia during the Democratic National Convention for USA Today.



**AISHWARYA KUMAR LAKSHMINARAYANAPURAM (MSJ16)** was one of a handful of students who covered both conventions. She worked for AP TV at the Democratic Convention, but pulled double duty at the RNC. There, she was assigned to cover the Kansas delegation for the Wichita Eagle, a McClatchy newspaper, and she filed stories for an Indian media outlet called The Hindu.

Lakshminarayanapuram said the experience she’d had earlier at Medill in working alongside other students, sharing bylines, credit and the heavy-lifting of putting together a story on the fly was essential for convention reporting.

“Everything’s happening so fast—you’re calling sources and feeding quotes to the editor and the editor puts together the story, so you can’t sit there and say: ‘I have to have my byline, I have to have my story,’” she says. “It’s all about contributing to the story, and Medill prepares you a lot for that.”

**STEVEN PORTER (MSJ16)** was also assigned to a McClatchy newspaper: Columbia, South Carolina’s The State. Porter trailed South Carolina’s delegation at the DNC, attending their morning breakfasts to hunt down a story and filing it from a hotel hallway before hustling over to the convention site.

Porter said he saw the convention experience as another challenge he was able to take on because of Medill. He had already taken an unfamiliar course in business reporting and traveled to Pakistan with Medill.

“[Covering the convention] was a good way to stretch me in that direction to learn by experiencing something that resulted in a competency I didn’t have beforehand,” he says.

The reporting experience also extended beyond the convention hall walls. **RAQUEL ZALDIVAR (MSJ16)**, reporting for USA Today, was tapped to join a team covering protests outside the DNC. She said one of the most surprising things about the convention was the sheer number of journalists on hand to cover both the politics and the protests, all of them looking for something new and compelling to spotlight.

“It was interesting to try and weed through everything that was going on to try and find something interesting,” Zaldivar says.

**JASMINE ELLIS (MSJ16)** was assigned to USA Today’s protest team as well, but she pitched editors some stories of her own—and ended up getting her stories published in print and online. Ellis focused on three of the most high-powered black women at the convention, and got interview time with Donna Brazile, who was appointed interim DNC chairwoman during the convention.

“Going through Medill, they always tell you to go for what you want in a story,” she says. “You have to be aggressive and assertive.”

To **HANNAH RANK (MSJ16)**, who covered the Washington state delegation for McClatchy’s Tacoma News Tribune, covering the convention was an opportunity to put all she’d learned at Medill to the test.

“They gave you the shot to feel like a real daily reporter,” she said, “because that’s essentially what you were doing.”

REPUBLICAN AND DEMOCRATIC NATIONAL CONVENTIONS

TOP: Aishwarya Kumar Lakshminarayanapuram (MSJ16) reports from outside the Republican National Convention.

BOTTOM: Steven Porter (MSJ16) in the balcony press box at the Democratic National Convention, just after Hillary Clinton gave her acceptance speech. (photo by Jenny Lee)





# THE CREATIVE SEOUL

## BEHIND SAMSUNG'S MARKETING

EXECUTIVE YOUNGHEE LEE ON  
CULTIVATING A STRONG BOND  
BETWEEN THE TECHNOLOGY BEHEMOTH  
AND ITS GLOBAL CONSUMERS

**YOUNGHEE LEE (MSA90)**, executive vice president of global marketing for mobile communications business at Samsung, accepted the “Creative Marketer of the Year” award on behalf of the company at the 2016 Cannes Lions International Festival of Creativity. Considered the Oscars of the advertising world, this accolade is one of many for Lee. Since she joined the company in 2007, Samsung has risen to seventh place from 21st on Interbrand’s Best Global Brands list. In 2013, Forbes named her the second most influential chief marketing officer.







Despite all the honors, Lee doesn't mention awards when asked about her professional accomplishments. Instead, she ascribes her success to blazing her own trail and reshaping the image of a stodgy electronics company into a modern brand that consumers love. "One of the proudest achievements in my career was being bold, never being afraid to say no and taking my own unique way to change people's perceptions," she says.

Lee injected new energy into Samsung's marketing, introducing a clear product segmentation strategy and spearheading a new consumer-oriented strategy. Her influence helped the company leverage cultural momentum through iconic events such as the Olympic Games, fashion weeks, the Oscars and more.

This spring, she traveled from her native Korea to Chicago to accept the Medill Hall of Achievement Award. Here, she looks back on some highlights of her graduate education and career.

**MEDILL: WHY DID YOU CHOOSE TO ATTEND NORTHWESTERN?**

**LEE:** It had, and still has, the world's best advertising and journalism programs with the best curriculum. And, I truly loved the beautiful campus. My husband actually recommended that I go to Medill. He went to Northwestern with me. He earned his PhD from the engineering school and is a professor in Korea.

**MEDILL: HOW DID YOUR TIME AT MEDILL INFLUENCE YOU?**

**LEE:** Coming to Medill was a turning point in my life. I was just out of college. The lectures and interactive discussions impacted me a lot. In particular, the interpersonal communication skills made me more flexible, adaptable to new cultures and able to engage with different people from different backgrounds.

**MEDILL: WHAT IS ONE OF YOUR PROUDEST ACHIEVEMENTS?**

**LEE:** When I joined Samsung, it was very difficult. The image of the Asian mobile handset manufacturing company was old, boring and too serious. Samsung was far away from the everyday consumer. But I thought it could be something exciting and dynamic and relevant to everyday life.

The first step was standing up for what I believed in among engineering-minded executives. I took brave steps and started to change the way the company engages with consumers, adopting new marketing strategies to build a strong bond between the brand and consumers. This also meant completely taking a new approach to media, investors, internal stakeholders and analysts.

**MEDILL: WHAT LESSONS LEARNED AT MEDILL DO YOU STILL USE?**

**LEE:** There are many. But most importantly, think out of the box and honor diversity. Marketing communication lectures were excellent and very useful, but what I've found the most useful is the process that I went through with every classmate and professor during the coursework and real-life enterprise projects like case studies, which required heavy team engagement. I remember a small local business case about a Chicago brewery. In order to work with teammates who came from different cultures, observing and listening to their different views and respecting them was a must to get things done effectively and harmoniously.

This helped me become a good leader. In the midst of a rapidly changing world where consumers are getting more segregated, respecting diversity and being open-minded are key to being a global leader, and I thank Medill for this.

“  
**It has never been about my own work. It was the great result of teamwork.**  
 ”

Younghee Lee

**MEDILL: WHICH MEDILL PROFESSORS MADE A LASTING IMPRESSION ON YOU?**

**LEE:** I still remember every professor who taught me throughout the program, as each of them influenced me in different way and made me do my job successfully. However, I specifically remember Professor Don Schultz and his lectures.

**MEDILL: WHAT DOES THIS MEDILL HALL OF ACHIEVEMENT AWARD MEAN TO YOU?**

**LEE:** I am deeply honored and humbled. I am very thankful for my family but most of all for the marketing managers at Samsung from all over the world who share the same vision as me. It has never been about my own work. It was the great result of teamwork. I think they will be very proud of this.

*Answers have been edited for length and clarity.*

LEFT: Younghee Lee (MSA90).

BELOW: Samsung at the Baz Luhrmann Luncheon in New York, Tuesday, April 20, 2013.





# TALES FROM NEW ORLEANS

A BOOK ABOUT BLOGGING AFTER HURRICANE KATRINA REVEALS CHANGES IN THE MEDIUM AND ITS IMPACT ON JOURNALISM.

BY MARGARET LITTMAN (MSJ94)

MARGARET LITTMAN IS A FREELANCE WRITER AND EDITOR IN NASHVILLE.

**"TEN YEARS IS HALF THE LIFE OF THE internet,"** says **CYNTHIA JOYCE (MSJ94)**, assistant professor of journalism at the University of Mississippi. In this era when news headlines come through Facebook or Twitter as often as not, it can be hard to remember what web- and citizen-journalism was like just a decade ago.

Joyce, who was early into what was then called new media, was reminded of this when looking for a specific example of how New Orleanians connected through bloggers and the internet after

Hurricane Katrina in 2005. But the example she looked for was on a site that was no longer live.

That experience led to "Please Forward: How Blogging Reconnected New Orleans After Katrina." The book was published by the University of New Orleans Press in 2015, in time for the 10th anniversary of the devastating storm.

"I never meant for it to be an anniversary book," Joyce says of the more than 300-page volume she edited. "I wanted it to have staying power." The book is more than a diary of what happened in



**My students laugh. They have never heard of the term 'surfing the web.' That's a way we used to think about the web, as a vast ocean. That's not their experience of it. It now comes in through social media. If it doesn't come up on the first page of Google, you don't care.**

Cynthia Joyce

the Crescent City after the disaster, but a way to preserve those dead links and abandoned blogs, before they are lost to history. The anthology is also a look at how the use of blogs kept people informed and connected, and changed journalism.

"It was one of the tipping points of blogging. We didn't used to call blogging social journalism," says Joyce, who through her career has worked at Salon.com, MSNBC.com and as a producer at Nola.com, after Katrina.

Joyce was a web producer for NBC Nightly News in December 2010 when the Arab Spring demonstrations that took place across the Middle East began. She saw similarities between the Arab Spring protesters and New Orleans residents sharing information and rallying together. After Katrina, bloggers were telling the story of what happened for the city's residents, she says, but they were also helping each other with the mundane tasks of recovering, such as hooking FEMA trailers up to sewage lines.

Initially, Joyce was concerned about how people would respond to the book, which features the work of 75 bloggers—about one half of whom still live in the area. "I don't live in New Orleans anymore," she says, now in Oxford, Mississippi, home to the University of Mississippi campus. "New Orleans folks are sick of media swooping in and telling this story. I wasn't part of this community anymore and I was asking people to go back and relive the worst moments of their lives."

But the volume was well-received and the book signings and special events, "felt like family reunions. People never want to relive those experiences, but they never want to forget," she says.

Those experiences included some of Joyce's own. She remembers what she calls "minor" inconveniences in the scope of rebuilding: living with a hole in the kitchen roof patched by a garage bag for eight months. Her daily run went by a tent city in a Walmart parking lot where people cooked over an open fire.

Calling for submissions and editing "Please Forward" gave Joyce perspective.

"It was interesting to go back to this time," says Joyce, who adds that re-reading and editing the accounts was an emotional process. But academically and intellectually, it was fascinating to look at old blogs and posts in the era before people were willing to reveal personal details about themselves online. Some of those bloggers have now made their blogs private or ceased publishing.

"I miss the early days of the web when links were not monetized and you found things through serendipity. You just ran into stuff," she says. "My students laugh. They have never heard of the term 'surfing the web.' That's a way we used to think about the web, as a vast ocean. That's not their experience of it. It now comes in through social media. If it doesn't come up on the first page of Google, you don't care." ♦



# THE MAN WHO BROUGHT DALLAS THE NEWS

BYRON HARRIS ENJOYS RETIREMENT AFTER 40 YEARS AS AN INVESTIGATIVE REPORTER.

BY NATALIE K. GOULD (MSJ12)

NATALIE K. GOULD IS THE VP OF CONTENT MANAGEMENT AT ADVICE INTERACTIVE GROUP, A DIGITAL MARKETING AGENCY IN DALLAS, TEXAS. ON HER OFF HOURS, SHE'S A FREELANCE WRITER AND BOURBON ENTHUSIAST.

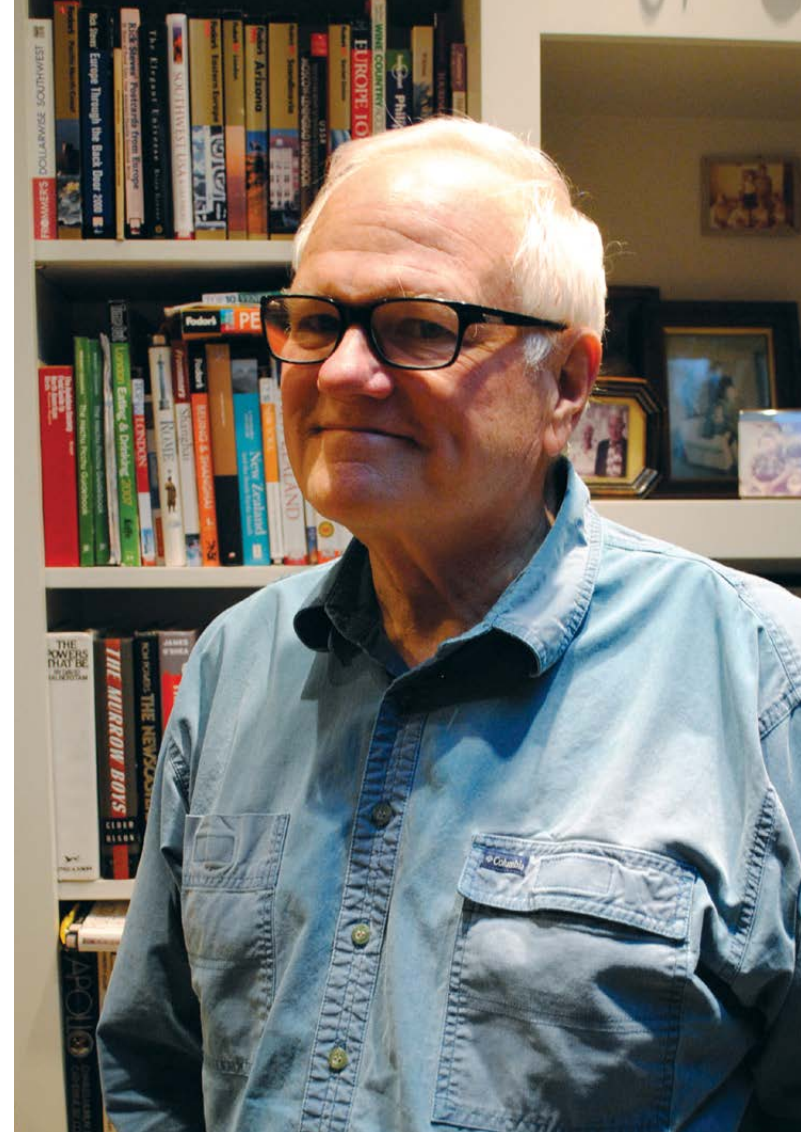
**ANYONE WHO HAS LIVED IN DALLAS** longer than 10 minutes is likely familiar with **BYRON HARRIS (MSJ72)**, a longtime investigative journalist for WFAA-TV. He's won numerous awards and recognitions for his storytelling and investigations—and was even beaten up by the Teamsters once. But in his Dallas, Texas, home, he's just like anyone else trying to enjoy a good cup of coffee on a rainy Sunday morning.

"Here, I'll give you a First Amendment cup," Harris says to me as he pours us two steaming cups of coffee. I'm trying to play it cool, leaning up against his kitchen counter, like I don't care that one of Dallas' most important investigative journalists is handing me a cup of coffee in the world's most perfect mug. This is the same Harris who took on NBC's "To Catch a Predator" when his team got a tip that the show and the Murphy, Texas, police were breaking the law. He's also the same Harris who was arrested for refusing to surrender his camera at Area 51. In a cozy living space off the kitchen, awards and mementos adorn every wall, making it impossible to ignore that Harris has had the career journalists dream of.

But Harris' journalism career didn't come overnight. After serving in the Army, he attended graduate school at Medill with his GI Bill benefits. "I had no journalism experience," he says. "We were idealistic. We wanted to do good things for society and democracy." Once in Evanston, he took science writing with Ben Baldwin, the professor for whom the Medill scholarship is named, and then signed up for the Washington Program. "That shaped me a lot," Harris says. His neighbors in a D.C. dormitory that summer included Arnold Diaz, longtime CBS News reporter, and Pulitzer-prize winning author Hank Klibanoff.

During his time in the Washington Program, he benefitted from the hands-on experience: He was invited to join other reporters in the Senate Majority office each Saturday to discuss the previous and coming weeks' news items with Mike Mansfield, the country's longest-serving Senate Majority Leader.

Following stints in Milwaukee, Wisconsin, and Amarillo, Texas, Harris landed a job at Oklahoma City's KWTW. It was here that he uncovered a story about car dealers overcharging consumers. Before the story aired, the subjects of the story



called the station manager and said they wanted to see the story before it went live. The management granted the request, concerned about losing important advertising money. Harris and his news director walked out that day. Eventually, three of them, including Harris, landed at WFAA in Marty Haag's newsroom. Haag went on to win a Peabody award in 1988.

"We became known as the Oklahoma Mafia," Harris says. "We were kind of the nucleus of this newsroom." Haag encouraged reporters to chase the important stories, whether locally or around the world. "There was nothing that we couldn't do...He never said, 'You can't do that,'" Harris says.

Harris and the rest of the Haag newsroom team continually felt overlooked by the print outlets, which made them even more determined to earn their place at the table. "They thought we were all pretty and not substantive," Harris says. "So I always tried to write to just prove that I could do what they did." In 1982, Harris wrote a cover story for Texas Monthly about the disintegration of Braniff Airlines. "This one put me on the map," he says. "I just tried to keep asserting, 'Pay attention to us. You may think television is stupid, but we're trying hard here.'"

Harris' career took him around the world. During the Iran

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Well, they're really not my stories. They're stories that were able to be told because people trusted me. And because they took chances.

Byron Harris

hostage crisis, Haag sent Harris and his team down to Mexico to find the Shah of Iran, who had fled the country. He traveled to Somalia, Iraq, Pakistan, Kuwait, Russia, Sweden and even East Germany, often in the face of life-threatening danger. But that never deterred him. "The news business doesn't allow you a lot of time to think about danger. You really want to get the story. That's the deal," Harris says. "When you have a good story you feel great. But that's tempered by the fact that you've got the next story to do, and you don't know what that is, and you don't know if it's going to be any good, and you don't know if the stars are going to align. There's lots to be fearful of besides your life in the news business."

In October 2015, Harris hung up his daily news hat after more than 40 years. But that doesn't mean his reporting days are over. He's pitching some documentaries and continues to work on freelance projects. Additionally, he's spending his newfound free time traveling and volunteering, and he hasn't stopped learning. "I keep trying to get smarter," he says.

After decades of hard-hitting reporting, winning some of the industry's most coveted awards and building a legacy, Harris never lost sight of what the news is really about: telling stories. "For an important story to be told, people have to trust you... We all look back on our careers and say, 'These are my stories.' Well, they're really not my stories. They're stories that were able to be told because people trusted me. And because they took chances." ♦

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The news business doesn't allow you a lot of time to think about danger. You really want to get the story. That's the deal.

Byron Harris



# VIEW FROM THE STANDS

FOR THE EDITOR OF THE CHICAGO CUBS FAN MAGAZINE, SPORTS JOURNALISM IS THE FIELD OF HIS DREAMS.

BY MATT PAOLELLI  
(BSJ05, MSJ06)

MATT PAOLELLI IS THE MANAGER OF DIGITAL COMMUNICATIONS FOR CATHOLIC EXTENSION, A NON-PROFIT FUNDRAISING ORGANIZATION BASED IN CHICAGO. HE IS ALSO AN ADJUNCT LECTURER AT MEDILL.

**CHICAGO CUBS FANS HAVE BEEN WAITING** more than 100 years for a World Series victory, and 2016 might turn out to be “The Year.”

A historic moment would be especially sweet for **GARY COHEN (MSJ08)**, editor in chief of Vine Line, a Cubs fan magazine. During his time as editor, Cohen has had a front row seat for the team’s transformation from a “lovable losers” punchline in 2011 to today’s all-star starting lineup that is cruising toward its second straight postseason appearance.

“It’s really rewarding to have gone from the depths of the rebuild to where it is now,” Cohen says. “There were times where we would go, ‘What’s our cover story going to be?’ Now it’s a totally different scenario. We’ve got cover stories for days.”

A lifelong baseball fan who grew up rooting for the Atlanta Braves and keeping an eye on the Cubs thanks to their regular appearances on WGN, Cohen nevertheless took a circuitous

route to sports writing. After graduating from the University of Texas at Austin, he came to Chicago to take improv classes and pursue a career in theater and television. At first, writing

was just a way to pay the bills. “I had always known how to write and was pretty good at it, so I conned my way into various magazine jobs,” he says. “By the time I decided to go to Medill, I had been doing writing as an avocation and acting as a vocation for a long time and figured it was time to try something different.”

After a brief sports writing stint in Los Angeles, Cohen returned to Chicago and enrolled at Medill to refine his skills and learn “the nuts and bolts of putting together a magazine.” He served as publisher for his cohort’s capstone publishing project that ultimately produced Better (later renamed Make it Better), a lifestyle magazine for Chicago’s North Shore suburbs that still exists today.

“The Medill experience helped me gain a knowledge that I probably should have had to be working in the business,” he says. “I learned a ton about the production and business side of magazines.”

Cohen also credits Medill with helping him find a magazine job in Chicago as editor in chief at Community Magazine Group, which gave him a crash course in the tools he would need to run Vine Line. He came on board in November 2011 just as the Cubs were embarking on a multi-year roster rebuilding effort led by new President of Baseball Operations Theo Epstein. The rebuilding effort required a few tough seasons in order to pave the way for the team’s current success, which led to some challenging decisions for Cohen and his staff, who had to factor team personnel changes into their monthly editorial plans.

“The major league team was relatively thin, and on top of that, we couldn’t cover the people who were not thin because they were all on the trade block,” Cohen says. “A lot of people aren’t willing to look at the minor leagues and see the plan in motion, they’re just looking at the major league team that is losing 100 games, so we would get a



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‘What’s our cover story going to be?’  
Now it’s a totally different scenario.  
We’ve got cover stories for days.**

Gary Cohen

route to sports writing. After graduating from the University of Texas at Austin, he came to Chicago to take improv classes and pursue a career in theater and television. At first, writing

lot of angry letters saying, ‘You go tell Theo...’”

The magazine’s content tended to focus on the bright future of the Cubs’ minor league stars, several of whom are now among the most sought after players in baseball. Through thick and thin, Cohen says that the commitment and knowledge of Cubs fans makes managing Vine Line a powerful responsibility.

“We’re not going out to 200,000 people, but the people the magazine is going out to are really passionate about the Cubs,” he says. “I’ve always equated it to soap opera fans. If you’re in that bubble, the passion of the fans is pretty extreme.”

That passion was rarely more evident than last season, when Epstein’s rebuilding plans bore fruit a bit early: The long-suffering fans were treated to a postseason series victory over the rival St. Louis Cardinals at Wrigley Field. Cohen rates it as one of the best experiences of his career.

“Last year was a surprise to everybody,” he says. “This year the team had huge expectations and has thus far lived up to those expectations. If we’re sitting here two years from now and there still isn’t a World Series trophy, the fans are going to get restless, but for now everyone is just

enjoying the ride. There’s a lot of happy people at Wrigley Field these days.”

So is this “The Year?” Cohen is cautiously optimistic.

“If I were a betting man, I would put my money on the Cubs, but there’s so much randomness in the playoffs,” he says. “Your goal is to get into the tournament and then you see what happens from there.”

If the Cubs do soon break their 108-year streak of futility, Cohen will be covering it from his perch in the Wrigley Field press box, enjoying the view and a job that perfectly combines his strengths and interests.

“I’ve got the baseball knowledge, but I also know how to build a magazine, and sadly there aren’t that many people wandering around who still like print and see the value in it,” he says. “That all came out of Medill and my time there, so I wouldn’t be doing this if it weren’t for Medill.”

ABOVE: Gary Cohen at Wrigley Field on July 15, 2016. (photo by Stephen Green Photography)



# HALF FULL

COMEDY WRITER MATT BELLASSAI MADE A CAREER OUT OF WINE, WHINE AND REVISE.



BY MARGARET LITTMAN (MSJ94)

MARGARET LITTMAN IS A FREELANCE WRITER AND EDITOR IN NASHVILLE.

**ASK MATT BELLASSAI (BSJ12) WHAT HE** learned at Medill that has helped him in his short, but storied career so far and he'll quip:

"I was getting drunk at Medill but didn't think it would translate to a job."

That's classic Bellasai. Once a journalism and political science double major, Bellasai is now best known for "Whine About It," which he describes as "a weekly video series where I get drunk at my desk and complain about stuff." Yep. For eight months, literally millions of people—he has 1.5 million fans on Facebook alone—tuned in to see Bellasai do just that.

As evidence that Bellasai has achieved celebrity status for these comedic rants, entertainment trade magazine *Variety* covered his decision to leave BuzzFeed and "Whine About It" in January 2016 to launch a solo career with a book, web series, comedy tour and a contract with Creative

Artists Agency. In 2016, he also won a People's Choice Award for "Favorite Social Media Star."

Bellasai grew up in Chicago's south suburbs, but as a first-generation college student, he wasn't

**I thought I wanted to be Sanjay Gupta and be a doctor/journalist. But that only happens when you are Sanjay.**

Matt Bellasai

aware of Northwestern until high school. Early on in the college-seeking process, Medill appealed to him. "I thought I wanted to be Sanjay Gupta and be a doctor/journalist. But that only happens when you are Sanjay," he says.

Instead, he became interested in politics as Barack Obama was elected in 2008. "I liked to tell stories and politics seemed like a place to tell crazy stories," Bellasai says.

During a series of internships and other jobs, Bellasai created a free community account on the media site BuzzFeed and started posting. At the time, BuzzFeed was looking to boost both its 2012 election coverage and its LGBT channels. After noticing Bellasai's posts, they invited him to be part of its first class of fellows in New York, a five-month process where Bellasai "learned to write in the language of the internet."

After that, BuzzFeed hired Bellasai as a full-time comedy writer. "[I was] doing comedy essays where I put myself in the stories more often," he says, citing a pumpkin spice cleanse and a doughnut crawl (like a pub crawl, but with doughnuts).

This process allowed him to let go of one of his old Medill habits. "I used to be so afraid to post or publish unless it was perfect, and that [perfection] almost never happened," he says. "So, those [stories] would be without an audience. The internet really helped me get rid of that mindset, and now I publish and post as much as I can."

For more than three-and-a-half years, Bellasai did so at BuzzFeed. He likens BuzzFeed's relationships with its former writers to that of TV juggernaut "Saturday Night Live." "They are a platform that grows people and gets them ready to fly the coop," he says.

And Bellasai has found his fellow alumni of the BuzzFeed universe to be supportive of his decision to launch Matt Bellasai Live: The Drunk & Alone standup comedy tour, to work on a book, scripted TV show and to start a new web video series called

"To Be Honest."

Bellasai may not be doing traditional journalism, but he still uses his knowledge gained at Medill. "Gathering your information, understanding your subject, taking note of what is happening in society, that's all journalism training that I use for comedy," he says. "I'm a comedy writer first and a performer second."

Bellasai confessed to being "intimidated" by the standup comedy scene before the tour began. "With the internet, you can immediately see what resonates. There's so much data. You can see what videos do better than others." But the first two shows he

put up for sale (in Chicago and Indianapolis) sold out within 20 minutes and reception from college campus audiences kept him motivated to expand the tour.

In both "Whine About It" and his new show, "To Be Honest," Bellasai shudders as he drinks the necessary volume of wine to riff on the topic of the week. The comedian says he thinks alcohol is part of writing at most media outlets, albeit not out in the open, as was

the case at his desk at BuzzFeed. "I think in media everyone is pretty much drunk all the time, except everyone keeps it on the down low," he says.

While he used to enjoy a glass of wine when he got home from work, in real life, he confesses, "Now I only drink wine to film a video. I like writing fully sober and paying attention to my thoughts, although some great ideas do come from nights out..."

**Gathering your information, understanding your subject, taking note of what is happening in society, that's all journalism training that I use for comedy.**

Matt Bellasai



# NEW SCULPTURE MIXES MEDIA'S PAST AND PRESENT

BY ELLEN BLUM BARISH (COMM81, MSJ94)

ELLEN BLUM BARISH, FORMER EDITOR OF THE MEDILL MAGAZINE, IS AN ESSAYIST WHOSE WORK HAS APPEARED IN NUMEROUS PUBLICATIONS, ON WBEZ AND IN HER BOOK, "VIEWS FROM THE HOME OFFICE WINDOW." SHE IS THE EDITOR OF THREAD, A LITERARY PUBLICATION. ELLEN HAS TAUGHT WRITING AT SEVERAL UNIVERSITIES, INCLUDING NORTHWESTERN, AND WORKS WITH PEOPLE IN HER WORKSHOPS AND PRIVATE COACHING WHO ARE WRITING STORIES FROM THEIR LIFE.

**LAST FALL, A TEAM OF PEOPLE** hung a sculpture made of rescued antique type and engravings just outside the door of Dean Bradley Hamm's office. The artwork, which was created by Lloyd Schermer, was not only a gift to Medill, but also serves as a visual touchstone connecting the school's past to its future.

As a newspaperman-turned-artist, Schermer sees it as his mission to preserve and present the pieces of newspaper's past to current and future generations.

"The gift was Lloyd's idea," Marty Kohr, IMC lecturer and director of the part-time IMC Program, says. "He had a great sense of urgency when he began this project."

The urgency was driven by two diminishing resources: "Antique wood type and me," Schermer says.

Schermer's wall sculptures, monotypes, bronzes and prints are displayed at the Smithsonian American Art Museum, McCormick Tribune Freedom Museum, the Newseum, The Knight Foundation and on the CEO of the Washington Post's door.

Before his art career took off, Schermer

spent more than 40 years in the newspaper business, first setting type at a paper in Davenport, Iowa. Schermer eventually became publisher of the Missoulian in Missoula, Montana, and then in the 1980s he served as a member of the Medill advisory board.

Back when his newspaper was converting from letterpress to offset printing, he held on to the glass plates, gold tinted negatives, contact sheets as well as whatever wood and metal letterpress pieces he could find. When he retired, he continued to collect tons of type and engravings from across the United States, including Printer's Row in Chicago. And then, at age 64, he took his first drawing class.

"There were really good artists in that class as well as yo-yos like me," he says. "But my teacher seemed to think I had talent because she wanted me to sign and frame my drawings."

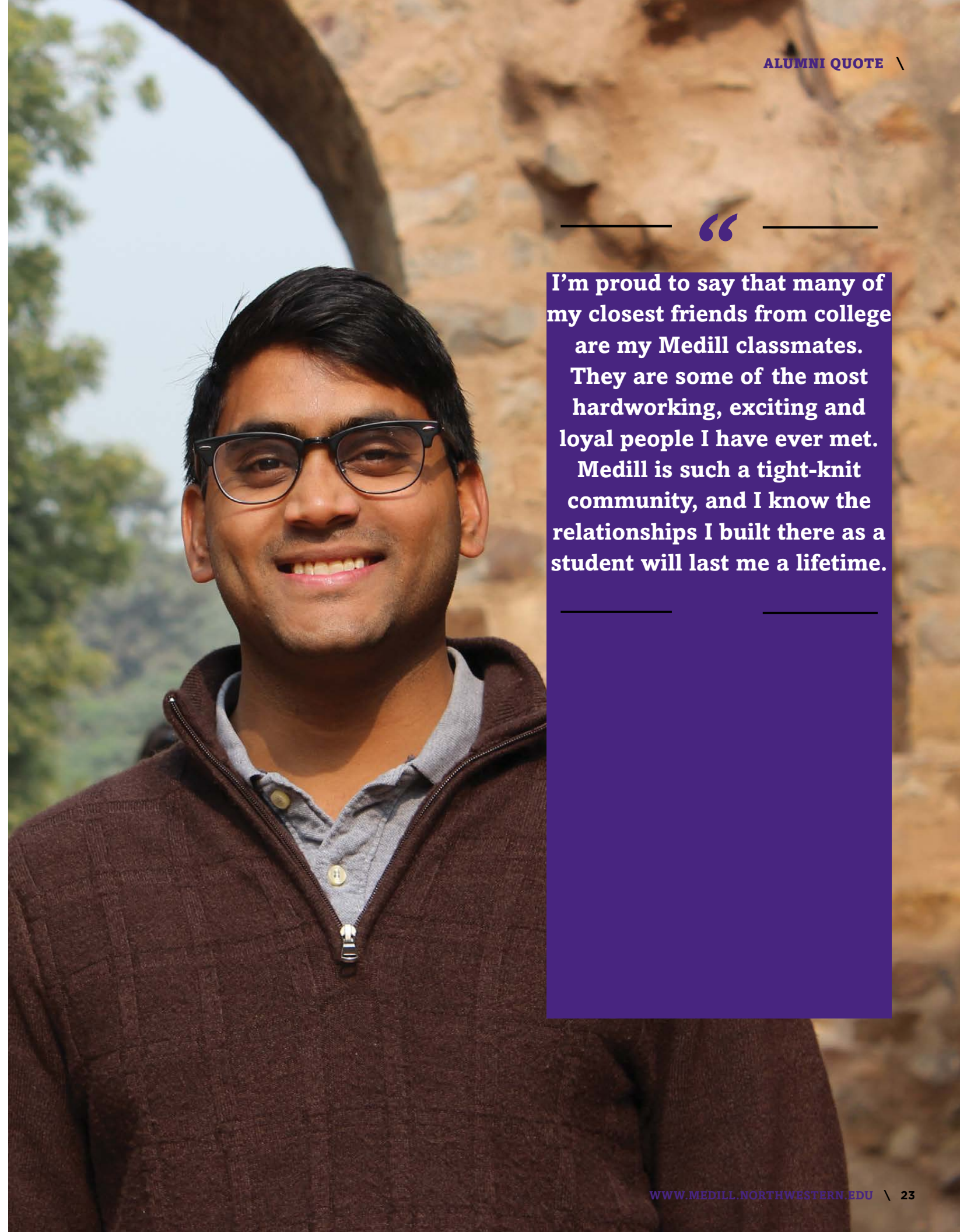
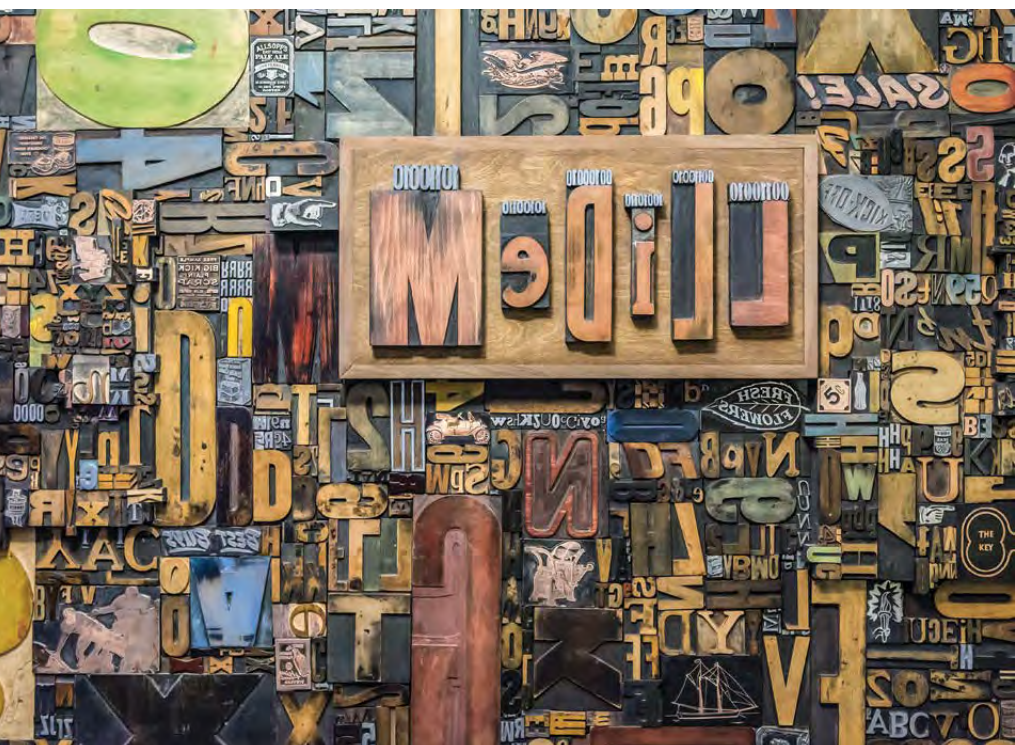
Director of the Dean's Office Robyn Schuster gathered the thoughts of long-time faculty and provided these as input to Schermer. On top of each of the letters of Medill, Schermer inserted a metal plate of 0s and 1s, a nod to the binary code depicting the electronic age of journalism.

"He injected his own unique genius into the work," Schuster says, "capturing the essence of what we were hoping for in a beautiful and innovative way."

At four feet high, eight feet wide and 250 pounds, the piece now hanging in Fisk Hall, titled "News Seeds," took two days to install.

Just as setting type was a slow, laborious process of pouring molten metal into molds that could be set into a frame, inked and then pressed onto paper, so is the process of preparing and arranging the materials into a piece of art.

Once these pieces from the past find their way into a Schermer sculpture, what may easily have been lost is made into something long remembered. ♦



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I'm proud to say that many of my closest friends from college are my Medill classmates. They are some of the most hardworking, exciting and loyal people I have ever met. Medill is such a tight-knit community, and I know the relationships I built there as a student will last me a lifetime.



1970s

**ROY J. HARRIS, JR. (BSJ68, MSJ71)** received the 2016 Lifetime Achievement Award from the American Society of Business Publication Editors. Author of "Pulitzer's Gold," Harris is considered "the master historian of the Pulitzer Prize." He was previously a reporter at the Los Angeles Times and the Wall Street Journal, and a senior editor at CFO Magazine. He has held several leadership roles at ASBPE, starting with Boston chapter president, then national president and now president of the ASBPE Foundation.

**WILLIAM HARMS (MSJ72)** and his wife moved to the San Francisco Bay area to be near family. Harms worked for the University of Chicago News Office for nearly 30 years before retiring in 2013.

**MICHELE WELDON (BSJ78, MSJ80)** authored her fifth book, which appeared on the American Library Association's Booklist Editors' Choice list of best books of 2015. "Escape Points" (Chicago Review Press, 2015) is her memoir about raising three sons alone while facing cancer and maintaining professional ambition. The book was a finalist in the Tucson Festival of Books Literary Awards for 2015. She is assistant professor emerita at Medill.

1980s

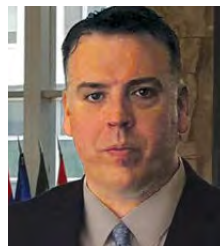
**CHRISTINA MACKENZIE (MSJ86)** became editor in chief of Forces Operations, a bilingual website that reports on anything of interest to French, and more broadly, European ground forces. Her objective is to turn the French/English site into the Economist of the defense world. She spent 18 years reporting on defense and security issues, influenced by her time at Medill covering the police and fire beat in Waukegan.



**PRERNA MONA KHANNA (BSJ87)** received the 2016 Ellis Island Medal of Honor from the National Ethnic Coalition of Organizations.

**DAN FIETSAM (MSA88)** joined advertising agency Laughlin Constable as chief creative officer, leading across all of the company's offices in Chicago, Milwaukee, New York and New Jersey. Most recently, Fietsam led his own creative consultancy, The Fietsam Group. He has led creative teams at several agencies and produced award-winning campaigns for a number of iconic brands. He is also an IMC lecturer at Medill.

2000s



**MIKE DUFFIN (MSJ01)** received the Franklin Award from the U.S. Department of State for his work in the field of

countering violent extremism. He is a policy adviser in the State Department's Bureau of Counterterrorism and Countering Violent Extremism. Duffin was presented the award by Assistant Secretary of State Victoria Nuland for his "innovation and leadership in coordinating the Strong Cities Network International Visitor Leadership Program, and advancing U.S. foreign policy in countering violent extremism. He worked across the Department with outside agencies, and with the local community to enable visitors from Europe, the Middle East/North Africa and Canada to engage with their American counterparts and share best practices."

The award, named in honor of Benjamin Franklin's service as a public servant and U.S. diplomat, recognizes the achievements of individuals in a variety of areas of importance to the State Department, including superior performance, innovation, teamwork, crisis management and negotiation.



**EVAN BENN (BSJ04)** was recently promoted to editor in chief of Indulge, a Miami luxury magazine published seven times a year

by the Miami Herald Media Co. Benn was previously food editor of the Miami Herald.

**ALEXIS GRANT (MSJ05)** is executive editor of Taylor Media, running the editorial side of fast-growing ThePennyHoarder.com. She is eager to hire Medill alumni to work out of the office in St. Petersburg, Florida.

**CHRISTOPHER KRIVA (BSJ06, MSJ06)** is a senior adviser in the Office of U.S. Department of Health and Human Service. His role focuses on coordinating and implementing the Obama Administration's health care regulatory agenda.

**ERIN STOCK (BSJ06)** and Federico Barillas Schwank were married September 23, 2016.

**JESSE GREENBERG (IMC08)** is public affairs manager at Kinder Morgan, Inc.

**AMANDA PERLYN JACKSON (IMC08)** accepted a new role at Peninsula Hotels as regional director of marketing. She previously worked as global senior brand manager at Hyatt.

2010s



**SCOTT KITUN (BSJ13)** founded and hosts "Tomorrow's Business Today," a podcast that serves as a rapidly growing forum

for Chicago's technology and startup communities on WGN Plus. The show has merged with Technori, one of the world's most influential startup showcases with outposts in five U.S. cities.

**DAWNTHA PRICE (BSJ14)** is now a copy editor at Slate.com.

**CHRISTINE SMITH (MSJ15)** is an associate editor for the U.S. News and World Report travel team.

Submit to: [medillnotes@northwestern.edu](mailto:medillnotes@northwestern.edu)

LETTER TO THE EDITOR

Love the new obituaries! You're finally reporting at least in some cases CAUSE OF DEATH. Even if most of them were ancient, celebrities, or tragedies.

At 68, if I die from my diabetes type one or my 30+ years' HIV infection, I want it to count toward funding, research, social justice. It's the least you and I can do. Feel free to publish this letter.

Ira Sitomer (MSJ69)

SIDMEL ESTES (BSJ76, MSJ77) RECEIVES IDA B. WELLS AWARD



Former Medill Board of Advisers Member, Medill Hall of Achievement member, and former National Association of Black Journalists President Sidmel Estes (BSJ76, MSJ77) was posthumously honored with the 2016 Ida B. Wells award in August.

Each year, NABJ and Medill jointly give the award to an individual who has provided distinguished leadership in increasing access and opportunities to people of color in journalism, and in improving the coverage of communities of color in American media.

The Ida B. Wells award's namesake was a distinguished journalist, fearless reporter and wife of one of America's earliest black publishers. Wells was editor and proprietor of the Memphis Free Speech and Headlight. Estes was recognized for her years as a top executive producer, television news manager and for her historic role as the first woman to serve as president of NABJ.

"It is an honor to recognize Sidmel Estes as one of the most intelligent, hard-working, dedicated, trailblazing journalists of our time," Ava Thompson Greenwell, Charles Whitaker and Loren Ghiglione, co-curators of the award and professors at Medill said in a statement.

Estes began her career at WAGA-TV/Fox 5 in Atlanta. She was the co-creator and executive producer of "Good Day Atlanta," which became the number one show in its market and won seven Emmy awards under her direction. In 2006, Estes left WAGA-TV to start BreakThrough Inc., a media consulting firm with clients including the Frederick Douglass Family Foundation, the McCormick Tribune Fellows Foundation, the Tupac Amaru Shakur Foundation and the Atlanta Center for Creative Inquiry. She also taught as an adjunct professor at Emory University and Clark Atlanta University.

During Estes' tenure as NABJ president, the association increased its membership to more than 2,000 journalists and was included in Ebony magazine's Top 100 Black Organizations. In 1994, she led and co-created of the first UNITY: Journalists of Color conference. She was instrumental in the release of UNITY's report, "Kerner Plus 25: A Call For Action," which outlined steps the media industry should take to improve racial diversity.

Estes died suddenly last year. The Estes family was presented with her award during NABJ's Annual Convention and Career Fair in Washington, D.C., Aug. 3-7, 2016.



## MEDILL REMEMBERS: GARRY MARSHALL



ABOVE: Marshall poses with his Northwestern gnome, a gift from Medill for his 80th birthday.

RIGHT: Marshall and his son, Scott, at a Rose Bowl Parade event.

Famed producer, director and writer **GARRY K. MARSHALL (BSJ56)** died July 19 from complications of pneumonia following a stroke. He was 81. Marshall, a member of Medill's Hall of Achievement, was the creator and producer of numerous television shows including "Happy Days," "Laverne and Shirley," "The Odd Couple" and "Mork and Mindy." He directed 18 films in his career, including "Overboard," "Beaches," "Pretty Woman," "Valentine's Day," "New Year's Day," and "Mother's Day."

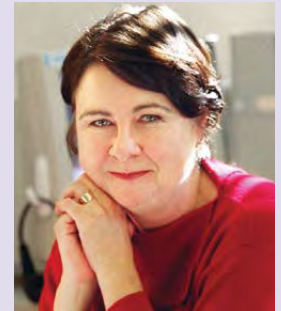
Marshall was also an actor, making cameos in his own films. He had a recurring role on "Murphy Brown" as the head of the network and guested on shows such as "Monk" and "The Sarah Silverman Show." He played a part in his sister Penny Marshall's "A League of Their Own" as a baseball team owner. He also appeared in his son Scott Marshall's 2006 comedy "Keeping Up With the Steins."

In 1997, Marshall was inducted into the Academy of Television, Arts and Sciences' Hall of Fame. Additional career accolades include the American Comedy Awards' Creative

Achievement Award in 1990, the Writers Guild of America's Valentine Davies Award in 1995, and the American Cinema Editors' Golden Eddie Filmmaker of the Year Award in 2004. In 2012, he was inducted into the National Association of Broadcasters' Hall of Fame. Marshall earned five Emmy nominations over the course of his career: four for "The Odd Couple" and one for "Mork & Mindy" and has a star on the Hollywood Walk Of Fame.

Marshall's memoir "Wake Me When It's Funny," co-written with his daughter **LORI MARSHALL (BSJ86, MSJ88)** and published in 1995, recounted his first 35 years in Hollywood. He wrote another memoir, "My Happy Days in Hollywood," in 2012.

A life trustee of Northwestern University, Marshall had a hand in the creation and support of several buildings on campus, including the Barbara and Garry Marshall Studio Wing in John J. Louis Hall and the Marjorie Ward Marshall Dance Center, which was named after his mother. He also was a major contributor to the recently constructed Ryan Center for the Musical Arts.



**ELLEN SOETEBER (BSJ72)**, 66, of Fort Lauderdale, Florida, died June 21 after a brief illness. As a member of Medill's Board of Advisers and the Medill Hall of Achievement, Soeteber was an active participant and valued contributor to the school after her retirement. In 2014, she agreed to join the judging panel for the James Foley Medill Medal for Courage in Journalism.

Soeteber grew up in East St. Louis, Illinois. Her professional career began at two now-defunct afternoon newspapers, the Chicago Daily News and Chicago Today. In 1974, she joined the Chicago Tribune, where she spent 20 years in various roles including reporter, copy editor, weekend editor, night city editor, associate metro editor and TV and media editor. From 2001 to 2005, she was editor of the St. Louis Post-Dispatch, overseeing all news and editorial operations.

At the time of her death, Soeteber was chair of the advisory board for the Alfred Friendly Press Fellowships and a member of the selection committee for the Knight-Wallace Fellows at Michigan. She herself participated in the Knight-Wallace Fellowship at University of Michigan, then called the Michigan Journalism Fellowship, from 1986 to 1987. She also participated in the Kellogg School of Management Advanced Executive Program at the Media Management Center at Northwestern.

She loved baseball and enjoyed spending time with her nephews and taking them to Cubs games. She is survived by her husband, Richard Martins, with whom she loved to travel; they recently took a cruise in South America.

“Garry’s gift for storytelling brought joy, laughter and an enormous, beating heart to every screen, large and small.”

Paris Barclay

“The loss today of Garry Marshall is deeply sad—for our industry, and for our Guild,” Directors Guild of America President Paris Barclay said in a July 19 statement. “Garry’s gift for storytelling brought joy, laughter and an enormous, beating heart to every screen, large and small. When describing the type of stories he chose to tell, Garry once said: ‘I try to find scripts of stories that kinda celebrate the human condition...let’s talk about the tough world out there and the human spirit overcoming adversity.’ And that indefatigable optimism came through in everything he touched.”

Marshall was born in the Bronx, New York. He is survived by his wife of 53 years, Barbara; two sisters, Ronny and Penny; three children Lori, Kathleen and Scott (all Northwestern graduates); and six grandchildren. ♦



**ALEXANDER MAGEE (BSJ48, MSJ49)** died at home on April 11. He was a resident and real estate broker in Oak Park, Illinois, who also served in World War II. He is survived by his companion, Joyce Stockholm; his five daughters, Mary Pellegrini, Jean Magee, Joan Slanina, Kate Linne and Maggie Hayes; eight grandchildren; and four great-grandchildren. He was preceded in death by his wife, Mary Frances Deegan Magee.

**MARSHALL ACKERMAN (MSJ50)**, 91, died Feb. 7 in Goleta, California, in an assisted living facility where he had been residing for the past few months. Prior to that, he spent 25 years in Santa Barbara, California, in a home he built with his late wife Carol. Ackerman was chairman of the American Institute of Wine & Food, vice chairman of the University of California Santa Barbara Communications Department Advisory Board and a frequent consultant to the regional health food and health media industries. Before moving to California, Ackerman served as vice chairman of Rodale Press in Lehigh Valley, Pennsylvania. During his 35 years in Lehigh Valley, he served as president of the Pennsylvania Stage Company, trustee of Cedar Crest College, president of the Lions Club and more. Ackerman was an avid collector, most notably of William McKinley memorabilia. He often remarked that he began collecting his McKinley trove “because no one else would.” He served bravely in the Vosges Mountains of France during World War II and was decorated with the Purple Heart and Bronze Star. He studied American literature at Harvard University and earned his master’s degree at Medill the following year. Ackerman is survived by three sons, Stark, Scott and Marc; a sister, Irene Maher; and two grandchildren.

**EDWIN S. ALDRICH (BSJ52, MSJ52)** died in January in upstate New York after a long illness. He completed his bachelor’s and master’s degrees at Medill.

After Northwestern, he served in the Korean War, and then left to enter civilian services as a writer with Union Carbide Corporation in Chicago. He eventually moved to New York, where he married a colleague and continued to work. He was buried in Bedford, New York.

**ROBERT “BOB” SORENSEN (MSJ56)**, 87, of McKinney, Texas, died April 4. He was born in Logan, Utah, and had seven siblings. Sorensen earned his bachelor’s degree in journalism at Utah State University. During his tour in the Air Force, Sorensen flew the B-29 Bomber over North Korea and after his transfer to Barksdale Air Force Base in Shreveport, Louisiana, he flew the B-47 Stratojet. After his discharge from the Air Force, he worked in Wichita, Kansas, at Boeing Aircraft and then moved back to Shreveport, where he worked in the oil and gas industry and advertising. He later moved to Dallas where he spent the rest of his career in advertising and public relations before retiring in McKinney. Sorensen is survived by his wife, Noel Sorensen; sons Scott, Jeff and Mark; four grandchildren; two great grandchildren; and numerous nieces, nephews and friends.

**NATALIE “TALIE” MCKENZIE (BSJ58, MSJ59)** of Arlington Heights, Illinois, died June 16. After graduation, she worked as news editor of the Palatine Enterprise, precursor of the Palatine Herald of Paddock Publications. That position segued into her 55-year, part-time job as secretary of the Palatine Plan Commission. After raising her children, she returned to work as executive secretary to the Director of the National Pasta Association. McKenzie sang solo soprano in the choir at Southminster Presbyterian Church, of which she was a charter member in 1996. She enjoyed sports—both as a participant and an enthusiastic fan—gardening, cooking, music, bridge and needlepoint. McKenzie also cherished her Gamma Phi Beta sorority friendships.

She was the widow of George Espy McKenzie, Jr. whom she married in 1960. She is survived by son and daughter-in-law, George Espy McKenzie III and Mary; daughter, Kedrin McKenzie; daughter and son-in-law, Meghan and Stephen Vosloo; four grandchildren; and three sisters. McKenzie was preceded in death by a daughter, Natalie McEney.

**GARY BRAASCH (BSJ66, MSJ67)**, 72, of Portland, Oregon, died March 7 while snorkeling and photographing coral bleaching in the Great Barrier Reef. He was a talented photographer dedicated to documenting climate change; his work appeared in publications including The New York Times Magazine and National Geographic. Braasch covered receding glaciers, oil spills and Mount St. Helens’ eruption, earning recognition as a nature photographer and environmental activist. He got his start in photography while serving in the Air Force and worked as a full-time photographer after the military. Surprisingly, he took only one photography course. Braasch was born in Omaha, Nebraska, met his future wife in Portland and raised his son, Cedar, in Oregon. He and his wife eventually divorced. His girlfriend, Joan Rothlein, was with him in Australia at the time of his death.

**RICK SOLL (MSJ70)**, 69, of Chicago, died April 22, after a long battle with lung cancer. Soll was a reporter for the Chicago Tribune and Chicago Sun-Times. The human interest stories he wrote there were known for depth and sensitivity. He covered wars, trials, local and world conflicts, as well as critical events in the lives of celebrities, politicians and everyday people struggling to get by. He was a co-editor and writer for Chicagoland Monthly and the Chicago Times, and he received numerous journalism awards for his writing. Soll received his bachelor’s degree in 1968 from Colgate University. He was a voracious reader, passionate golfer, gifted drummer and a devoted pet dad.

**JACK FULLER (BSJ68)**, 69, died June 21 at home in Chicago. He was diagnosed with cancer a few months before. Fuller was born in Chicago, and at the age of 16, he followed his father, a financial reporter for the Chicago Tribune, into the newsroom to work as a copyboy. During his 40-year journalism career, he held many esteemed roles, including editor, president, CEO and publisher. He won a Pulitzer Prize in 1986 for editorials focusing on constitutional law.

Fuller got his law degree from Yale in 1973, and then returned to Chicago. He spent two years as a general assignment reporter at the Tribune before leaving to join the U.S. Department of Justice as special assistant to then-Attorney General Edward Levi. He returned to the Tribune as a Washington correspondent in 1977.

With Fuller’s support, the Tribune was one of the first papers to enter the digital age, bringing internet access to the newsroom and launching one of the first online editions. During his retirement, he focused on writing books. His eighth novel, “One From Without,” came out this past June.

Fuller served on the board of the John D. and Catherine T. MacArthur Foundation, and was a trustee of the University of Chicago. He is survived by his wife, Debra Moskovits and two children from a previous marriage, Timothy and Katherine Ryan.

He will be forever missed by his loving wife and best friend, Pamela Zekman Soll, and devoted brother, Michael Soll. His friends and family will always remember his warmth, sense of humor and his deep concern for others.

**MARY ELLEN SULLIVAN (MSJ82)**, 56, of Chicago, died March 13 of ovarian cancer. By age 19, Sullivan had relocated to 10 places around the country and world because of her father’s job. She graduated with an English degree from Boston College in 1981, minoring in philosophy and art history. After graduate school at Medill, she worked as a magazine editor at General Learning Corp., a small educational publishing house in Highland Park, Illinois. A few years later, she moved to Advocate Health Care, in Oak Brook, Illinois, where she ran the publications department for five years. She then decided to quit her job and see the world; her travels took her to Asia, New Zealand, Australia and Europe. She launched a freelance writing career that led to bylines in The New York Times, women’s magazines, travel guides and liner notes for a jazz record label. In 2012, she started a blog titled On the Wings of a Hummingbird. Sullivan’s partner of 18 years, Michael Schmitt, died in 2014. She is survived by her parents, Donal and Martha Sullivan; two brothers, Bill and John; and a sister, Sheila Zimmerman.

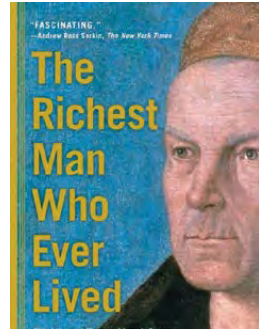
**NATALIE GENE MOSKOWITZ ORNISH (MSJ45)**, 90, died May 16. She had successful careers as a trail-blazing Texas historian, composer and playwright for children, book publisher, documentary filmmaker and real estate investor. A third-generation Texan, Ornish was born in Galveston, where her father had survived the famous storm of 1900. She graduated from Ball High School at age 14 and obtained a bachelor’s degree in English from Sam Houston State University at 17. At 18, she became the youngest person at the time to earn a master’s degree from Medill. Following graduation, she worked for the Associated Press in Omaha, Nebraska, later returning to Galveston, where she worked in public relations for several organizations and nightclubs during the island’s heyday. She married Dallas dentist, Dr. Edwin P. Ornish, in 1949 and later founded Dallas Records and Natwin Creative Productions. She is survived by her four children, Laurel, Dean, Steven and Kathy, as well as four grandchildren. Dr. and Mrs. Ornish also helped raise three foster children, Mitzi Krockover, and twins Mark and Lisa Stein.

**DANA DAVIS ZIEMAN (MSJ73)**, 65, died April 25 at her home in Rome, Georgia, following a long illness. She graduated in 1968 from Thornwood School and then attended Florida State University, where she studied communication. Ziemán lived for 30 years in the Philadelphia area,

working in public relations and marketing communications for advertising agencies and corporations. She returned to Rome in 2004 when she began working at Georgia Highlands College as director of college relations. She retired in 2014 when she became ill. She sat on the board of directors of the Rome Symphony Orchestra, served as a mentor for dropout prevention organization Communities in Schools and participated in charitable activities sponsored by Georgia Highlands. While living in Philadelphia, she became a Quaker and in 2007 started a Quaker worship group in Rome, which still meets weekly. She is survived by her daughter Meredith, two granddaughters, a brother, a cousin and two nephews.

**CAROL J. “SIS” STEINHART (BSJ47)**, 89, of Fort Worth, Texas, died May 23. She was a freelance writer and mother of six. Born and raised in Buffalo, New York, Steinhart graduated from Bennett High School and attended Northwestern University. Steinhart wrote articles for The Buffalo News, Ski Magazine and other periodicals. She enjoyed downhill skiing, cross-country skiing, tennis and swimming. Her husband, Dr. Jacob M. Steinhart, founder of Amherst Pediatric Associates, died in 2014. She is survived by daughter Carrie; five sons, Corklin “Corky,” Craig, Curt, Conrad “Cubby” and Justin “Casey”; and a sister, Harlene “Buty” Meyers.





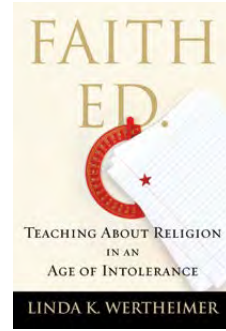
**“THE RICHEST MAN WHO EVER LIVED: THE LIFE AND TIMES OF JACOB FUGGER”**  
**GREG STEINMETZ (MSJ86)**  
*Published by Simon & Schuster (August 2016)*

In the days when Christopher Columbus sailed the ocean and Leonardo da Vinci painted the “Mona Lisa,” a German banker named Jacob Fugger became the richest man in history. Greg Steinmetz (MSJ86) tells the story of Fugger’s life, starting in Germany at the turn of the 16th century. Though he started out the grandson of a peasant, by the time Fugger died, his fortune was equal to nearly two percent of Europe’s GDP. It was an era when kings had unlimited power, but Fugger dared to stare down heads of state and ask them to pay back their loans—with interest. It was this coolness and self-assurance, along with his inexhaustible ambition, that made him not only the richest man ever, but a force of history as well.



**“SECRET SERVICE DOGS: THE HEROES WHO PROTECT THE PRESIDENT OF THE UNITED STATES”**  
**MARIA GOODAVAGE (BSJ84)**  
*Published by Dutton Publishing (October 2016)*

“Secret Service Dogs” delves into the heart of the unique world of the United States Secret Service canine teams that protect first families, popes and even presidential candidates. The book also explores the selection of dogs and handlers, their year-round training, their missions around the world and the dog teams’ special bonds.



**“FAITH ED: TEACHING ABOUT RELIGION IN AN AGE OF INTOLERANCE”**  
**LINDA K. WERTHEIMER (BSJ86, MSJ86)**  
*Published by Beacon Press (August 2015, hardcover; Fall 2016, paperback)*

A suburban Boston school unwittingly started a controversy over a sixth-grade field trip. The class was visiting a mosque to learn about world religions when a handful of boys joined the line of worshippers and acted out motions of the Muslim call to prayer. Parents later charged that the school exposed the children to Muslim indoctrination. School officials defended the course, but also acknowledged the delicate dance teachers must perform when dealing with religion in the classroom. In “Faith Ed,” veteran journalist Linda K. Wertheimer (BSJ86, MSJ86) spent months with that sixth-grade class, reported on controversies nationally and found a school system that has taught about religion without protest.



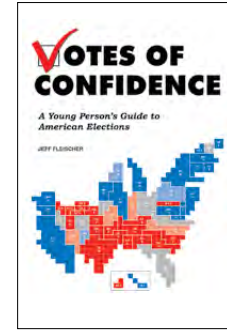
**“100 DAYS OF CAKE”**  
**SHARI GOLDHAGEN (BSJ98)**  
*Published by Atheneum Books for Young Readers (May 2016)*

Shari Goldhagen’s (BSJ98) new young adult fiction book “100 Days of Cake” follows high school senior Molly Bryne, who just wants to spend the rest of the summer (maybe the rest of her life) watching “Golden Girls” reruns and hanging out with her cute coworker. Molly struggles with depression, crushes on her therapist and has to deal with her mother, who is convinced that baking the perfect cake will cure her. When Molly finds out the restaurant where she works is turning into a country diner, she finds herself losing control, and is faced with deciding what—if anything—is worth fighting for.



**“YOUR HOLISTICALLY HOT TRANSFORMATION: EMBRACE A HEALTHY LIFESTYLE FREE OF DIETING, CONFUSION AND SELF-JUDGMENT”**  
**MARISSA VICARIO MCFARLAND (BSJ01)**  
*Published by Marissa’s Well-being and Health (May 2016)*

“Your Holistically Hot Transformation” follows Marissa Vicario McFarland’s (BSJ01) journey from unfulfilled corporate professional to women’s lifestyle aficionado. McFarland’s goal is to make being healthy, fit and balanced less intimidating, more approachable and attainable to women regardless of where they are on their own path to a healthy lifestyle. Readers will find advice for making healthy living a habit, tips for stocking a healthy kitchen, ideas for self-care and a sprinkling of easy recipes and motivational mantras.



**“VOTES OF CONFIDENCE: A YOUNG PERSON’S GUIDE TO AMERICAN ELECTIONS”**  
**JEFF FLEISCHER (MSJ03)**  
*Published by Zest Books (May 2016)*

Every four years, coverage of the presidential election turns into a horse-race story about who’s leading the polls and who said what when. Young Americans, who remember only one or two other elections, aren’t provided with much information about how the election process actually works, why it matters or how they can become involved. In a time when civics education is becoming less common in schools, “Votes of Confidence” offers young readers a primer to help understand the past, present and future of American elections.



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## NAJA-Medill 2016 Milestone Achievement Award

The recipient of the 2016 NAJA-Medill Milestone Achievement Award is Patty Talahongva, who was nominated by the selection committee for her lifetime of service to journalism and many years of dedication to the Native American Journalists Association. She is a lifetime NAJA member and past president.

Talahongva started her journalism career in 1978 as a correspondent from her high school for the city newspaper, "The Teen Gazette."

The \$5,000 cash award for the prize is provided in partnership with Medill. Talahongva received her award at the 2016 Excellence in Journalism conference in New Orleans during the Native Media Awards Banquet on Sept. 20.



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