MEDILL helped host the 2016 NABJ Region II Conference and Media Institute on Finance held Sept. 30

Attendees at the Sept. 30 NABJ Region II Conference and Media Institute on Finance at Medill’s new Chicago space at 303 E. Wacker.

MEDILL CHICAGO IS THE BOMB!

“I attribute much of the success of the NABJ Region II Conference and Media Institute on Finance to location, location, location. The Medill Chicago facility gave us more flexibility with programming. The small rooms offered an intimate setting for students to meet with media mentors. The classrooms were the perfect accommodations for our various workshops, and the open space with monitors, mics and a perfect sound system complimented our major sessions.

Donating the space helped keep our costs down. We were able to offer free registration to more than 60 journalism students. Dozens more only paid $10. Our full members paid no more than $50 and we provided two meals, presented several skills-based workshops and a couple of newsworthy sessions. The Chicago regional conference was the best in NABJ history with registration topping more than 230, twice our expectations.

Dean Hamm, I am humbled by your generosity, grateful for your sponsorship and, as always, I am proud to be an NU Wildcat.”

Best,
Dorothy Tucker (COMM77)
WBMM-TV Specials Reporter
WVON-Radio Host
NABJ Vice President, Broadcast

THE BLOOMBERG WAY

New course seeks to increase diversity in business journalism.

POLITICAL AIMS

Thomas Day (MSJ13) reflects on running for public office.

BLUEPRINTS TO GREEN SCREENS

Theresa Chong (MSJ13) hung up her hardhat to revisit her childhood passion—and reinvent multimedia and technology reporting.

INSIDE MEDILL SAN FRANCISCO

Medill launches a new facility in San Francisco, increasing opportunities to examine how media and technology connect.

The image contains text regarding the 2016 NABJ Region II Conference and Media Institute on Finance held at Medill’s new Chicago space. It highlights the importance of location for the event’s success and mentions the generosity of donors who provided the space. The text also provides a personal note from Dorothy Tucker expressing gratitude towards Dean Hamm for his sponsorship and support of the conference.
Let’s start with our two core programs. Whether students are in Washington or Chicago, the kind of opportunities we provide for them are profound. The Washington bureau connected the school to the East Coast and the national political world. The Chicago program established fifty years ago was crucial in establishing Medill as a national leader. But what about the new media world in technology and innovation? Could we create a model on the West Coast for Medill to be a leader in future years by partnering with Silicon Valley leaders? If so, we knew the design for Medill SF should be broader than a news bureau.

After being hired as dean, I met in the fall and spring with faculty, students and alumni about the current state of Medill and goals for the future. San Francisco was just one piece. But each calendar year, deans of the Northwestern schools must present to the president, provost (chief academic leader) and vice presidents to review the previous year and goals for the future. The idea for Medill SF was one of our major goals in the January 2014 report to university leaders. By then, we envisioned the site as a smaller version of Medill with year-round classes for all of our undergraduate and graduate students, plus alumni events and conferences. We could expand on our quarter-long Journalism Residencies and the summer ICM immersion experience. With this model, we could consider cross-school partnerships that are common in Evanston and Chicago but not part of our Washington program. The McCormick School of Engineering and Applied Science was an ideal partner. Dean Julio Ottino and his faculty and students worked with the creation of the Knight Lab, an excellent partnership between our two schools that has produced tools, such as TimelineJS, used by journalists around the world.

For our students, the city is ideal. Admittedly, a large office building in the financial district was not my first vision for a SF tech hub. Dean Ottino agreed to partner with us. McCormick has many alumni in the Bay area, as does Medill. The partnership is reflected in the space with a design lab next to a broadcast studio.

NU’s real estate leader Ranee Reifian identified locations for the new site, and we debated whether to be in Silicon Valley or the city. We listened to many people and selected 44 Montgomery; next to Market Street and a rapid transit station. The support of Medill advisory board member Mary Lou Song, with her experience as a tech leader, was crucial.

For our students, the city is ideal. Admittedly, a large office building in the financial district was not my first vision for a SF tech location, but when we toured it, we saw startups and large tech companies in that building and throughout the district. We leased the space and hired Gensler to design both our San Francisco and Chicago (303 E. Wacker) locations. Fortunately, both sites were on similar timetables as our lease at the old Chicago site was ending. The new Chicago site opened in March 2016 and San Francisco a few months later in the summer.

Shortly before construction started, we made a key change after meeting again with university leaders. This partnership between two schools was Northwestern’s expansion into the West Coast and San Francisco/Silicon Valley. President Morty Schapiro was interested, as is the School of Law, and Kellogg will do so in the winter. The Pritzker School of Law is interested, as is the School of Professional Studies. We’ve also held admissions and alumni events and workshops. It truly is Medill San Francisco and Northwestern San Francisco.

Medill Senior Awarded NABJ Scholarship

Medill senior JESSE SPARKS (BSJ17) was awarded the Visual Task Force Scholarship by the National Association of Black Journalists (NABJ). NABJ awards scholarships annually to deserving students interested in pursuing careers in journalism. This year, NABJ has awarded $27,500 in scholarships. Sparks received $1,500. NABJ’s scholarships are a part of the Student Education Enrichment and Development Program (SEED), which provides professional and educational opportunities to students pursuing careers in journalism.

“I’m incredibly honored to have been selected as an NABJ Visual Task Force Scholarship winner,” Sparks said. “I came into college holding so tightly to my dreams of becoming a journalist. Over the last few years, I’ve had the opportunity to rub shoulders with some of the best journalists and designers in the world. It’s been an incredible experience to work with Associate Professor Susan Mango Curtis. It’s been a great chance to show that visual journalism, and specifically design, has such an important role in shaping the future of journalism.”

“While the $1,500 award is so crucial, I’ve been astounded by the support and recognition I have received. It’s recognition of hard work, of my mother’s sacrifices to make sure I can attend a school like Northwestern, and recognition of the professors who have invested so much into me. I’m thrilled to continue learning, growing and creating and I’m glad to do so with the support of my community at Medill.”

AUSTIN SIEGEL (BSJ18) won the Jim Murray Memorial Foundation Judges’ Choice Award scholarship for his impactful essay on Evanston’s 1999 racially motivated murder of former Northwestern basketball coach Ricky Byrdsong. The foundation rewards excellence in writing to honor the Jim Murray legacy—and his love for journalism and dedication to his career.

Game of Thrones, created by GEORGE R.R. MARTIN (BSJ70, MSJ71), won 12 Emmys, bringing its total Emmy count to 38—the most of any fictional series.

Graduates of the master of science in advertising class of 1971 visited campus on Sept. 30. From left: Carson Brown (BSJ17, tour guide), Reid Stephenson, Edward Vick, Ellen Dreyer, Brad Todd, Ann Walsh Shannon and Norman Hoffberg.
NU Remembers Karen DeCrow (BSJ59)

This fall, the Northwestern University Library presented an exhibit on Karen DeCrow titled “You’re No One ‘Til Somebody Hates You.” The title pulls from a cross stitch that DeCrow’s sister made for her that now sits in a glass case in the first floor of the library, as part of a large collection endowed to Northwestern after her death.

DeCrow, a graduate of Medill in 1959, was a trailblazer in the field of feminism. Graduating from Syracuse Law School in 1972 as the only woman in her class, she went on to lead the National Organization for Women (NOW), where she fought for women’s rights in sports and the workplace, and equality between the genders.

On Oct. 28, six of the seven recipients of the 2015 James Foley Medill Medal for Courage visited Medill to receive their medals and speak to students. From left: James Wright, John Smith, Eric Hartley, Jennifer Robison, Howard Shultz and James DeHaven.

Karen DeCrow’s personal archives are on display in the Northwestern Library as part of the exhibit.

NBC News National Correspondent Peter Alexander (BSJ98) won an Emmy for Breaking News Coverage for his reporting of the Supreme Court decision on same-sex marriage.
THE BLOOMBERG WAY
NEW COURSE SEeks TO INCREASE DIVERSITY IN BUSINESS JOURNALISM.

BY MICHELLE E. SHAW

Claud in one of his signature bow ties, Matt Winkler, editor-in-chief emeritus of Bloomberg News, stood in front of a room full of journalists last fall and asked, “So, what is the surprise? It is news only if there is a surprise.”

The surprise was that the journalists sitting in front of Winkler were Northwestern University students.

Once a week last quarter, Winkler traveled to Chicago to teach a course called The Bloomberg Way, which is designed to prepare journalists, particularly those of color, to cover the economy. The goal, he said, is to create a more diverse newsroom, but not just for the purpose of bragging rights.

Winkler said the idea for the class was born out of conversations with a number of journalism deans across the country about the lack of journalists of color. Medill’s dean, Brad Hamm, was among the first to respond, Winkler said. After discussions about the curriculum, Winkler and Hamm decided to debut the course at Medill.

More than bringing the Bloomberg style of journalism to campus, Winkler also wants to make material changes in the landscape of business journalism. He is passionate about who reports business news because he sees a direct correlation between the background of the reporter and the editorial product.

“Business this subject known as business, and the economy, is for the most part bereft of journalists of color on the beat,” Winkler said. “That is very troubling because journalists are the ones asking questions, and if all of the people covering the money and the economy look like the people they are interviewing, there are questions that should be asked, that are not being asked.”

In the class, each of the 16 students was responsible for reporting on an Illinois-based company. Every week, students brought in new stories about their assigned companies, based on information they found using Bloomberg raw data and analyst information. The idea was that students ask questions about these companies based on what they find interesting and important.

“We’re figuring out what the stories mean, and what matters the most,” Winkler said. “Because everybody comes from very different backgrounds, each brings a different perspective to the same story, which provides a richer context.”

Another aim of the course is to introduce students of color to business reporting by talking about connections between the economy and popular culture. Winkler said the state of the economy should be “at the top of everyone’s agenda,” because it “anchors all things.”

“In business journalism we’re talking about where are we going to put our money to make ourselves better,” he said. “We’re talking about how to inform policy makers as well as the public…to get better outcomes. As a subject, there isn’t anything more important than this one.”

Though Medill is the first to offer the course, Winkler said he hopes it will expand to other schools.

“This is something Bloomberg is committed to doing with as many colleges and universities as we can find,” he said. “We need to be part of the solution and not part of the problem. We’re at the beginning, and the way I see it, this is an imperative for us at Bloomberg and in the field of journalism.”
**LONDON CALLING**

MEDILL IMC EXPANDS ITS GLOBAL ACADEMIC INITIATIVES WITH THE LAUNCH OF A NEW COURSE IN LONDON.

**BY LAUREN DRELL (MSJ05)**

LAUREN DRELL IS A CHICAGO- AND LOS ANGELES-BASED FREELANCE WRITER WHOSE WORK HAS APPEARED IN THE HUFFINGTON POST, AMERICAN MARKETING ASSOCIATION’S MARKETING INSIGHTS AND MARKETING HEALTH SERVICES AND ON THE PAGES OF PUBLISHED BOOKS, AS A GHOSTWRITER.

This is a view of branding as a business and viewing branding as an asset, and it really is dramatically different from simply executing, ‘give me a logo’ or ‘get me a slogan.’ It’s much more business-oriented.

Don Schultz

The Global Brand Communication course in London was developed by IMC Assistant Professor Jenna Massey, who is the IMC full-time program director and director of IMC global initiatives. It’s part of Medill IMC’s ongoing efforts to build global relations and broaden its global academic initiatives that Massey oversees, a major priority going forward.

For this course, London was an obvious choice. “This is a global arena right now, especially coming from emerging markets like China, India or South America. I think a big draw for them is really understanding what’s going on in Europe,” Massey said. “I think London serves as the hub of this cultural, historic and economic center; and also from the marketing communication perspective, they’re really way ahead of us in terms of e-commerce and digital marketing. And, of course, lots of luxury branding started in Europe and manifested in the past years in London.”

For Laurel Neveu (IMC16), this course provided the perfect way to wrap her time at Medill IMC. “I think that this experience, being in a different country, was kind of like the cherry on top to my program, and I couldn’t have asked for a better ending to the IMC program for myself,” she said.  

“One thing for sure, you realize how far and wide the Medill Mafia is. Even though they might not know us, the full commonality of having been connected to Medill is enough for them to support us for the work in America or abroad. That’s something we really appreciated about the experience.”

The goal of this two-credit course—jointly taught by the husband-wife dynamic market-
PUTTING THE “WEST” IN NORTHEASTERN
In addition to coursework—taught both by Medill faculty as well as Medill alums and other outside experts—students were engaged in practicum projects to help connect them to relevant companies in the city.

For the past 50 years, Medill journalism students have been able to immerse themselves in the culture, politics, government and news of Washington, D.C., and now with this West Coast arm, the school is able to offer students—both IMC and journalism students, undergrad and graduate alike—a different angle on the field.

“Northwestern’s expansion into San Francisco is a bold and interesting undertaking that is designed to have lasting impact on students, on the university and to the media and technology communities that we both serve and are a part of,” said Owen Youngman, professor of Digital Media Strategy at Medill, who has been closely involved in the San Francisco launch. “In San Francisco, we are providing opportunities to work at the intersection of technology, media, journalism and integrated marketing, and to be immersed in the equally fascinating culture and news environment of Silicon Valley and the Bay Area.”

For journalism students, Northwestern’s San Francisco presence is helping to make the university even more relevant in a rapidly evolving industry. This group of master’s students is first to participate in Medill’s new graduate Media Innovation and Entrepreneurship specialization. The program builds upon the long-held tenets of journalism but also allows students to develop another layer of perspective, giving them the skill set necessary to actually create media products and companies. This ability is becoming increasingly critical in the ever-changing media landscape. (There were also two MSJ fifth quarter students in San Francisco who were not part of the Media Innovation and Entrepreneurship specialization.)

IMC students have always completed a practicum as the focus of their fifth quarter within the program, so for those students the San Francisco area became the hub for those on-site engagements. The MSJ students who participated in this inaugural quarter in San Francisco, though, acted as trailblazers within the new Media Innovation and Entrepreneurship specialization.

“When applying for Medill, I knew my interest in journalism was tied to my interest in new storytelling applications from a technological standpoint, which made the Innovation and Entrepreneurship specialization so perfect for me,” said Henry Keyser (MSJ17). “The San Francisco aspect of the Innovation and Entrepreneurship specialization is designed on the pillars of a successful track who opted to spend an extra fifth quarter in the Bay Area to participate in this new specialization opportunity.”

“This specialization [Media Innovation and Entrepreneurship] is positioned as a path for people who are motivated by the same things journalists have always been motivated by—telling the story, having a positive impact on the world—but what differentiates them from many of their peers is they’re interested in applying those interests by creating media products rather than stories,” said Professor and Director of Digital Innovation Rich Gordon, who’s been instrumental in getting the San Francisco program underway. “These are people who see that there’s great opportunity to launch new publications and products to make them successful, to run them and to build them. I’d argue there’s never been a better time to do that, and more need for people who are involved in that process to come to that world with journalism understanding, with journalism values. That’s what we’re trying to create.”

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tech startup: understanding how to discover and design a product that solves a user’s needs, how to grapple with the intense CEO pressures and complications that mean having a company live or die by your decisions, how to work in conjunction with computer engineers to develop a software product and, finally, our practicum adds direct value from having contributed to tech companies.”

Keyser’s practicum site was a media and information industry research company called Outsell. He worked there on Thursdays and Fridays (the practicum schedule his fellow MSJ classmates adhered to as well) as a product intern to bring fresh perspective to what users may want in future iterations of the company’s digital platform. Keyser worked closely with the company’s CTO and Director of Product and said that the organization has been a great fit for him.

“The company has a lot it is working to achieve, and I know my contributions are actually heard in day-to-day discussions,” he said. Meghan Hickey (IMC16) was in her final quarter on the marketing analytics track within the IMC program and said she was drawn to San Francisco because she saw it as a way to be fully immersed in the city’s vibrant tech industry—something she hopes to become a part of after graduation.

“The focus used to be on CPG companies, but now that our world has evolved to be more tech focused, it’s totally shaping where our world is going to go,” Hickey said. “Having a space out here and seeing what the environment is like—getting to know people and understand perspectives—is helpful for marketers in the future. I wanted to live here full time to see if it’s actually a place I can see myself for a few years.”

Hickey’s IMC team was working with Airbnb as their practicum, helping the company focus its social media marketing strategy.

“I was excited to get more hands-on experience by getting to work with such a cool company that’s doing really interesting and innovative things,” she said. “Being able to work for a company as it’s on the rise— it’s really interesting to see that perspective firsthand.”

In addition to allowing students a front row seat within Bay Area companies, connections and culture, Northwestern’s San Francisco location has also allowed West Coast-based alums to interact with their alma mater in an up-close way—something they weren’t able to do before this facility was built.

Mary Lou Song (BSJ91) lives and works in the Bay Area as CEO of Fidux, a San Francisco-based company focusing on digital video advertising. Song has been teaching for the Medill chub program with Roger Boye for the past 12 years, but she says it was easy to say yes to teaching “right here in San Francisco for an entire quarter.” In fall quarter, she taught The Business of Innovation—an MSJ course. She said she’s loved getting to know the students and has been impressed with their pioneering spirits.

“It takes a lot of guts to be the first class in a new program at a new location,” she said. “And these students have grit. They’re naturally curious. They’re industrious. And they’re taking an active role in shaping this program for themselves and also for Medill. We’re all learning a lot together.”

Following fall quarter in San Francisco, IMC students went on to graduate, while MSJ students returned to Evanston for their third quarter in the Media Innovation and Entrepreneurship specialization. They’ll apply their San Francisco experience to develop and pitch ideas for media publications or products as they enter a course called NUvention Web+Media in winter and spring 2017. In this course, they’ll team up with students from other Northwestern schools to ultimately launch a publication or media product.

“At just as they do after a study abroad quarter or an internship in an interesting environment, students will return [from San Francisco] with a new set of reference points for thinking about the present and the future of journalism and technology and the ways in which those two disciplines are intervening to shape the culture of our twenty-first century world,” Youngman said.

The San Francisco facility will be filled with new students from new disciplines in the winter quarter of 2017, as a collection of Medill undergraduate students and McCormick engineering students travel west to experience the Bay Area.

“At this point, the model is every quarter it’s likely to be a different mix of students pursuing a different track—students who would otherwise be in Evanston or Chicago,” said Gordon, who makes a similar analogy as Youngman. “The metaphor that comes to mind is study abroad. You send students to a different place, they learn the culture and learn to speak the language, then come back transformed in some way. That metaphor works pretty well when you consider San Francisco’s tech culture, their language that’s all about technology—for a student who has not been exposed to that, that study abroad metaphor works pretty well.”
I love talking about how the IMC experience has helped influence my career, so it’s especially exciting to be able to share those learnings locally now that IMC, Medill and Northwestern are in my San Francisco backyard. Allowing students to have immersive experiences here in the epicenter of technology is the perfect addition to an already outstanding program and curriculum, and I’m thrilled to be back working with students and helping connect them to some of the world’s most innovative companies. I’m also excited to help build a formidable IMC presence in San Francisco and help Northwestern become the next great Silicon Valley “unicorn.”

The fall quarter’s MSJ students in San Francisco spent two days a week at practicum sites, getting hands-on experience at tech and media companies to help round out their exposure to the intersection of media and tech/innovation. Here’s a peek at where the students were located.

**STUDENT:** Henry Keyser  
**PRACTICUM SITE:** Outsell, Inc.  
**PRACTICUM DESCRIPTION:** “Outsell is an established media and information industry research company, which has a growing digital platform for direct interaction and community engagement between CEOs, CDOs, CTOs, business strategists and information managers.”  
**PRACTICUM ROLE:** Product Intern  
**ABOUT PRACTICUM:** “For me, Outsell has been a great fit. I previously worked as Data Manager for a company in Chicago, and I wanted to spend more time focused on product work. That, and the company has a ‘we work to live, not live to work’ attitude that is exceptionally positive and (makes it) a great place to walk into on Thursday and Friday morning.”  
**ABOUT PROGRAM OVERALL:** “I think if I couple this (San Francisco) program with my storytelling and empathetic practice as a journalist, I can use my experience here to better understand people, and then I can advocate for products to solve their needs, from either outside or inside a company.”

**STUDENT:** Mengyi “Jenny” Sun  
**PRACTICUM SITE:** Alpha Group  
**PRACTICUM DESCRIPTION:** “Alpha Group is a research and development group within Advance Digital. Its task is creating and building new digital products and then running them like startups.”  
**PRACTICUM ROLE:** Social Content Intern  
**ABOUT PRACTICUM:** “They really care about what YOUR needs are and what YOU want to get out of the internship experience. They gave me so many fun and challenging projects to work on. I taught myself to use Photoshop and Illustrator to create graphic designs because of the projects, and I gained confidence that I can teach myself to learn anything.”  
**ABOUT PROGRAM OVERALL:** “The program is perfect for experienced journalists who love new media technology and want to become media entrepreneurs and product managers.”

**STUDENT:** Qiqi “Vivian” Zhang  
**PRACTICUM SITE:** Penton Technology  
**PRACTICUM DESCRIPTION:** “Penton Technology is one of Penton’s verticals focusing on the tech industry, which provides digital, marketing and event services to more than 10 million tech professionals.”  
**PRACTICUM ROLE:** Content Marketing Intern  
**ABOUT PRACTICUM:** “The job requires me to combine journalistic skills of fast learning and writing with marketing strategies, and ultimately help the clients generate leads and identify potential customers through the content that Penton produced for them.”  
**ABOUT PROGRAM OVERALL:** “I hope after this quarter I can be confident to take the role of product manager to develop a media product with innovative technology to address users’ needs in a profitable market.”

**STUDENT:** Vijeta Ojha  
**PRACTICUM SITE:** Bay Area News Group  
**PRACTICUM DESCRIPTION:** Bay Area News Group is the San Francisco Bay Area’s largest publisher of weekly and daily newspapers.  
**PRACTICUM ROLE:** Digital Innovation Intern  
**ABOUT PRACTICUM:** “I like it here because I am...”

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ABOUT PROGRAM OVERALL: “I have lived and worked in San Francisco for the last nine years and found this program to be the only one in the country blending journalism with other important media disciplines such as mobile app development and business. Combining the three disciplines makes for a more savvy media professional.”

ABOUT PROGRAM OVERALL: “I was immersed in the startup environment and have gotten the real-world experience to see how a startup actually operates and grows.”

ABOUT PROGRAM OVERALL: “I’ve learned in the media innovation with other startups. I’ve always looked to CIR/Reveal as a beacon of everything that is right in journalism nowadays. CIR goes deep into complex issues and delivers investigations that benefit the masses. It is a platform to share space with reporters I have seen on Frontline PBS and have been able to research, analyze and apply what I’ve learned in the media innovation track to real-world problems.”

ABOUT PROGRAM OVERALL: “It makes me excited to be in this space, and San Francisco allows us to easily access other startups.”

ABOUT PROGRAM OVERALL: “I never expected that being involved in CIR/Reveal would introduce us to Salesforce as well. I feel that I am able to work with any team that I want to learn more about, and that I can get a good sense of how each role contributes to the content dynamic we have built.”

ABOUT PROGRAM OVERALL: “Our instructors have real-world experience and give us great insights into building a company. As journalists, we get to play in the same sandbox as those who are developing digital tools, launching companies and designing new storytelling platforms—all of which I predict will be hiring for jobs that journalists wouldn’t ordinarily consider.”

ABOUT PROGRAM OVERALL: “I can’t imagine being immersed in a more appropriate city for Media Innovation than San Francisco.”

ABOUT PROGRAM OVERALL: “It’s that I was able to work within the constraints of a biotechnology company. I had never worked within this area prior to the experience, and learning how to be flexible under pressure will be useful.”

ABOUT PROGRAM OVERALL: “I’m looking forward to CIR/Reveal as a beacon of everything that is right in journalism nowadays. CIR goes deep into complex issues and delivers investigations that benefit the masses. It is humbling to share space with reporters I have seen on Frontline PBS and have looked up to for so long!”

ABOUT PROGRAM OVERALL: “I have worked within the constraints of a biotechnology company. I had never worked within this area prior to the experience, and learning how to be flexible under pressure will be useful.”

ABOUT PROGRAM OVERALL: “I can never have had in undergrad, and the things I learn here in the hub of Silicon Valley will not only carry on to...”

ABOUT PROGRAM OVERALL: “Opportunity is everywhere in San Francisco. The events, the people you meet, the sheer volume of organizations—entrepreneurs are wild-eyed at the scent of money in the air, and everyone is optimistic that the future will be better, easier and more prosperous from the new technology that is being constantly churned out, overflowing like a lidless washing machine on a never-ending heavy cycle.”
IMC STUDENTS GAIN PRACTICAL INSIGHT IN SAN FRANCISCO

BY ERIN GOLDEN (MSJ07)

HANDS-ON LEARNING THROUGH PROJECTS with real businesses has long been a cornerstone of Medill’s graduate program in integrated marketing communications.

But in the fall of 2016, a small group of IMC students became the first to spend a quarter of their program delving deep into the heart of the country’s tech scene while based at Medill’s brand-new outpost in San Francisco.

The new space, located in San Francisco’s financial district, is shared by students in the Medill IMC and journalism programs and students from the McCormick School of Engineering and Applied Science. For the IMC students—starting with the 17 who were in the first class in the fall—the focus is training in innovation, entrepreneurship and new technology, said Assistant Professor Russ Nelson.

“There’s three tremendous opportunities out here,” Nelson said one of the IMC classes offered in the new location focuses on innovative technology, teaching students about qualitative research and exploring the theory behind how companies develop projects. A second class delves into emerging trends in technology, the future of interface design and the algorithms behind development and marketing.

Classes are taught by both Medill faculty and adjunct instructors with experience in some of the Bay Area’s top startups. Lecturer and Director of Corporate Outreach Josh Grau (IMC04), the former global director of partner marketing and content strategy at Twitter, oversees a practicum in digital marketing last fall, where students were spending most of their time outside the classroom and inside the offices of four companies: Airbnb, search engine Quora, music app creator Smule and fitness app and social networking tool Strava.

The students were divided into small teams, each solving a real-world problem for one of the companies. Grau said it’s a win-win both for the students, who get to see how the companies operate, and for the startups, which get the help of bright minds with creative ideas about tackling their problems.

“I think it’s a fantastic opportunity to be where the action is, not just to take very interesting classes focused on how marketing and growth help technology companies and startups, but also to learn by osmosis,” Prithivi said.

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“The way I’m thinking about it is that this is kind of our opportunity to look at education as a startup,” he said. “We have this new space and there’s these tremendous opportunities out here.”

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Yuchen Luo (IMC16), who worked with Airbnb, said the students got a chance to help the company predict the comment volume for its Facebook ads and sort out how best to use the feedback.

“Being in San Francisco is the best experience I have had so far a Medill IMC,” Luo said. Sharon Luo (IMC16) was working with Strava to help determine its target audience for a new user acquisition plan.

“We analyze customer behavior data from the app, as well as survey data,” she said. “We will also conduct interviews with customers to understand why they are and why do they use Strava.”

Swathy Prithivi (IMC10), who is program manager for ride-sharing company Uber’s “UberEverything” operations—which focuses on food delivery and other on-demand services—taught students in San Francisco last fall. She said the location of the program is a major benefit for students looking to end up in the Bay Area, particularly because Medill’s building can serve as a center of activity for the local alumni community. She said it’s easy for students to both attend class and drop in on local tech and business events, like startup talks.

“I think it’s a fantastic opportunity to be where the action is, not just to take very interesting classes focused on how marketing and growth help technology companies and startups, but also to learn by osmosis,” Prithivi said.

Adeline Simon, a visiting student from the French university Sciences Po, said she jumped at the chance to study in San Francisco, particularly because Medill’s program offers so much hands-on learning. She likes that the quarter focuses both on qualitative marketing research and consumer insights, but also on new trends.

“(It’s) how you actually can build a startup and last—understanding the issues some startups can face and proposing solutions to resolve them,” Simon said.

BELOW: Yuchen Luo (IMC16) works in the new Medill San Francisco space.
I RAN FOR CONGRESS. I LOST BADLY.

At the tender age of 34, I was in over my head challenging Rep. Danny Davis—an incumbent of nearly 20 years. My run for Congress was a learning experience—a rough one—and made me a much stronger candidate, if I try again.

Running for Congress was not a contest of will, of course. If I were to lose, I would have won. I got 19 percent.

It was an admittedly quixotic campaign, but the chip on my shoulder was too big for me to turn away. The average age of a member of Congress is nearly 60 years old. The Democratic Party remains in need of a youthful movement. I was tired of people my age being told to wait while the baby boomers sit in seats we’ve earned—in journalism, in business, and especially in politics.

I had big ideas for ending mass incarceration, getting money out of politics, and especially for reviving Chicago’s manufacturing economy. I knew from my American Legion post, enthusiastically answered the call, showing up to our photo shoot raring to go.

Photo credit: Thomas Day for Congress.

My run for Congress was a learning experience—a rough one—and made me a much stronger, happier person after it was over. It also made me a stronger candidate, if I try again.

Thomas Day

Contacted me leading with that same question. How’s fundraising going? It was a cynical approach to politics, but one rooted in reality.

Money buys signs, stickers, respect from journalists, the appearance of momentum, and as I found out, the support of a lot of self-proclaimed kingmakers. But money can’t buy volunteers. About 25-30 of them helped me collect signatures for my ballot petition, knock on doors, make phone calls, and share messages on Facebook.

With about three months left in the campaign, most of these volunteers didn’t know one another. Their efforts were ad hoc and disjointed until my campaign treasurer, a plain-spoken Army veteran I knew from my American Legion post, dressed me down about not viewing and forming these people as an organization. That exchange may have included the F-bomb.

He was right. From that point on, I was more of a social chair than a candidate. Saturday, after knocking on doors, was beer-thirty. Our volunteers were a broad set of Chicagoans, spanning an account with a hedge fund and a Vietnam veteran who voted for me and planned to vote for Donald Trump. Most of them were military veterans supporting one of their own.

I never truly felt I was worthy of their support. At least not until I appeared on Chicago Tonight. The debate with Rep. Davis provided the one moment of glory and perhaps saved whatever political career I have left. Coached for days by a journalist-turned-political consultant who immediately understood me, I hit Rep. Davis from all angles. For the first time in the campaign, I looked like a professional. My debate night victory made my inevitable massacre in the primary more than bearable.

After it ended, I learned how to enjoy life. Running for Congress is a helluva experience—a rough one—and made me a much stronger, happier person after it was over. It also made me a stronger candidate, if I try again.

Thomas Day

Alderman and DePaul University adjunct professor, I’m also the co-founder and director of Project 2026, a new initiative to bring entrepreneurs and researchers together to solve national challenges.

REFLECTS ON RUNNING FOR PUBLIC OFFICE.

FORMER MSJ STUDENT THOMAS DAY

THOMAS DAY (MSJ08)
BLUEPRINTS TO GREEN SCREENS
THERESA CHONG HUNG UP HER HARD HAT TO REVISIT HER CHILDHOOD PASSION—AND REINVENT MULTIMEDIA AND TECHNOLOGY REPORTING.

BY K. ALEISHA FETTERS (BSJ09, MSJ09)

IN THE NAME OF SCIENCE AND STORYTELLING, Theresa Chong (MSJ13) has gone paragliding through the Swiss Alps, crashed drones and turned her dining room into a green screen where she could “swim” with sharks.

The multimedia and technology journalist writes, produces and stars in videos for outlets including USA TODAY, Discovery Digital News, Architectural Digest, Scientific American, IEEE Spectrum, and Engineering News-Record. She explains how a machine-learning algorithm knows if you’re cheating on your workout or how an exothermic reaction produces hot ice. She’s blown up things on more than one occasion. Chong’s is a job description for which, oddly enough, her former career as a civil engineer was the perfect preparation. For nearly a decade, her job entailed dangling in a basket, suspended from a crane, and designing multi-million dollar storage tanks and coordinating bridge expansion efforts. It required a thick skin, and the ability to quickly digest complex, technical topics and relay them to people who hadn’t touched a science textbook since high school.

“Video production is an evolving art, and I always have to adapt to stay in tune with the changing multimedia audience. I’m constantly changing the way I film and edit my digital videos,” she said, explaining that people currently consume the bulk of their news and videos via social media. In fact, one of her favorite multimedia stories to date was a Facebook Live video and companion article on Adam Savage, former co-host of the Discovery Channel’s “Mythbusters.”

“Video production is an evolving art, and I always have to adapt to stay in tune with the changing multimedia audience. I’m constantly changing the way I film and edit my digital videos,” she said, explaining that people currently consume the bulk of their news and videos via social media. In fact, one of her favorite multimedia stories to date was a Facebook Live video and companion article on Adam Savage, former co-host of the Discovery Channel’s “Mythbusters.”

She says her best learning at Medill was during a video shoot. While completing a technology reporting independent study with instructor Abigail Foerstner, Chong produced an explainer tech video about how flyboarding works. Riding a boat out onto Lake Michigan to strap on a flyboard, “everything that could have gone wrong did,” she said. By the end of the trip, her leg was beat up and bruised, and her video had no audio. “I almost broke my leg to record a video without audio,” she recalls. “Medill F!” But, with some choice bottom pushing, she ultimately heard the swooshing and crashing of waves.

“To this day, this story resonates with me because it taught me to block out the noise when I’m on deadline, to stay calm when the seams of a story start unraveling, and to remain focused when I feel lost, because eventually I’ll figure it out,” Chong said.

In just a few years as a tech and multimedia reporter, she has figured out a lot—finding the intersection between science, writing and video, and then expanding it.

“We live in an age where technology continues to impact all facets of our lives... My goal is to be the friend next door who people ask how the latest tech gadgets work and why they should care. I hope that my viewers and readers see that, and it encourages them to understand how technology works and how to use it. To me, momentum means to build on what we have, keep driving forward, and never stop reinventing.”
**LETTER TO THE EDITOR**

I enjoyed reading the article on Washington program students covering the conventions this summer. It brought back memories of the summer of ‘68, when grad students who started in the summer program had a great final exam—covering a state delegation at the Democratic National Convention.

I landed the New York delegation and, through a connection at Newsday, landed work as a copy boy supporting their convention reporting team. There was little time to sleep, and less time to get back to Evanston for a change of clothes. I caught some sleep in the city that week.

Bob Greene, a Pulitzer Prize-winning investigative reporter (a Fordham grad, not the Medill alum with the same name), was assigned to the summer program. I had just met two days earlier, says “go ahead, take the ‘yellow bird.’” I’d never driven in Chicago before, I’m lacking sleep and and secured a bright yellow Lincoln for the week. By Wednesday morning, I just had to get back to Evanston for some fresh clothes, and instead preferred coffee, wine and children how to fish and regularly took for several hours about our love of journalism. We stayed in touch while she was in college and onward. She was the model mentee. I didn’t have to do anything!” Brennan said.

**OBITUARIES**

**BRENT MUSBURGER**

ESPN and SEC Network play-by-play broadcaster, was honored with the Vir Studly Lifetime Achievement Award in Sports Broadcasting, presented by Fordham University’s WFUV Radio. Musherger is a member of the National Academy of Sportswriters and Sportswriters Association Hall of Fame. He joined ABC in 1990 after 15 years as CBS Sport’s primary host and play-by-play commentator. He has covered the NFL, NBA, NCAA, U.S. Open tennis, The Masters, NASCAR and the Little League World Series.

**FRANCES COLE WESTRUP**

(BS’48), 91, of Terre Haute, Indiana, died Sept. 19, 2016. She attended Wabash College and Indiana State University, where she was a member of the Alpha Sorority. At Northwestern, she was a member of Alpha Phi Sorority, a charter member of Pi Alpha Mu National Advertising Fraternity. She took an early interest in Union Hospital of Terre Haute and served on its board of directors for 53 years. She founded the Service League of Union Hospital in 1953 and became its first president. She helped open the Union Hospital gift shop and hostess cart in 1954. She was a member of Centenary United Methodist Church, Sparks-Neeter League, Country Club of Terre Haute and Vigo County Historical Society. Her husband, Robert Steven Westrup, preceded her in death in 2005. She is survived by her children, Anne Elizabeth Owens and her husband, Ben, and John Charles Westrup and his wife, Pam; several great-grandchildren, a niece, and a nephew Her sister, Mary Louise Mandenhall, preceded her in death.

**SUSANNE (STEVENS) DUNN**

(BS’92), 46, died Aug. 7, 2016. She was born in Toledo, Ohio, and grew up in a nearby suburb, Ottawa Hills, where she was a proud student of Ottawa Hills High School. Dunn followed the path of her mother, Karen, and her father, Michael, to Northwestern. She worked in television news as a reporter/producer. During a stint in Cape Girardeau, Missouri, she met her husband, Mark, who was working in St. Louis. The two dated long distance, as her career took her from Cape Girardeau to Detroit. After the wedding, she moved to St. Louis, where she worked at KTVI-TV and became the market’s youngest producer at age 25 to produce a major evening newscast.

Christine Brennan (BS’80, MS’81), who grew up on the same block as Dunn, recalls their shared passion. “Susanne came over to our house her senior year of high school and we talked for several hours about our love of journalism. We stayed in touch while she was in college and onward. She was the model mentor. I didn’t have to do anything!” Brennan said.

In 1998, Dunn gave birth to her first daughter, Melanie. After Melanie’s birth, she channeled her passion into motherhood, and that passion intensified even more following the birth of her second daughter, Samantha. The family moved to Las Vegas in 2002, where Dunn worked at various times for KVBK-CTV and KTNV-TV.

Dunn is survived by her husband, Mark; daughters Melanie and Samantha; father, Michael Stevens; brother, Andrew Stevens; sister, Jennifer Stevens; and nieces and nephews. Her mother, Karen Stevens, preceded her in death. Dunn knew many people from different walks of life who counted her as a loyal, trusted friend and confidant.

**HERSCHEL GORDON LEWIS**

(BS’47, MS’48) of Pompano, Florida, died Aug. 28, 2016. A pioneer of gore cinema, he ushered in new standards for violent movies in the early sixties with low-budget films “Blood Feast” and “Two Thousand Maniacs!” He is often credited as the creator of the splatter film and an inspiration to filmmakers such as John Carpenter, Wes Craven and Quentin Tarantino. He graduated from Northwestern in 1960, he founded Mid-Continent Films. His first two marriages ended in divorce. His second wife, Carol, lives in Florida with their sons, Robert and John Easton, and two grandchildren.

**DONALD ANDREW PERMODA**

(BS’51, MS’53), 89, of Island Lake, Illinois, died Oct. 3, 2016. He was born in Bay City, Michigan, to Andrew and Valeria. Proudly serving his country as a sailor during World War II, he swept for mines and other explosives in the Pacific Theater. Upon returning home for war, he attended graduate school at Northwestern. He enjoyed a 33-year career at Illinois Tool Works. An avid golfer, bowler, horseback rider and a self-proclaimed excellent softball pitcher, Permoda was a man of the outdoors. During retirement, he taught his grandchildren how to fish and regularly took them on walks through the Moraine Hills State Park. He didn’t like to drink water, which he said was good only for bathing, and instead preferred coffee, wine and
OBITUARIES

AMANDA E. BLOCK (BSJ49), 97, of New Brighton, Minnesota, died on July 12. Block was born in 1920 in Chicago and was a graduate of Loyola University. She was a dedicated member of the YWCA and was involved in many community organizations. She leaves behind her husband, John; her children, Linda, Jack, and Mary; and many grandchildren and nieces and nephews.

ALFRED R. MILLER (BSJ40), 61, of Minnetonka, Minnesota, died on July 12. Miller was a dedicated member of the Minneapolis Zionist Community and was involved in many community organizations. He leaves behind his wife, Yvonne; his children, David, Kristin, and Sarah; and many grandchildren and nieces and nephews.

ALVIN L. NOBLE (BSJ44), 88, of St. Louis Park, Minnesota, died on July 13. Noble was a dedicated member of the Minnesota Bar Association and was involved in many community organizations. He leaves behind his wife, Carol; his children, John, Jane, and Mary; and many grandchildren and nieces and nephews.

ANN E. BENNETT (BSJ45), 93, of Eden Prairie, Minnesota, died on July 14. Bennett was a dedicated member of the Minnesota Historical Society and was involved in many community organizations. She leaves behind her husband, Charles; her children, David, Mark, and Jane; and many grandchildren and nieces and nephews.

AUDREY M. SPIEGEL (COMM55), 85, of Northfield, Illinois, and Aspen, Colorado, died on Oct. 26, 2016. Born and raised in Evanston, Illinois, she was a member of Kappa Kappa Gamma. Generous and glamorous, she was a radiant personality with a wonderful sense of humor. Her trademark was her laugh. An exuberant and unmistakable chortle, it was audible from astonishing distances; once heard, it was not forgotten, just like her signature sign-off, “Thanks a million.” Audrey and her late husband, Ted, were involved in numerous Chicago and Aspen civic and arts organizations, including the Chicago Symphony Orchestra, Merit School of Music, The Chicago Lighthouse, the Chicago Botanic Garden, The Night Ministry, Northwestern University and many others. In particular, it was the couple’s generosity that enabled Medill to launch the Spiegel Research Center (SRC) in 2011.

“In 2013, after Ted’s passing, Audrey chose to grow the Spiegel initiative’s support, allowing us to inaugurate it as a research center, thanks to a lasting endowment,” said Tom Collinger, associate professor, executive director of Medill SRC Spiegel Digital & Database Research Center and senior director of Medill Distance Learning Initiative. “Because of Audrey the center has been able to increase research output and engagement with scholars at Medill, McCormick Engineering, Kellogg and others around the world. Spiegel Research Fellowships are given to 10 master’s students annually, and an SRC Impact Marketing Team has been established.

The couple, celebrated for their generosity, creative and occasionally lavish parties. Their houses were always warm and comfortable and beautifully designed for entertaining. A brass plate on the front door of their Aspen home bears the Latin inscription Si non oscillas, noli tintinnare (If you don’t swing, don’t ring). The Spiegels decided later in life that it was time to travel and see the world. Audrey is survived by a sister-in-law, cousins, nephews and several close friends. The Spiegals also considered Sean Sussman family. For 30 years, he took care of their Chihuahuas and lived with Audrey and her caregiver, Delia Yuen, after Ted’s passing. The three of them became a family. Audrey and Delia were the best of friends and formed a special mother-daughter bond.

Memorial contributions may be made to Spiegel Research Center, Medill, Northwestern University, 1845 Sheridan Rd., Evanston, IL, 60208 or to Chicago Symphony Orchestra, Attn: Development Office, 220 S. Michigan Ave., Chicago, IL, 60604.
OBITUARIES

JEFFREY TOTARO, (COMM79, MSAS82), 59, died July 17, 2016, from multiple myeloma. He was an award-winning journalist, inspirational mentor to thousands of people in more than 35 countries, as well as an international marketing and advertising expert. Totaro brought specialized knowledge in intercultural understanding and application to global business. Most recently, he was global culture and communications director at MediaCom in New York. He worked with global, regional and local teams to develop best practices that leveraged collaborative cross-cultural solutions. His illustrious career began at Ogilvy & Mather, where he became the first Chicago office recipient of the Ogilvy & Mather Worldwide Chairman’s Award for making the greatest contribution to an O&M client. Totaro received many more industry awards as he moved from the U.S. to Singapore and Australia. He is survived by his spouse, Damian Sim; his mother, Caraline Graywolf; stepmother, Kathleen Totoro; siblings, Lisabeth Harmsen, Christopher (Telma) Totoro, Christina (Ben) Anguiano and Tamara Talbott; two aunts; an uncle; and many adoring cousins, nieces, nephews and a grandnephew. He was preceded in death by his father, Ralph Totoro, and four aunts.

“SARONG PARTY GIRLS”
CHERYL LU-LIEN TAN (BSJ97)

Named one of Amazon.com’s top 10 fiction books of July 2016, “Sarong Party Girls” has been praised by Man Booker Prize finalist Ruth Ozaki (“Utterly irresistible”) and Paul Theroux (“Hilarious and original”). Set in Singapore, the novel explores the colorful world of sarong party girls, young women who aim to date and marry white expat men whom they see as tickets to a better life. As Jazzy, the protagonist, fervently pursues her quest to find a white husband, this bombastic yet tenderly vulnerable gold digger reveals the contentious gender politics and class tensions thriving beneath the shiny exterior of Singapore’s glamorous nightclubs, busy streets, grubby wet markets and seedy hawker centers.

“OTHERWISE KNOWN AS POSSUM”
MARIA D. LASO (BSJ84)

Possum Porter has had it with change. First she lost Possum, leaving a hole nothing can fill. And now, instead of trying to return to some kind of normal, Daddy’s sending Possum to school. A real school, where you have to wear shoes. Where some Yankee teacher will try to erase all the useful things Mama taught Possum during their lessons at home. So Possum comes up with a plan. If she can prove that she already knows everything worth knowing, Daddy will let her quit school and stay where she belongs. She won’t have to deal with snooty classmates or worry about tarnishing Mama’s memory. But unfortunately, Possum doesn’t shoot to the top of the class like she had expected.

“THE SLICING PIE HANDBOOK”
MICHAEL MOYER (IMC96)

Entrepreneurs and early-stage company participants get taken advantage of so frequently that we hardly notice. Bad equity deals are the rule, not the exception. “The Slicing Pie Handbook” outlines a framework for perfectly fair equity splits for early-stage, bootstrapped startup companies. Based on the dynamic equity model popularized by the book “Slicing Pie,” this book will help entrepreneurs determine the right share for people who contribute the things needed to start a company including help, equipment, supplies, rent and even credit.

“TRADEMARK SURVEYS IN THE AGE OF DAUBERT”
JAMES T. BERGER (MSJ65)

Berger (MSJ65) has written a book for lawyers and law libraries focusing on the controversial Daubert doctrine that makes judges gatekeepers for expert testimony. The book, “Trademark Surveys in the Age of Daubert,” has been published by Lexis-Nexis. Berger is an expert witness specializing in trademark disputes. The book is intended for intellectual property lawyers, law firms, law schools and law libraries. It is also valuable for non-intellectual property attorneys who want to learn about filing and opposing Daubert motions.
“ZENN DIAGRAM”  
WENDY BRANT (BSJ91)

“Zenn Diagram,” the debut young adult novel from Wendy Brant (BSJ91), follows Eva Walker, a math prodigy who has the gift (or curse) of sensing people’s struggles through touch. Since everyone around her is an emotional minefield, Eva has found refuge in isolation. Instead of friends and parties and crushes, she focuses on getting a scholarship to a prestigious university in hopes of figuring out a cure. Then she meets Zenn Barnett, whose old army jacket gives her a vision so dark and violent she would be smart to stay away. But even geniuses sometimes take calculated risks. When she discovers she can touch Zenn without getting anything except sparks, she gets a taste of being a normal teenager. But when they discover how their lives were tangled together long before they ever met, the past threatens to tear them apart.

“TWIST MY CHARM: LOVE POTION #11”  
TONI GALLAGHER (BSJ87)

Executive Producer of “The Real Housewives of Beverly Hills,” Toni Gallagher (BSJ87), continues the adventures of over-enthusiastic sixth grader Cleo Nelson in the sequel to her middle grade novel, “Twist My Charm: The Popularity Spell.” Cleo has a love potion… and a plan: make her ex-best friend Samanta and Sam’s (secret) crush Larry fall in love. If it works, Sam will be so happy, she’ll want to be friends with Cleo again! But things go wrong when only Larry drinks the love potion. And Larry falls in love with… Cleo! It’s a disaster, and it’s up to Cleo to make everything right again. Can she?

“The DUST OF KANDAHAR: A DIPLOMAT AMONG WARRIORS IN AFGHANISTAN”  
JONATHAN S. ADDLETON (BSJ79)

“The Dust of Kandahar” provides a moving account of one diplomat’s service in America’s longest war. Ambassador Addleton (BSJ79) describes the everyday human drama of the American soldiers, local tribal and religious leaders and government officials he interacted with in southern Afghanistan. Addleton provides a firsthand account of the April 2013 suicide bombing outside a Zabul school that killed his translator, fellow Foreign Service Officer Anna Smedinghoff, and three American soldiers. The memory of this tragedy lingers over Addleton’s journal entries, and his prose offers glimpses into the interior life of a U.S. diplomat stationed in a conflict zone.

“BACK IN THE GAME: WHY CONCUSSION DOESN’T HAVE TO END YOUR ATHLETIC CAREER”  
JOANNE GERSTNER (MSJ95)

Gerstner (MSJ95), an award-winning sports journalist, teams up with a pioneering sports neurologist, Jeffrey S. Kutcher, to dispel the myths surrounding traumatic brain injuries. Concussions have a long documented history in recreational and professional athletics, yet recent media coverage focuses almost exclusively on the controversial relationship between concussions and sports. “Back in the Game” is the first book of its kind, exploring not only diagnosis and recovery, but also the steps athletes can take to safely and successfully return to sports after a concussion. It’s a definitive guide to sports and concussion for youth parents, coaches and athletes.

In the 2016 presidential contest, candidates drove the news cycle for days with a single tweet. Donald Trump, whose constant, often unfounded stream of musings delighted supporters and vexed members of his party, was at the forefront of this phenomenon, but his opponents also prioritized social media as a key piece of their messaging strategies. “Delete your account,” Hillary Clinton tweeted at Trump last June. Needless to say, he didn’t.

Certainly there were dark sides to the platform’s central role in the race. Not only did the Twitter-fueled tempos further reduce the time available for thoughtful reporting; the medium also elevated bigoted supporters of several of the candidates, giving voice to their hateful messages. I have many friends and colleagues who fazled racist, anti-Semitic, and sev’ry online abusals, and even threats, from Twitter trolls. (Trump and, to a lesser extent, Bernie Sanders, felt pressure to condemn the attacks—another example of how Twitter was instrumentally linked to the campaign, and to the coverage of it.)

And yet, it turned out Twitter could be a surprisingly supportive platform for those of us on the contiguous campaign trail. When I was on the Ted Cruz beat, before moving on to the general election, reporters from rival publications would tweet out one another’s stories, giving credit to competitors. Twitter offered a platform for camaraderie and instant communication, too, even journalists who barely knew each other could exchange direct messages in airports, sending alerts when airlines were calling our names, warning that our flight to New Hampshire was about to take off without us.

And if I tweedied something obtrusional or off the cuff and it blew up, I could take that as encouragement to turn it into something bigger. “This is unreal,” I posted from a Texas delegation breakfast on the morning after Cruz, at the Republican convention, refused to endorse Trump. “Texas delegates crying, literally pointing fingers at each other, calling each other cowards.” My phone immediately began vibrating with retweets, a sign that there was interest in the story and that I should file—fast. (Minutes later my piece, “Cruz I won’t be a ‘servile puppy dog’ for Trump,” appeared on Politico with details of the morning’s drama.)

Still, I tried not to let the conventional wisdom of the Twittersphere influence my coverage too heavily. But who could help, in this new era, not getting swept in? And so I quietly celebrated the milestone I reached during the election’s final weeks: 10,000 Twitter followers, and counting.

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Second-year teens DESTYNIE TUCKER, left, and BRANDON BARFIELD celebrate the final Saturday before graduation with their Medill mentor, AMAL AHMED. The Medill Media Teens program, in its sixth year and directed by Medill lecturer Sarahmaria Gomez, brings together Medill undergrads and Chicago high school students. Each Saturday during the school year, mentors help the teens learn more about journalism by experimenting with audio, video and print.

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From left: Trustee Paula Pretlow (Weinberg'77, Kellogg'78), Medill Dean Brad Hamm, McCormick Dean Julio Ottino and Trustee David Sachs (McCormick'81) at the Northwestern San Francisco ribbon cutting on Sept. 29.