

# Northwestern | MEDILL

**MEDILL  
CELEBRATES  
THE CLASS  
OF 2017**

**OWNED MEDIA:  
THE FUTURE OF  
ADVERTISING?**

**INSIDE PACIFIC  
STANDARD**



## Associated Press reporter Hannah Dreier awarded 2016 James Foley Medill Medal for Courage in Journalism

### **FORMER ASSOCIATED PRESS REPORTER**

Hannah Dreier is the recipient of the 2016 James Foley Medill Medal for Courage in Journalism for her coverage of the recurring turmoil in Venezuela. Dreier's ongoing Associated Press series, "Venezuela Undone," chronicled the decline and its impact. She will visit Medill on Friday, Sept. 22 to speak to students and the NU community.

Now with ProPublica, Dreier was AP's sole English-language correspondent in Venezuela and spent months in Caracas chronicling how health care, food scarcity and education intersect to present frightening challenges for the people of Venezuela.

The selection committee included Medill Board

of Advisers member Richard Stolley (BSJ52, MSJ53), former senior editorial adviser for Time Inc.; Chicago Tribune reporter and 2011 Medill Medal for Courage in Journalism recipient David Jackson; and Medill Professor Donna Leff (BSJ70, MSJ71), who has been a member of the faculty and an associate of Northwestern's Institute for Policy Research since 1980.

Medill will begin accepting submissions for the 2017 Medill Foley Medal in February 2018. Submissions must have a publishing date of 2017.

TOP: Hannah Dreier, the 2016 James Foley Medill Medal for Courage in Journalism Awardee. Photo credit: Carlos Becerra

# Meet our incoming freshman class. They will graduate in 2021, Medill's centennial year.

Photo by Northwestern IT and Garrett Gassensmith



## DREIER RECEIVES JAMES FOLEY MEDILL MEDAL FOR COURAGE IN JOURNALISM

On September 22, Medill presented the 2016 James Foley Medill Medal for Courage in Journalism to Hannah Dreier, who received the award for her reporting from Venezuela. Pictured here from left: David Jackson, investigative reporter for the Chicago Tribune and medal judge; Hannah Dreier, now a reporter for ProPublica and Donna Leff, Medill professor and medal judge.

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Professor Emeritus  
Loren Ghiglione

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Cover photo: New Bachelor of Science in Journalism graduates Aditi Bhandari (front) and Carson Brown celebrate after the Medill convocation on Saturday, June 17, 2017. Photo by Nathan Weber



## Tim Franklin Joins Medill as Senior Associate Dean

BY CARSON BROWN (BSJ17)

Tim Franklin, former president of The Poynter Institute, a global leader in journalism, is Medill's new senior associate dean. He started June 12. As former president of the St. Petersburg, Fla.-based nonprofit school and media strategy center, Franklin helped establish partnerships with Gannett, Google, Univision, The Associated Press, Facebook,

National Geographic, McClatchy and more. Under his leadership, Poynter became the international home of fact-checking organizations in 2015, and this summer organized its fourth annual Global Fact-Checking Summit in Madrid.

Last year, Poynter taught more than 100,000 journalists, educators and students from 92 countries and all 50 states. Its e-learning division has the world's largest online journalism curriculum with more than 400 interactive courses in seven languages.

"This is an incredible opportunity to play a leadership role at one of the premier schools in the world," Franklin said. "Medill has a renowned legacy of excellence, and I'm looking forward to working with faculty, staff and students to build on the already inspiring work being done there."

In his role at Medill, Franklin will focus on partnerships across the school's four sites plus ties with the Northwestern Qatar program. He will oversee the sites in Evanston, Chicago, Washington and San Francisco; lead Medill's efforts to forge partnerships with major media companies and nonprofits; and work on strategic initiatives with foundations.

Franklin has been the editor of the Baltimore Sun, the Orlando Sentinel and the Indianapolis Star, plus managing editor of Bloomberg News in Washington, D.C. He began his career at the Chicago Tribune as a reporter and editor.


At Indiana University, Franklin was the founding director of the National Sports Journalism Center and the Louis A. Weil, Jr., endowed chair in the School of Journalism.

He has served as a Pulitzer Prize jurist and co-chaired the American Society of News Editors Freedom of Information Committee. He's a recipient of the Distinguished Alumni Award at the IU School of Journalism.

## News from the Spiegel Research Center

Congratulations to the #medillmc Spiegel Research Center (SRC) for being named Educator of the Year at this month's EDGE Awards, presented by Marketing EDGE. Founded in 2011, Spiegel is the first research center at Medill and focuses on doing evidence-based, data driven analysis to prove the relationship between customer engagement and purchase behavior.



 Pictured here from left: Spiegel Research Center Executive Director Tom Collinger, SRC Research Director Edward C. Malthouse, and Lerzan Aksoy, associate dean of undergraduate studies and professor of marketing at Fordham University School of Business. Learn more about the EDGE Awards: [edgeawards.org](http://edgeawards.org)

ALSO, CONGRATULATIONS TO SPIEGEL FELLOW AWA MASLOWSKA, PROFESSOR EDWARD C. MALTHOUSE AND ASSOCIATE PROFESSOR TOM COLLINGER FOR RECEIVING THE BEST PAPER AWARD 2016 IN THE JOURNAL OF MARKETING MANAGEMENT: THE CUSTOMER ENGAGEMENT ECOSYSTEM, JOURNAL OF MARKETING MANAGEMENT, VOLUME 32, ISSUE 5-6 (2016), PP. 469-501.

# IMC 2017 Immersion Quarter Students Build a Brand Image from Scratch

Each summer, IMC Full-Time graduate students participate in an immersion program that places teams in various media/marketing organizations nationwide for a quarter. Anthony Fleet and two colleagues, Xiao (Sylvia) Chen and Elle Bausch, were selected to work at FuelX, a San Francisco-based firm that uses data technology and intelligence to drive customer business results through more precise targeting and more engaging video ads.

## BY ANTHONY FLEET (IMC17)

ANTHONY FLEET (IMC17) IS A CURRENT IMC GRADUATE STUDENT WITH CONCENTRATIONS IN STRATEGIC COMMUNICATIONS AND CONTENT MARKETING. HE IS CURRENTLY STUDYING ABROAD AT SCIENCES PO IN PARIS, FRANCE.

### THE PROJECT

For the 2017 Summer Immersion quarter, I worked on a team with two IMC classmates. We were tasked by FuelX to find its “voice” in a cluttered and crowded landscape. The leaders of FuelX believe the company is a hidden gem. They want FuelX to become more well-known and understood as a leader.

We were responsible for essentially helping build FuelX’s brand image from scratch. We worked closely with Jamie Lapena, VP of Marketing, FuelX. Our primary responsibilities

### MY THOUGHTS ON THE PROJECT:

Once I learned I would be working with FuelX in San Francisco for the summer, I was excited. Born and raised in Philadelphia, I had never been to the West Coast. Nevertheless, I have always wanted to live and work there in my adult life, so this was a perfect opportunity for me to experience it for an extended period of time.

I had only seen parts of San Francisco like the Golden Gate Bridge during the opening credits of “Full House” or AT&T Park, where the San Francisco Giants play baseball when my favorite



**I had never experienced a startup culture before FuelX. It’s a completely different type of workplace.**

Elle Bausch (IMC17)



included conducting a brand audit and analysis to help build a brand communications and PR strategy, including a mission statement, vision and values statement. Furthermore, we developed strategies on how to effectively communicate with FuelX’s key stakeholders.

team, the Philadelphia Phillies, goes to play there once a year.

As far as the project was concerned, I did not really know what to expect. I did not know anything about FuelX (I had never even heard of it), and it was not crystal clear what exactly we would have to do. However, once my team



RIGHT: From left to right: **ANTHONY FLEET (IMC17)**, **ELLE BAUSCH (IMC17)** and **XIAO (SYLVIA) CHEN (IMC17)** discuss ideas for their brand strategy project in FuelX's office in San Francisco. Photo credit: **YIFANG (EVONNE) LIU (MSJ17)**

“

**We always start the summer focused on what we should teach the IMC students. But by the end of the summer, the IMC team is teaching us something about our customers that we wouldn't have known without them. That is incredibly valuable and incredibly unique. No other program can offer a team like that.**

Mary Lou Song (BSJ91), Executive Chairman, FuelX

arrived on day one, the employees were nothing short of gracious and welcoming, and we were able to hit the ground running. Each day was legitimately productive, working on the project and building chemistry with the rest of the employees simultaneously.

**WHY IT WAS INTERESTING:**

First and foremost, the culture of the company is interesting. You read stories and hear about Silicon Valley, Calif., particularly tech companies in the region,

and how the work environment is very laid back. Casual dress, food, pets, games in the office and so on. Well, this company of 18+ lives up to the reputation well. All of the things mentioned above, plus music playing in the office throughout the day. Prior to working with FuelX, the most “casual” work environment I had experienced was a co-working space.

The project itself is particularly interesting to me because of the actual work my team was able to do. We were given a lot of responsibility, and we were

entrusted to contribute our thoughts and insights from an IMC perspective on how to help build an excellent brand image. With that amount of expectation, it added an extra incentive to really present a project plan that they would not only consider, but actually want to implement. We had an opportunity to make a significant impact on a company in its developing stage, and that is what motivated me every day while I was there. ♦

# THE MAN BEHIND THE PAPER(S): Loren Ghiglione Bids Medill Farewell

GHIGLIONE RETIRES, LEAVING BEHIND A POWERFUL LEGACY.

BY KAITLYN THOMPSON  
(BSJ11, IMC17)

KAITLYN THOMPSON IS A MARKETING STRATEGIST, PASSIONATE STORYTELLER, GLOBAL CITIZEN, PROUD DAUGHTER, GREEN TEA CONNOISSEUR AND CHILI COOK-OFF CHAMPION ALWAYS ASKING "WHY."

**THE RENOWNED MEDILL PROFESSOR AND** former dean Loren Ghiglione retired this June, after more than 45 years in journalism and higher education.

"It's often difficult to quantify the impact that anyone has had on an institution, but that's not actually the case with Loren," said Charles Whitaker, associate dean, journalism. "His tireless and passionate commitment to diversity both in the academy and in journalism has shaped many careers, my own included."

Fellow peers attest that for those students who had the privilege of learning from him in and out of the classroom, Ghiglione's unique influence was beyond transformative.

"It's hard for me to imagine being a student

leave behind in his retirement is his commitment to making global programs central to the identity of Medill. In his time as Medill dean, Ghiglione started the Global Residency Program and pushed for students to be brought to South Africa to report. The intention was to expose student journalists to global issues and to allow them to witness a country change before their very eyes. Today, the South Africa reporting experience is still very much a part of Medill's Journalism Residency program and continues to reinforce the school's reputation of encouraging reporting from the places in the world where stories must be told.

"The South Africa program changed my life and my path to journalism, and so much of that

“

**He encouraged an exuberance for learning that gave students freedom to grow. Loren, in his quiet way, added a sense of humanity and dignity to Medill.**

Jack Doppelt

”

without feeling the pressure of needing to have good grades and prove themselves," Professor Jack Doppelt said. "With Loren, students didn't feel this. He encouraged an exuberance for learning that gave students freedom to grow. Loren, in his quiet way, added a sense of humanity and dignity to Medill."

One of the strongest legacies Ghiglione will

is because of [Loren]," Ranjani Chakraborty (BSJ12) said.

Ghiglione's influence spanned beyond the mentorship he provided to his students. With 45 years of experience in journalism and higher education, Ghiglione's commitment to diversity and underserved individuals was tireless. He demanded equality in every workplace he





encountered, from his roles as the editor and owner of the Southbridge (Mass.) Evening News (1969-1995), president of the American Society of Newspaper Editors (1989-1990), consultant to the Freedom Forum on the creation of The Newseum (1995-1996), director of the journalism programs at Emory University and the University of Southern California, and Medill dean (2001-06) and professor (2007-17).

The expectation of inclusion was continued when Ghiglione served as a four-time Pulitzer Prize juror, consultant for the Library of Congress exhibit on the American journalist (1990) and in the study his work inspired of biases of gays and lesbians in newsrooms across the United States.

Most recently, Ghiglione has focused

on shedding light on the Native American community, which is often overlooked, misunderstood and stereotyped. He created an oral history class called “Native Americans Tell Their Stories,” was instrumental in the One Book One Northwestern selection “The Inconvenient Indian: A Curious Account of Native People in North America,” and served on the Native American Outreach and Inclusion Task Force. In bringing diversity issues to the forefront, Ghiglione was recognized by Northwestern with a Provost Award for Faculty Excellence in Diversity and Equity and was honored with the Barrow Award by the Association for Education in Journalism and Mass Communication. He also won the Ida B. Wells Award in 1987.

“To Loren, every issue mattered. Small town people matter. What people care

about matters. What impacts them matters. Loren integrated these core beliefs into his classes and the character he brought to Medill,” Doppelt said.

Ghiglione’s focus on the Native American communities will continue at the university with the recent hire of Patty Loew, a Native American herself, who is joining the Medill faculty this fall.

Those who knew Ghiglione at Northwestern all agree on what they believe is his greatest legacy. Because he was there, Medill is a better place.

“Loren is an ideal teacher-scholar, and he cares deeply about his students,” said Medill Dean Brad Hamm. “His push for a more global and inclusive community and perspective had a profound impact on Medill and Northwestern that will continue long into the future.” ♦

# MEDILL Convocation 2017

Medill held two convocation ceremonies on Saturday, June 17 at Cahn Auditorium in Evanston. The first ceremony, for the undergraduates, welcomed NPR correspondent and Medill alumna Kelly McEvers (MSJ97) who encouraged the graduates to “listen to people who aren’t like you,” and advised them to get out of their comfort zone. Watch the BSJ convocation and McEvers’ speech: <http://bit.ly/2tFWLCK>



The second ceremony, for the Master of Science in Journalism and Master of Science in Integrated Marketing Communications graduates, was held in the afternoon after the BSJ convocation. Paul Cuadros (MSJ91), award-winning investigative reporter and author, gave the convocation address to the master's graduates. In his speech, Cuadros explained that in his career, he took many paths that led him to the "why," then told the graduates that as they go through life, they, too, should "consider the why question, from time to time." Watch the MSJ/IMC convocation and Cuadros' speech: <http://bit.ly/2u5ihCz>

## WHERE THEY'RE GOING

From starting their own companies (see Henry Keyser profile) to working at media and marketing outlets such as The Boston Globe, Apple, The Washington Post, The Associated Press, Reuters, the New York Times, CNN, NPR, Publicis and Digitas, to name a few, the future is bright for Medill's Class of 2017. Here is a sample of where the 2017 graduates will be working.

SmithBucklin	Vox Media
WLS-TV	New York Magazine
Weber Shandwick	Credit Suisse
Capital One	New York Times
Havas Media	NPR
Chicago Cubs	NBC News
Dallas Morning News	Daily Mail
CQ Roll Call	Dateline NBC
NBC News	CNBC
U.S. Senate	Arizona Republic
Politico	Venture for America
Al Jazeera Media Network	Yahoo Sports
Edelman	WJFW-TV
The New Republic	Instagram
Condé Nast	Cisco
Reuters	Inverse
LinkedIn	Facebook
WeWork	Atlantic Media
Sports Illustrated	

# Medill Celebrates the 2017 Convocation at Cahn Auditorium

JUNE 17, 2017

THE INAUGURAL GRADUATING CLASS OF THE MEDIA INNOVATION  
AND ENTREPRENEURSHIP SPECIALIZATION (MSJ17S)





ABOVE: Medill's 2017 Undergraduate and Graduate Convocations were held on June 17 at Cahn Auditorium.

BELOW: From left to right: BSJ grads **AXEL BOADA** and **ZACH BECKER**



OPPOSITE PAGE: Top row (From left to right): **DEVIN EMORY, VIJETA OJHA, REEDHIMA MANDLIK, NIKOLAS WRIGHT** (leaning down), **HENRY KEYSER** Middle (From left to right): **WYNONA LATHAM, QIQI (VIVIAN) ZHANG, JESSICA BUCHLEITNER** Front (From left to right): **MENGYI JENNY SUN, WANRUO (ASHLEY) ZHANG**, Professor Rich Gordon

ABOVE: From left to right: **TYLER PAGER** and Associate Dean, Journalism and Professor Charles Whitaker



ABOVE: Dean Brad Hamm gives the graduates a pep talk before the procession.



ABOVE: From left to right: BSJ grads **TERESA BALISTRERI**, **MARTINA BARRERA-HERNANDEZ**, **SOPHIA BARTOLOTTA** and **JULIET BARTZ**



RIGHT: From left to right: MSJ graduate **PUJA BHATTACHARJEE** trying to give a happy graduation kiss to her colleague **PAT NABONG**.



**ABOVE:** Undergraduate convocation speaker and NPR correspondent and “All Things Considered” co-host **KELLY MCEVERS (MSJ97)** talks to faculty prior to the BSJ convocation ceremony.

**BELOW:** From left to right: MSJ graduates **CHRISTEN GALL, CLOEE COOPER** and **YARILET PEREZ**



**ABOVE:** From left to right: Northwestern Trustee **STEVEN CAHILLANE (WCAS87)** meets with Dean Hamm prior to the BSJ convocation. Cahillane presented his daughter, Mollie, with her diploma.

# FACES OF 2017 -



Each Medill graduate is special and has a unique story to tell about his/her path to Medill and what the experience was like.

**Here are just a few of their stories.**

## Why did you choose Medill?

I had colleagues who I was impressed with their work. Their thinking and approach to solving business challenges were ones that elevated the business. I began following their approach and started to see the consistent positive results. I then realized that they had graduated from the IMC program. I considered an MBA as well but IMC, I felt, stood out and has proven to be true.

## If you had three words, which would you use to describe your experience in the online program?

Intense, Rewarding, Success

## What has been your most rewarding experience in the IMC program?

All the connections I have made have been so wonderful. My network has expanded to include classmates who have successful careers themselves.

## Is there a “miracle moment” you can recall during your time here? A project, a class, etc.?

There have been so many moments from

## IMC ONLINE 2017 ELVA-MARIA DIAZ



leadership to group assignments. The IMC Leadership Week was extra special because while we are able to connect with classmates through Canvas it is so wonderful meeting in person. I have had a very demanding career that made it seem impossible to go back to school. I am so grateful for the IMC online program for giving me the opportunity to achieve receiving a master's and now have a position that I have had my eyes set on for a long time. The classes prepared me well!

## What is your current job and do you think the IMC degree helped elevate your career? If so, how?

My decision to go back to school was in hopes of continuing to grow in my career with eyes set on working within an innovations department. The IMC program validated what I had learned in my years of experience and more importantly gave

me the direction, the tools and therefore the confidence to go after my ideal role. While finishing my last class I began interviewing for my current role as an Associate Product Marketing Manager at Allstate working within Product/Service Innovation and Development. I truly believe that IMC prepared me for my current role.

## How would you describe the community in the IMC Online program?

The online community is experienced, dedicated, efficient and collaborative. Those of us that choose online choose it because of our determination to achieve higher education even when we have full-time careers and full-time families that all demand attention.





## BSJ17, IMC CERTIFICATE, SOCIOLOGY HALEY SMITH

### Why did you choose Medill?

When I started applying to colleges, I knew I wanted to pursue a degree in journalism. So when researching schools, I tailored my searches to the best journalism and communication schools in the country. In the fall of my senior year in high school, I attended a college meet-up that had representatives from Northwestern University. My interest was instantly piqued and as I began to research more about the university, I realized that Medill was truly one of a kind in the journalism and media world. I felt especially drawn to the school's focus on hands-on learning as well as staying innovative and above-the-curve in terms of curriculum. In addition, classes at Medill allowed students an open setting for discovering their true passions. All in all, Medill had the right combination of qualities I was looking for so it was the best choice for me!

### What has been your most rewarding experience here?

I think my most rewarding experience here has just been being able to talk to truly passionate people from all walks of life and having them entrust me to communicate their stories. In my Reporting & Writing class, I was able to get to know the Edgewater community in a way I never would have otherwise and I found myself discovering stories in the most random ways. I walked into what looked like a store, only to discover this woman who was running a program assisting people in the city living with AIDs. Getting to speak to people who were really trying to make a difference in the lives of others has been the most rewarding for me.

### Is there a "miracle moment" you can recall during your time here? A big story, a fabulous class, etc.?

I think my "miracle moment" in Medill was finally getting to do feature writing my senior year. Feature writing was something that had always held my interest even before coming to school here. It was great experience to practice feeling

out a topic that held my interest and then having the autonomy to delve deeper into that topic. It was definitely an 'Aha' moment! For me, the feature writing class really confirmed that this is something I want to keep getting better at throughout my life.

### What advice would you give incoming Medill students?

My biggest advice to incoming Medill students would be to stay curious. Curiosity is your biggest friend in journalism school, and it will allow you to discover things about the world and about yourself that you wouldn't have otherwise. I'd also advise incoming students to practice being open-minded. Studying journalism means learning about a hundred new topics that you have limited knowledge on initially. With curiosity and an open mind, journalists can allow the story to take its true form. It is up to journalists to uncover the best stories and tell them in a truthful and authentic voice. The key to learning how to do that is to be open-minded and to be a fantastic listener.

### What are your plans for after graduation?

After graduation, I will be pursuing the Integrated Marketing Communications focus of my degree. I will be joining Facebook out in Menlo Park, Calif. under the Global Marketing Solutions umbrella as a Business Integrity Analyst, and I'm so excited!



## BSJ17 CARSON BROWN

### What has been your most rewarding experience here?

My journalism residency at Pacific Standard magazine was an incredible experience. I lived in Santa Barbara that quarter, escaping winter in Evanston. The Editor-In-Chief, Senior Staff Writer, and Deputy Editor are all Medill grads and welcomed me with enthusiasm. The entire team is young, vibrant and talented and the office quickly became home. I value PS Mag for its commitment to ethical journalism and stories that matter. I could sing its praises forever. PS Mag is completely underrated, but those who really know it, love it. I was so lucky to be part of that team.

### What advice would you give incoming Medill students?

Never second guess your ability to achieve the incredible. Reach out to faculty and

older students to get to know them, because their experience will teach you so much about successfully navigating Medill. Build a community and take time to try everything you can. Fall in love with your craft over and over again, but don't bother to stick to the path already well-trodden. There's so much to experience at Northwestern, so don't waste a moment of it. Even if it's a laid-back night with friends, live college to the fullest.

### What are your plans for after graduation?

I'm doing a teaching fellowship this summer with the Bridge program at Northwestern, which is a free program for select freshman, such as first generation students, to help prepare them for college. During the month of August, another Medill student and I will partner with Medill and Weinberg faculty for a pre-orientation program for incoming Medill students. It is one-part crash course in qualitative reasoning, one-part crash course in reporting for the month before Wildcat Welcome. After that, I have my heart set on returning to Southern California and getting a great job.

### Why did you choose Medill?

Quite by accident! I fell in love with a photojournalism seminar my senior year of high school. We learned about incredible journalists like Greg Marinovich and Bill Cunningham. From political to cultural consciousness, I loved the ability journalists have to push public discourse. Seeing that I was completely inspired, a school counselor told me to check out Northwestern, of which I had known nothing. Through research, I fell in love with the program and the idea of Medill. The rest is history. I committed to Northwestern before ever visiting campus.



## BSJ17, POLITICAL SCIENCE TYLER PAGER

### If you had three words, which would you use to describe your experience at Medill?

Transformative, inspiring and collaborative

### What has been your most rewarding experience here?

My most rewarding experience was my time as the editor-in-chief of The Daily Northwestern. I started working at The Daily at the beginning of my freshman year and eventually became the paper's top editor where I worked with more than 100 students to produce the only daily newspaper for Northwestern and Evanston. Not only were we responsible for keeping the community informed, but

grams. I was especially drawn to Medill because of the range of experiences for students, particularly the Journalism Residency program, Medill on the Hill and The Daily Northwestern. I also loved the fact that Medill, the best journalism school, was housed at Northwestern where I could take advantage of all the benefits of a major research university.

### Why did you choose Medill?

I chose Medill after participating in the Medill Cherubs program where I was exposed to the incredible faculty and pro-

our reporting played a major role in driving conversations and influencing change on key issues such as mental health, inclusion and sexual assault.

### Is there a “miracle moment” you can recall during your time here?

I’ve had so many tremendous opportunities at Medill including reporting at Guantanamo Bay and covering the White House, but one of my favorite experiences

was a story I worked on for The Boston Globe during my journalism residency at the paper’s Washington Bureau. I pitched a story on how the Trump administration’s crackdown on immigration was impacting dairy farms, which rely heavily on immigrants. For the story, I traveled to western New York where I spent three days on dairy farms, interviewing workers and farmers about their fears and the difficulties of navigating an unpredictable

administration. The 2,000 word story ran as the main story on The Globe’s front page and continued on a full inside page.

### What are your plans for after graduation?

In the fall, I’m headed to the University of Oxford for a master’s program in comparative social policy. My hope is to develop a policy framework centered on social issues that will improve my reporting.

### Why did you choose Medill?

In 2013 I attended a Medill preview day. I was a playwright part-time working a low-wage, miserable data-entry temp job. And now I was pipe-dreaming acceptance to an expensive and prestigious journalism school, when I’d never written or published an article in my life.

I told my data-entry boss I wanted to apply to Northwestern, and, instead of being angry, he praised the data work I’d done the previous two years, and asked me to stay on for another two years as head of the data department. He more than doubled my pay, and asked me to rebuild the department from something antiquated and miserable to how I would want to run it.

Exactly 24 months later, I applied to Medill. But now I had much more programming and product-management experience, data science and data visualization experience, and I had gone through the management stages of forming, storming, norming, and performing an operation. I was a much better candidate. Medill had launched the Media Innovation and Entrepreneurship (MIE) specialization. This new track would train 10 MSJs to analyze modern media strategy, so that we might lead teams of designers and programmers to create new tools, sites and apps to solve issues in the journalism and

## MSJ17 HENRY KEYSER

media industry. Suddenly, the 24 months I spent making new apps, while I delayed applying to Medill, were completely relevant. I applied immediately and poured myself into the specialization—finding it to be everything I wanted and more.

### If you had three words, which would you use to describe your experience at Medill?

Concentrated, Critical, Collaborative

### Is there a “miracle moment” you can recall during your time here?

NUvention final pitch really was the culmination of my entire year in MIE. Months of learning how to code, design and critically plan new business innovations was deeply rewarded when my team’s ShareVR product was warmly received by very critical minds. I didn’t think I would finish my year at Medill having founded my own company.

Only hours before NUvention final pitch I was approached for a dream position doing Virtual Reality strategy work for a



large media organization, so when I said no to pursue my team’s mutual vision for ShareVR, I didn’t know if I’d made a huge mistake. But when investors were approaching us after the class and ShareVR was rated top venture of the program, it felt exceptionally rewarding.

### What are your plans for after graduation?

The product my team started for NUvention, ShareVR, incorporated into a company during the first week of June. We were accepted to The Garage’s Wildfire Pre-accelerator program and received a few thousand to get us started (from which I will take a small stipend for the summer). For the foreseeable future, my full-time job is Co-Founder and CEO of Pryde (the new branding of ShareVR), “the easiest way to show your friends what you’re doing in virtual reality.”



## BSJ17, ECONOMICS DANIEL HERSH

### Why did you choose Medill?

I chose Medill because it was the only world-class journalism school that was also a part of a top-tier university overall. The opportunities offered by Medill are second to none and allowed me to explore many different forms of journalism during my undergraduate career.

### What has been your most rewarding experience here?

My most rewarding experience probably was going to D.C. for Medill on the Hill.

I learned so much about journalism and politics in general during that quarter and had a blast doing it. I also loved living in the heart of Washington and getting to make new friends.

### Is there a “miracle moment” you can recall during your time here? A big story, a fabulous class, etc.?

I think my “miracle moment,” may have also come on Medill on the Hill. It was our first week and we hadn’t started reporting yet, but we were allowed to explore the

Capitol and get a lay of the land of the building. I sat in on a small debate in the House of Representatives (I can’t remember what the subject was or who was even debating), and all I could think about was how much it reminded me of high schoolers arguing—rude interruptions, snickers in the background and lots of negative body language. This isn’t a very uplifting moment, I guess, but it was incredible to see it firsthand and it has stuck with me since.

### What are your plans for after graduation?

After graduation, I’m moving to New York City and doing real estate investment banking at Credit Suisse.



## IMC16, MARKETING AUTOMATION CONSULTANT, SAN FRANCISCO CONSULTING GROUP YANG (WILL) ZHAO

### Why did you choose Medill IMC?

It is all because of the short promotion video “what is IMC” on YouTube. I feel like every line in that video describes myself perfectly. Marketing makes me happy inside.

### If you had three words, which would you use to describe your experience at Medill?

Intensive, profound, and inspiring

### What was your most rewarding experience in the IMC program?

Definitely the immersion quarter. Our team developed an integrated measurement dashboard enabling Mondelez’s

global VP to make cross channel performance comparison. We presented the final deliverables to C-level management and got the approval to implement the dashboard into global adoption. IMC really empowered me to make some real changes in such a giant corporation.

### What advice would you give incoming IMC students?

Always think out of the box and always explore things out of your comfort zone.



## MSJ17 KATANGA JOHNSON

### Why did you choose Medill?

Medill came second to no other institution when I considered graduate school. In fact, my decision to attend rested on a consistent series of follow-up emails with Julie Collins in the Admissions & Financial Aid Office. Julie paid attention to my meager interest in journalism three years before I applied. I graduated, moved to Ecuador and began wetting my feet in embedded reporting among indigenous communities. Julie stayed connected, kept me informed and read my work. I figured if the faculty and wider community at Medill could be as committed as Julie was, I wanted to be a part of that learning community.

### If you had three words, which would you use to describe your experience at Medill?

Bustling. Rigorous. Nurturing.

### What has been your most rewarding experience here?

At Medill, my most rewarding experience was traveling to Cuba with members of my Social Justice cohort. The trip afforded me the unique opportunity to tell the story of two female entrepreneurs shattering glass ceilings in the socialist island nation.

### Is there a “miracle moment” you can recall during your time here? A big story, a fabulous class, etc.?

My ‘miracle moments’ at Medill were shaped by countless conversations with

amazing professors like Douglas Foster, Charles Whitaker, Kari Lydersen, Jack Doppelt, Brent Huffman and Craig Duff. Time spent under the mentorship and teaching of each of these veteran journalism educators and practitioners helped mold my mind into a sharper and more compelling story-generating machine.

### What advice would you give incoming Medill students?

To incoming students: Stay present in the moment of your learning and your growth. The future—and all that it seems to demand of you—will only be realized one learning, growing moment at a time.

### What are your plans for after graduation?

While the dream is to tell long-form feature stories both in print and in video in the future, immediately post graduation, I am spending an optional fifth quarter at the D.C. bureau with practicums at CQ Roll Call and The Kojo Nnamdi Show on WAMU 88.5, Washington D.C.’s NPR station.

### Why did you choose Medill?

I’ve always aspired to go to Medill for as long as I can remember, especially having grown up in the southwest suburbs of Chicago. For me, graduate school was never a question mark—I knew I WANTED it even before I graduated from undergrad. I also knew that I wanted a more focused program to back me up in the industry, given that my bachelor’s in business administration was already a robust, broader foundation. And, I truly buy that education never goes to waste—that when you’re neck in neck with another candidate for a job, a higher degree from a notable school will ALWAYS come in handy.

## IMC PART-TIME 2017 REEMA RAO

### What has been your most rewarding experience in the PT IMC program?

Without a doubt, the people I’ve met—both faculty and students. I think most people who get additional degrees realize that there’s an advantage in making connections with more and more people in your field. And while that’s absolutely true, the most rewarding was getting to know these people deeper than just their professional selves. Part of my commencement speech



is dedicated to a classmate that had a huge impact on me—she’s not just a peer, she’s a friend. In fact, I’m extremely lucky to be able to call several of my classmates, lifelong friends. And sure, we’ll all “grow up”

together and become a kickass band of powerful CMOs (a girl can dream, right?), but we'll also always be each other's biggest cheerleaders along the way. That's the hidden reward you don't always see written on your diploma.

### What is your current job and do you think the IMC degree helped elevate your career? If so, how?

I am currently a Senior Brand Strategist at an awesome, small (but mighty!) advertising shop called Cavalry. I might be an anomaly because I'm one of the few students who came into the program knowing I wanted to stay in my line of work-brand

strategy. Tactically, my impending graduation from Medill at the time helped to back up my semblance of confidence that I could take on a senior-level role. But it's done much more than that, too.

### You were selected as the student speaker - what does that mean to you and what were your key points?

First and foremost, I am so honored to have been nominated as my class' commencement speaker, and I hope I did our experience justice! It's so much more meaningful to be representing and speaking for a class in which I can confidently say I know every fellow graduate—my speech

felt REAL to me. Not just a set of words but reflections on actual experiences I can think back to sharing with my classmates.

That's why my speech was centered around empathy and putting people first. It can sound lofty, but after taking a step back and mentally summarizing my entire experience at Medill, it truly boiled down to a lesson in empathy—both in how we move forward professionally and how we move through the world every day. I hope my classmates had the same resounding takeaway as well.

### How would you describe your experience at Medill?

Best year of my adult life so far. Serendipitous. Fun.

Before coming to Medill, I saw it as a year off from work. I knew going back to school for a year as an adult probably would be one of the best experiences in my life, so I cherished every minute of it. At Medill, I worked on many stories—text and visual—that I was interested in and were of great public and global importance. I was able to travel to Tokyo, Washington, D.C. and to Seattle for learning, reporting and networking opportunities, which undoubtedly enriched my experience at Medill. I am grateful for my professors who encouraged my creativity and innovation and did their best to support me.

### What has been your most rewarding experience here?

I am really glad I stumbled upon the Business, Money and Markets specialization on orientation day. At Medill, I took three classes dealing with economics and business reporting in both text and video formats, where I learned a great deal about the subject as well as various storytelling

## MSJ17 SHEN LU

methods to make business stories more accessible to a broader audience. I had wonderful professors who made sure we all learned the material and enjoyed the experience. I never thought I would be interested in the topic of business and money, and now I aspire to become an international business journalist. I couldn't have hoped for a better learning experience.

### Is there a "miracle moment" you can recall during your time here?

I remember one day in my third quarter, perhaps the most hectic time period in my life, everything seemed to happen on a single day. That day, I published my first market story on Medill Reports, working with Lecturer Ceci Rodgers, which was great fun. That night, I received a voice message from the president of the Foreign Press Association, telling me that I won a Foreign Press Association (FPA) scholar-



ship. Before I went to bed, my former CNN editor told me that the story I had worked on for weeks about the influx of Chinese students to the University of Illinois at Urbana-Champaign was finally published on CNN.com as part of a big project on China's global influence. I also sublet my studio in Chicago and found a place to stay in New York in the summer on that day. A very productive day!

### What are your plans for after graduation?

I will be interning with CNNMoney in the summer while completing my degree. I am looking for jobs in business journalism after graduation.



## BSJ17 LORENZO GUDINO

### Why did you choose Medill?

I was 14 years old when I realized Northwestern was my dream school. I remember being mesmerized by the University's landscape while I stood in Centennial Park with my mother and brothers. When I applied to Northwestern, Medill made the most sense at the time; I enjoyed meeting people and listening. I was not completely sold on journalism, but the craft grew on me once I arrived to campus. Medill allowed me to both meet people and listen to their stories, and later taught me how to tell their stories respectfully.

### In three words, how would you describe your experience at Medill?

Revealing. Challenging. Humbling. In retrospect, my Medill experience was largely humbling. And I say this with my heart full of gratitude for the opportunity to meet inspiring and wonderful people. This includes the Medill faculty, staff and students, but it also includes the countless people I met by extension of Medill. Interviewees, sources and journalism professionals I met through Medill have all played large roles in my life. Through Medill, I was able to learn more about my Native American heritage. The questions I asked were not only for assignments, but also for my personal growth. In this regard, I am humbled for all those who

shared their stories and teachings with me. Medill allowed me to ask those questions and for that, I am truly grateful.

### What has been your most rewarding experience here?

My most rewarding experience at Medill was the opportunity to attend the Native American Journalist Association's conference in the summer of 2014. Traveling to the conference was the first time I ever flew by myself, let alone traveled by myself. Medill's funding of the trip allowed me to mature and meet some great people and mentors. Through this trip, I learned about the NAJA Fellowship that I was accepted to the next summer. During my fellowship experience, I met even more people and rekindled the relationships I made the previous year. Both opportunities allowed me to meet fellow Native American journalists and learn from their experiences. The opportunity to attend the 2014 NAJA conference through Medill was hands down, my most rewarding experience.

### Is there a "miracle moment" you can recall during your time here? A big story, a fabulous class, etc.?

My Medill miracle moment came during Visiting Professor Patty Loew's class titled Native American Environmental Issues and the Media. I took the class during fall quarter of my senior year. The class was first Native American-focused class, taught by a Native American professor

available during my time at Medill. The experience in that class was absolutely incredible. The content of the course introduced issues and concerns of Wisconsin's Native American population that I never encountered. The course questioned the way mainstream media covered Native American people and issues in a way that I thought would never happen at Medill. The course took students to the Oneida Reservation in Wisconsin so they could gain a new perspective. However, the greatest part of the class was undoubtedly the instructor. I learned and continue to learn so much from Patty. We stay in touch and she has helped me in more ways than I can count. I even deemed her my auntie. Of all the classes I took at Medill, this was surely the most unforgettable and remarkable.

### What are your plans for after graduation?

Following graduation, I plan on freelancing while I apply to law school. I wish to pursue Indian Policy and Tribal Law and start law school in the fall of 2018.

# MEDILL CONGRATULATES OUTSTANDING STUDENTS FROM THE CLASS OF 2017



## Medill graduate students awarded Foreign Press Association scholarships

Two MSJ students, now graduates, were awarded scholarships from the Foreign Press Association (FPA) at a ceremony and reception at the Permanent Mission of Hungary to the United Nations in New York on May 20.

The scholarships are awarded each year to international graduate journalism students studying in the United States who demonstrate an interest in international affairs reporting.

Jingnan Huo received a first-place award of \$10,000 and Shen Lu received a second-place award of \$7,000 from the FPA Scholarship Fund, based on the op-eds they wrote about the role of the international press in the era of rising nationalism and retreating globalization.

The FPA Scholarship Fund was established in 1993 on the 75th anniversary of the founding of the association. Past FPA honorees include Albert Einstein, Tennessee Williams, Elizabeth Taylor, Henry Kissinger, and Walter Cronkite.

### ⤴ MEDILL GRADUATE STUDENTS AWARDED FOREIGN PRESS ASSOCIATION SCHOLARSHIPS

Medill MSJ students **JINGNAN HUO** (left) and **SHEN LU** (right) at the Foreign Press Association reception in New York after receiving their scholarship awards. Photo credit: Michael Pollio



### THREE MEDILL FACULTY MEMBERS ALSO WERE HONORED WITH TEACHER AWARDS AT THE JUNE 13 CEREMONY.

⤴ From left to right: Professor Rich Gordon, Associate Professor Patti Wolter and Professor Loren Ghiglione (now Professor Emeritus).





## Medill Congratulates the Kappa Tau Alpha Initiates

Kappa Tau Alpha is a college honor society that recognizes academic excellence and promotes scholarship in journalism and mass communication. Membership is a mark of high distinction and honor. The Medill criteria for induction into Kappa Tau Alpha is to graduate in the top 10 percent of the class. Medill combines the top 10 percent for graduates who complete their degree in either of the four quarters (winter, spring, summer and fall).

Medill hosted a celebration for the induction of the 2017 KTA-eligible 2017 graduates in Harris Hall on June 13. Not all could attend the ceremony. Pictured here from left to right: **CARLA GARCIA, JULIA CLARK-RIDDELL, NAIB MIAN, CAROLINE OLSEN, TYLER PAGER, ASHLEY PETERSON, JERRY LEE, JESSE KIRSCH, DANIEL RAPAPORT, HENRY KEYSER** and **TERESA MANRING**

### BACHELOR OF SCIENCE IN JOURNALISM 2017 KTA INITIATES

**Teresa Cady Balistreri**  
**Julia Clark-Riddell**  
**Carla Danielle Garcia Dimanche**  
**Danielle Nicole Elliott**  
**Clayton Gentry**  
**Karen Gwee**  
**Aamer Elsayed Hassan**  
**Morgan Kinney**  
**Jesse Ryan Reich Kirsch**  
**JaeWook Lee**  
**Nayab Malik**  
**Naib Ahmar Mian**  
**Caroline La Cour Olsen**  
**Tyler Pager**  
**Ashley Ann Peterson**  
**Daniel Harry Rapaport**  
**Erica Slater Witte**

### MASTER OF SCIENCE IN JOURNALISM INITIATES

**Marisa Jean Endicott**  
**Christopher Gregg Hayre**  
**Madison June Hopkins**  
**Harry Huggins**  
**Sonia A. Kassam**  
**Henry William Keyser**  
**Katherine Lonsdorf**  
**Xiao Lyu**  
**Teresa Manring**  
**Patrick Ryan Martin**  
**Jasmine Nicole Minor**  
**Megan Charlotte Matilda Morris**  
**Ma. Patricia Reyes Nabong**  
**Maryam Saleh**  
**Sophie (Yichen) Zhang**

# Owned Media: The Future of Advertising?

SPIEGEL RESEARCH, MEDILL COLLABORATION YIELDS INSIGHTS ON PAID VERSUS OWNED MEDIA.

BY KATHERINE KHOREY (IMC16)

KATHERINE KHOREY LIVES, WORKS AND CREATES IN CHICAGO. SHE DOESN'T PLAN TO LEAVE.

In August 2015, YingYing Chen (IMC15) and a team of classmates gave one of the biggest presentations of their Medill careers. But when it was over, Chen felt it was only beginning.

“Digital, social and mobile advertising has been talked about a lot,” she said, “but how the systems work in reality was still mysterious to me.”

Students in Medill’s Integrated Marketing Communications full-time master’s program form small teams for an Immersion Quarter in which they work to create solutions to marketing communications challenges for partner companies.

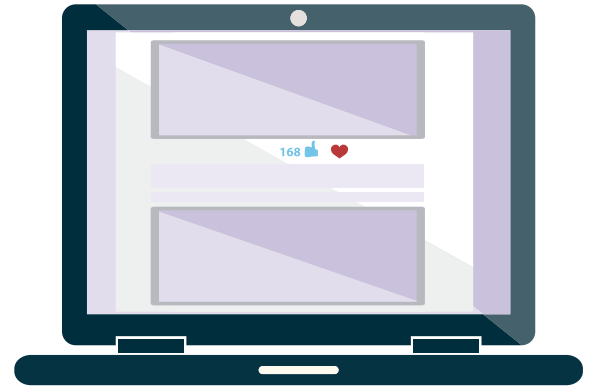
Chen worked on a team for Publicis Media, the holding company for data-driven media agencies like Zenith and Starcom. Publicis had asked a question that is key to successful marketing communications today: With all the media sources available to brand audiences, which are really getting their attention—and inspiring them to act? Chen’s team presented their findings to Publicis. They loved what the team presented and thought there were even more questions left to probe. Chen agreed.

“The idea gave me a hunch I had to explore further,” she said.

Chen chose to continue on the project as a research assistant after she graduated in December 2015. She became part of an ongoing collaboration among Medill students, faculty, researchers and industry partners. The resulting research, released and promoted by Medill’s Spiegel Research Center in early 2017, yields insights that could change how advertisers strategize.

## WHAT KIND OF BRANDED MEDIA SUCCEEDS?

In the digital/social/mobile landscape, brand audiences are bombarded with thousands of mes-



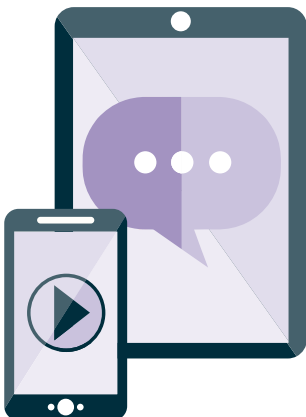
sages through rapidly changing platforms. IMC professionals need clear metrics to predict what will engage audiences, driving them to take action and become consumers. The Spiegel/Publicis research offers one key factor.

The research shows how “paid” and “owned” branded media each affect brand success differently. “Paid” media includes content brands pay to host on outside platforms, like TV, radio or unrelated websites. Brands host “owned” media on their own websites, social media channels and other platforms.

In other words, paid media can impose on consumers’ experiences, as an ad interrupts a show or a blog post links to a retail site. But owned media aligns with consumers’ expectations, as a consumer chooses to visit and enjoy a brand’s media. Though owned media seems more likely to convert casual brand followers into consumers, this has been hard to prove until now.

Spiegel/Publicis’ research, which analyzed more than 800 brands, shows brands with growing sales tend to spend more on their owned media. Brands that have lost sales, however, spend more on paid media. The data is now presented on Spiegel’s website, where an animated video made by Medill undergrads summarizes the results for industry audiences. Interactive graphs by the same student team let viewers engage with the data directly.

According to Chen, the data “synthesizes what’s going on in the digital, social and mobile world, and what it means to brands of various categories. It



envisions a dynamic and interactive system that will help us not only understand, but also manage, the complexity of future advertising.” From iteration, to research, to presentation, this future-changing system was made by Medill.

## RESEARCH QUESTIONS AND ANSWERS

At his company’s annual Media Summit in 2015, Publicis Chief Data Scientist Rob Jayson spoke with Tom Collinger, Medill associate professor and executive director of Spiegel, who was facilitating the event. Jayson raised a question about the impact of brands’ paid/owned media spend. Eventually, along with other faculty, Collinger developed the question into Chen and her team’s Immersion Quarter project for the summer of 2015.

After Jayson, like Chen, found further questions in the project’s results, he worked with Collinger to bring the paid/owned media research back to the Spiegel Center. Spiegel, which specializes in analyzing large amounts of consumer data, had the time, technology and resources to follow the project to its conclusion.

Like all Spiegel projects, this involved the efforts of student and faculty researchers. Medill IMC professor Martin Block stepped up as principal investigator. Chen, having finished her IMC master’s degree at the end of 2015, asked to assist in the research while she applied to Ph.D. programs.

“I enjoyed the experience,” she said. “It made me dive into a lot of interesting databases and think about the dynamics between paid/owned media and brand success.”

Jayson appreciated how a combination of perspectives worked together in this phase of research.

“Our collaboration with the academic staff and students built on an original seed of an idea and data sources, and grew into a valuable insights tool,” he said. “It reminds us how important it is to collaborate with independent, non-industry thinkers who helped us to mold the project.”

The project supported what many had suspected: To excite and convert customers, owned media might be more powerful than paid. For brands struggling to optimize their media budgets today, this suggests a clearer path of action. Having found this crucial insight, Medill’s next step was to make it public.

## SPREADING THE STORY

Block and Jayson presented the conclusions in a paper at Advertising Research Federation’s New York Conference in March 2017. There, seasoned industry professionals familiar with this kind of data could understand how it affected their field—and the role Medill played in

ing of how paid media works. In the end, Harris found this a valuable opportunity to stretch herself in new ways and be involved with Medill colleagues “coming together as different parts of the same machine.”

Once the site was complete, another student team worked to raise awareness of it. Joanna Ladzinski (IMC17) is chief editor of the Spiegel Marketing Impact team, a group of IMC students who use their marketing, writing and design skills to promote Spiegel’s work across digital and social platforms. Ladzinski said promoting the research brought the team’s Medill classes to life.

“It’s been great to see theory in action, and figure out ways to activate paid vs.

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**The future of advertising will align with the spirit of IMC: consumer-centric, data-driven and machine mediated.**

YingYing Chen

”

articulating that change.

The Medill network made the research accessible to a broader audience. Lauren Harris (BSJ18/IMC Certificate) was on the team of journalism and computer science students that was responsible for creating an animation to illustrate the findings on Spiegel’s website.

Harris said “getting to visualize that data was a challenge,” but “once we got a team together, we worked through it based on our skills.”

Throughout the project, the team liaised with Block and Chen to make sure their work was on point. Harris said they also kept asking themselves, “Who are we showing this to? Who’s going to be watching this?” It ended up being for people already in the field—to provide them a narrative that changes their understand-

owned media,” she said.

The paid vs. owned media story is getting many views, and audiences are engaging with Medill. Ladzinski notes that “the video coupled with the interactive portion of the site resonate with our audiences.” Collinger also pointed out that at the start of April, the research had already garnered more than 1,000 LinkedIn views.

The achievement goes beyond those numbers, too. Chen, now a Ph.D. candidate at Michigan State University, feels the project will change the field.

“It’s groundbreaking to future advertising,” Chen said. “Advertising is no longer a linear path. It has radically changed because of technology. The future of advertising will align with the spirit of IMC: consumer-centric, data-driven and machine mediated.” ♦

# INSIDE PACIFIC STANDARD

MEDILL DUO REDESIGNS PACIFIC STANDARD FOR THE READERS.

BY KAITLYN THOMPSON (BSJ11, IMC17)

KAITLYN THOMPSON IS A MARKETING STRATEGIST, PASSIONATE STORYTELLER, GLOBAL CITIZEN, PROUD DAUGHTER, GREEN TEA CONNOISSEUR AND CHILI COOK-OFF CHAMPION ALWAYS ASKING “WHY.”

**FOR ALUMS NICK JACKSON (BSJ09) AND** Ryan Jacobs (BSJ11), the sea of purple is real. Whether currently at Pacific Standard or in previous experiences, the duo sees great work coming from Medill alums everywhere. They both believe this is no coincidence.

“At Medill, we’ve all gone through specific training,” Jackson said, “not just knowing how to do the reporting, editing and writing, but how to tell that story using multiple channels. Good writing and old-fashioned reporting is a rare thing in the industry these days, and I can always trust I’m getting the best with a Medill grad.”

Jackson took over as editor-in-chief of the award-winning Pacific Standard print and online magazine in 2015, committed to combining “research that matters with ambitious narrative and investigative reporting.” Started in 2008 under the name Miller-McCune, the publication has grown in both circulation and online viewership since Maria Streshinsky, former managing editor of The Atlantic, took over in April 2011. Under Streshinsky’s leadership, the magazine changed its name to Pacific Standard to better ground it in the telling of critical stories coming out of the west side of the country.

Jackson continues that intention today, motivating colleagues like Jacobs, now deputy editor, to do the best work that’s always for readers, first.

“Four years ago, the conventional wisdom was people didn’t want to hear about long form reporting, that print media was dead,” Jackson said. “This didn’t make sense. Just reframe your stories so your reader is first instead of talking to yourselves. They will respond.”

To help fulfill this promise, Jackson changed the organizational structure in the office to empower his print and digital teams to think

differently about where their stories lived in the magazine. Instead of assignments made by channel, editors pitch topics and “where” is decided based on what the piece needs to touch a reader’s head and heart. When editors want feedback, they still have access to colleagues and weekly editorial meetings, but editors are trusted to make decisions at their discretion. Jackson believes by breaking down traditional barriers between print and digital teams, the Pacific Standard product is in better service to their audience.

“Anyone will tell you they are some form of platform agnostic, but this is not true in practice,” Jackson said. “When you have a divide between print and digital, you have online people assigning things that would be better with print support, and print people assigning things that would be better online. By restructuring, all of our products are better.”

In addition, Jackson and Jacobs both lead sections that they helped create during the magazine’s redesign in June 2016. For Jackson, that includes a solutions-oriented section called The Fix, and for Jacobs, it means running Field Notes and working as editorial lead on the July 2017 photo issue. The shared ownership represents another way Pacific Standard is shaking up tradition.

“We inherited a print product from the previous team, and Jackson was really into making it something better than it was,” Jacobs said. “I don’t think a lot of editors will take the time to question like he does. The result is a thousand times better.”

Jackson developed this pedigree in thinking differently from his work at Outside Magazine, The Atlantic, Slate, The Washington Post, Texas Monthly, and as the editor-in-chief for The Weekly at The Daily Northwestern. Jacobs had his own defining experiences at The Atlantic, Mother Jones, The Bay Citizen, Sierra Magazine and the Chicago Reporter. When the two joined forces at Pacific Standard, they both agreed it was important to push the magazine to educate



**RYAN JACOBS (BSJ11)**, Pacific Standard deputy editor  
Photo credit: Terence Patrick



**NICK JACKSON (BSJ09)**, Pacific Standard editor-in-chief  
Photo credit: Terence Patrick

not just readers, but policy. They wanted to direct the national conversation, and they've succeeded, with reporting by staff writers mentioned in state houses and provocative stories going viral. They call it "accountability journalism," and while other publications say they are also doing it, for Jacobs, Pacific Standard has owned it the whole time.

"With the new political administration, there's this renewed focus on public interest journalism, but that's something we've been doing from the beginning," Jacobs said. "It's part of our DNA at Pacific Standard."

Taking risks has paid off. The magazine has been recognized with several awards,

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**Just reframe your stories so your reader is first instead of talking to yourselves. They will respond.**  
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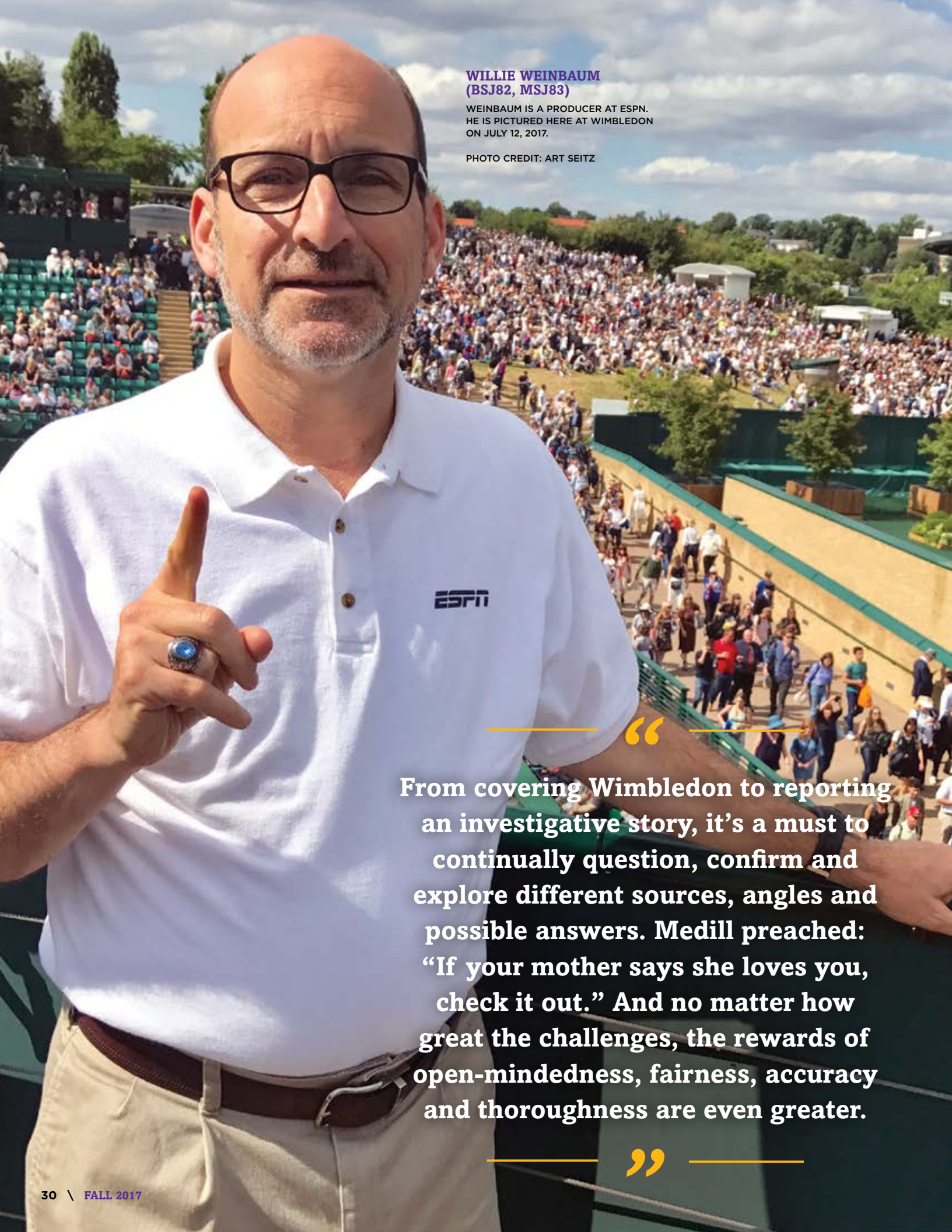
Nick Jackson

including a National Magazine Award in 2017 for Feature Photography and 2015 for Public Interest, a 2016 Science and Society Award in Longform Journalism from the National Association of Science Writers, and several design awards.

Both will admit because Pacific Standard is a nonprofit with solid institutional backing, they don't have the same business pressures that other magazines face. However, they feel strongly that

the differentiator in the industry today is really understanding how to write and report in a way that resonates with the audience. They agree that they built foundation for quality journalism at Medill.

"I used to come at a magazine a different way before I went to Medill," Jacobs said. "But Charles Whitaker, Doug Foster and David Abrahamson stressed to us that a magazine is a living, breathing book that serves a community of readers. We try to do that here—we're always thinking about how the story will be framed for the reader, what the reader is going to be thinking, how we're selling it on social media. Because without readers, what are we?" ♦



**WILLIE WEINBAUM  
(BSJ82, MSJ83)**

WEINBAUM IS A PRODUCER AT ESPN.  
HE IS PICTURED HERE AT WIMBLEDON  
ON JULY 12, 2017.

PHOTO CREDIT: ART SEITZ

“  
**From covering Wimbledon to reporting an investigative story, it’s a must to continually question, confirm and explore different sources, angles and possible answers. Medill preached: “If your mother says she loves you, check it out.” And no matter how great the challenges, the rewards of open-mindedness, fairness, accuracy and thoroughness are even greater.**  
”

## 1950s

The latest film of **DAVID PLATH (BSJ52)**, professor emeritus of anthropology and Asian studies at the University of Illinois at Urbana-Champaign, was selected for screening during the 2017 Margaret Mead Film Festival this fall at the American Museum of Natural History in New York. The film, "So Long Asleep: Waking the Dead of a War," showcases the efforts of international volunteers as they excavate, preserve and repatriate the remains of young Korean men who died doing slave labor in Hokkaido under Imperial Japan during the Asia-Pacific War, which was the Pacific theater during World War II. Seventy years after the end of the war, Plath and his team traveled with the volunteers as they carried 115 sets of remains from the Japanese islands to South Korea for reburial.

## 1960s

**JOHN ADAM MOREAU (BSJ60)**, who once worked for the Chicago Tribune, The Washington Post and the Chicago Sun-Times, was featured on Newspaper Days, a blog about newsrooms in the late 20th century.



**NANCY WILLIAMS (BSJ67)** won the 2017 King County Bar Association (KCBA) Outstanding Lawyer Award.

Williams has counseled and represented employers in labor and employment law at Perkins Coie for nearly 35 years, according to the KCBA's Bar Bulletin. She also served as managing partner of the firm's Seattle office and chair of the labor and employment practice. Her pro bono work includes Court Appointed Special Advocate for children's cases and for Deferred Action for Childhood Arrivals (DACA) matters. During her time at Medill, Williams studied journalism in hopes of working for a newspaper. On graduating, she had job

offers from various Chicago newspapers but chose instead to join the then-newly formed Peace Corps, doing urban development in Colombia. Afterward, she went to law school and joined Perkins Coie, where, according to the Bar Bulletin, she found interesting work, great clients, a fun supportive group of colleagues and came to represent "the best of what one would want in a partner."

## 1970s

**JOHN N. FRANK (MSJ76)** has written his 5th play and will produce it in November with his Evanston-based nonprofit theater company, 2nd Act Players. Written with Frank's daughter, Jennifer Frank, the play, "Moving Mother," explores the challenges of caring for aging parents and grandparents from a tri-generational perspective.

**FRANK WHITTAKER (BSJ78, MSJ79)**, longtime news boss of Chicago's NBC-owned station, has been chosen to lead the Illinois Broadcasters Association. He continues as station manager and vice president of news at WMAQ-TV, where he has headed news operations since 1998. Before joining NBC 5 as news director, Whittaker was assistant news director and executive producer at ABC-owned WLS-TV. While attending Medill, he began his career at CBS-owned WBBM-TV, where he rose from desk assistant to 10 p.m. news producer. Last year, Whittaker was inducted in the Silver Circle of the Chicago/Midwest chapter of the National Academy of Television Arts and Sciences.

## 1990s



**ROB MARK (MSJ95)** was recently named senior editor at Flying magazine. A lifelong pilot, Rob has flown airliners and private business

jets for most of his career while also

writing about the aviation industry.

## NICOLLE DEVENISH WALLACE

**(MSJ96)** is the anchor of a new MSNBC news talk panel program, "Deadline: White House." The program appears on weekday afternoons.

## 2000s

**JOE MURPHY (BSJ00)** has accepted a position doing web development and data journalism with the interactive team of The New York Daily News.

**SABRA AYRES (MSJ01)** started in May as the Moscow correspondent for the Los Angeles Times. Ayres will be covering Russia and the rest of the former Soviet Union. Ayres had previously spent a year researching Kremlin influence agents in Eastern Europe as a grantee with the International Women's Media Foundation. Last year, Ayres received The Marie Colvin Front Page Award for Foreign Correspondence from The Newswomen's Club of New York. She's also covered the Ukrainian conflict as a freelance writer for the Los Angeles Times, The Christian Science Monitor and Al Jazeera America.

**JOSH GRAU (IMC04)** started as the Vice President of Marketing for Wealthfront, a fintech company leading in the robo-advisement category. One of his main focuses will be to empower Millennials by developing a creative content platform around personal finance, without the jargon or complexity that can be found elsewhere.

**SARA MELILLO (BSJ04)** will soon complete her second year serving as the East Africa regional director for IMA World Health, a global health organization. Based in Nairobi, she helps lead health programming and develops new partnerships to reduce preventable deaths from diseases like HIV and AIDS, malaria and malnutrition. Her husband, **GREG PRESTO (BSJ04, MSJ07)**, also based in Nairobi, works as a freelance reporter and videographer.



**BETH LIPOFF (BSJ06)** received several awards in the Heart of America journalism competition, sponsored by

the Society of Professional Journalists and the Kansas City Press Club. In the category of magazine story in a large-circulation daily publication, she placed first, second and third for her stories in the Kansas City Star. The articles covered kids creating assistive technology for other kids, housing for adults with developmental disabilities and technology curricula in elementary schools.

**STEVE SILVER (BSJ08)** has relocated to Portland, Maine, where he is a litigation associate at Pierce Atwood LLP and a sports law contributor to Vice Sports.



**VICTORIA FINE (BSJ07, MSJ09)** has taken her 10 years of experience growing media brands to launch her own company.

Her business, Finally, helps Fortune 500 companies, startups and media organizations tell better stories and reach bigger digital audiences. She manages her team remotely while cruising full-time on a 37-foot sailboat with her husband and their dog. She's currently based somewhere on the Atlantic Ocean, near Puerto Rico.



**NICK ALLEN (MSJ09)** and **ANGELA KWAN (MSJ09)** welcomed their son, Evanston, into the world on July 7. The family lives

in Portland, Ore., where Kwan works as the editor at the National Psoriasis Foundation and Allen works as the lead developer at Cart Logic.

**KATE GARDINER (MSJ09)** is the cofounder of AVG, a holistic communications agency based in New York and Los Angeles.



**RENITA D. YOUNG (MSJ09)** joined Reuters in its New York City bureau as a commodities correspondent covering

coffee, cocoa, sugar and precious metals. Young, who was recently voted president of the National Association of Black Journalists Chicago Chapter, had previously been an NABJ Fellow at Reuters, covering grains and multimedia commodities features.

## 2010s



**KEVIN SULLIVAN (BSJ11)** and **VI-AN NGUYEN (BSJ11)** were married in New York City in May. The pair met in a Medill reporting class their sophomore year. Sullivan is an editor at

Entertainment Weekly, and Nguyen is an art director at Penguin Random House.

**SARAH KUTA (BSJ12)** is now an associate editor for Scripps.

**KATIE TANG (BSJ12)** joined Amazon as a content strategy manager for the Digital and Device Customer Service division's multimedia, design and interactive team. Tang will use the social media marketing background she developed during her five years in the NFL to lead the division's multimedia and customer service experience across Amazon's social media network.

**LISA CARTER (MSJ13)** received the Edward R. Murrow Award for Excellence in Social Media in Region 6 for large-market television for her work on the digital team at KHOU-TV and KHOU.com in Houston. The award, which was given for Carter's use of news coverage across social media channels, with an emphasis on Facebook Live and the use of digital technologies to enhance storytelling efforts, was awarded by the Radio Television Digital News Association (RTDNA). This year marked the first time RTDNA offered excellence in social media as a competitive category.



Medill welcomed members of the MSJ Class of 1997 for a reunion in Chicago on July 8. Dean Brad Hamm conducted a tour of the new Medill space at 303 E. Wacker Drive in the Loop.

From right: Michael Rosenfield (front), Joan Ritchie Goodchild (front), Jennifer Garvin (back), Brandon Blazo (back), Carol Wang (front), Michelle Flomenhoft (front), Jill Braverman Blackman (back), Jessie Halladay (back), John Poirier (back), Laura Weisskopf Bleill and Dean Brad Hamm (far left).

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**RON THOMAS (MSJ73)** calls this a “special year,” but it really comes as a result of his special life. The accolades came tumbling in for Thomas this spring, prompted by his contributions to journalism and his commitment to teaching and mentoring the next generation of journalists.

First, the National Association of Black Journalists (NABJ) bestowed on Thomas its Legacy Award, which honors barrier-breaking and trailblazing in journalism. Days later, Morehouse College named him its first Professor of the Year.

Thomas said both awards mean so much to him because of the impact the two organizations have had on his life and career. NABJ, he said, has “been the one constant in my career.”

“Like any journalist in this era of uncertainty, I have had a newspaper fold under me, buy me out and lay me off,” he said. “But NABJ has been an invaluable counterbalance by providing me with a

support group of professional colleagues and friends, a source for skills development, and an opportunity to develop leadership skills.”

Thomas worked as a sports reporter and editor for more than three decades at papers that include the San Francisco Chronicle and USA Today. He also wrote a book, “They Cleared the Lane: The NBA’s Black Pioneers” (Bison 2004). In 2006, while attending the NABJ Convention, he discovered that Morehouse, which is among America’s oldest historically black colleges and universities, was looking for a journalism director.

At the time, Spike Lee, the famed filmmaker and a Morehouse alumnus, joined with Ralph Wiley, a sports journalist for ESPN.com and Sports Illustrated, to conceive the Morehouse Journalism and Sports Program, which they envisioned would inject more black professionals into print, broadcast and online media.

Thomas was hired to direct the program in 2007, and it has blossomed.

“The Morehouse award is so meaningful because being an educator is my second career,” Thomas said. “It justifies the faith Morehouse and Spike Lee showed in me when I was hired 10 years ago, even though I had never taught a class or managed an educational program before.”

Since Thomas helped launch the journalism program, which can be done as a minor or pursued as elective courses, according to Morehouse, the program has received \$2 million to develop its programming and academic offerings. Fifty of its students have gone on to work in media or sport, and 29 have earned master’s degrees in journalism and related fields.

The results, Thomas said, prove “once again, that when black people are given opportunity and encouragement, we are anyone’s equal.”

**BETSY TAYLOR (BSJ46)** died on May 29. Born in Colorado in 1924, she was the only child of Floyd Newell Smith and Gladys Baxter Smith and the legacy of two pioneer families. As an only child on the ranch, her animals were her first playmates. Her smiling face, with a bonnet and a “Buster Brown” haircut, adorned her father’s produce crates. Crossing the country on a train from Phoenix to attend college in Illinois, she became the first woman editor of the Northwestern University Syllabus and a member of Delta Gamma sorority. She married Ashton Bayard Taylor, a doctor, and his residency and fellowship at Mayo Clinic brought them to Rochester, Minn., where Taylor contributed to the local newspaper as a reporter. She also served as president of the Junior League of Phoenix and helped establish the volunteer bureau for Maricopa County, on whose board she stayed active for 15 years. In 1968 she was the first woman to serve on Phoenix Forward Executive Committee for Human Needs. She was most proud of being a founder of the Crisis Nursery, now Child Crisis Arizona. Since then, its campuses have sheltered more than 29,000 children. In 1988, Betsy was honored for her volunteerism as Phoenix Woman of the Year. She is survived by three daughters, Carolyn Bosworth, Nancy Gaintner and Susan Taylor, as well as six grandchildren and six great-grandchildren.

**BENJAMIN BERMAN (MSJ50)**, 89, died on May 6. He served as president of Chesterfield Jewelers for decades. A man of good taste, he loved arts and culture, intelligent inquiry, thoughtful analysis and excellent writing. He was an avid reader of fiction and newspapers. He is survived by his wife, Ellyn Schiff Berman; his children John, Jessica and Paul; and his grandchildren Emma, Aaron and Julien.

**THOMAS A. TINCHER (BSJ54)**, 84, of Lake Bluff, Ill., died on June 18. Tinchler’s advertising career with the Chicago Tribune spanned more than 40 years in the classified and marketing departments. As a volunteer for LFTV Channel 19, a public access channel in Lake Forest, Tinchler produced and hosted dozens of “Meet Your Business Neighbor” programs. He also served in the U.S. Army. Active in his community, he served as Lake Bluff Village Clerk, Lake Bluff Village Trustee, a Lake Bluff History Museum board member and a member of Rotary and American Legion Post 510. “There wasn’t another guy who was more of a Mr. Lake Bluff,” said Lake Bluff Village President Kathleen O’Hara in a story for the Daily North Shore. Tinchler is survived by Ethel, his wife of 63 years, and five children, Mike, Cliff, Tom, Holly and Sid plus four grandchildren, Lila, Hanna, Slaid and Shane.

**GALE MORGAN ADAMS (BSJ73, MSJ74)**, 70, of Evanston, died in March. Born in Alameda, Calif., she grew up in New Philadelphia, Ohio, where she graduated from high school in 1965 and then attended Northwestern University on a scholarship. She worked for many years for Northern Trust in Chicago and later became a successful freelance financial writer for many clients. She loved fine food, travel and conversation and was able to make friends wherever she went. Gale was happiest around children, volunteering time to take care of newborns and spending as much time as possible with her grandchildren. She is survived by sons Eric Adams and Hub Adams and grandchildren Jake, Clara, Peter, Henry and Lucy.

**CRAIG SANDOE VETTER (NonAlum)**, 74, of Chicago, died in April. Born Peter Simmons in June of 1942, Craig never knew his dad, Robert Simmons. His father was a naval officer on the destroyer,

USS Longshaw, which went aground off Okinawa in March 1945 and was sunk with heavy loss of life—including his dad. (He later wrote about it in a book, “All My Love, Samples Later: My Mother, My Father and Our Family That Almost Was. A Story of Life and War”.) Craig and his younger sister were adopted by Roger Vetter, who married his mom, Winifred Sandoe, in 1948. Craig made his mark as a writer first for the Bellarmine College Preparatory paper, the University of San Francisco’s Foghorn, Sunset magazine and eventually at Playboy magazine. At Playboy he often did “The Playboy Interview.” He wrote for publications like Outside and Esquire and taught non-fiction writing at Medill as an adjunct lecturer. He married Sharon Wann and had a daughter, Rebecca, and a son, Peter. He later married and settled down with Barbara Biederman, with whom he had a very loving relationship.

**JOHN CATSIS (BSJ57, MSJ59)**, 83, of Silver City, N.M., died in April. Born in Evanston, Ill., on July 9, 1933, to Greek immigrants, Aristides and Vera (Halkiopoulos) Catsis, he attended public schools in Evanston before earning two degrees from Medill. His education was interrupted in the mid 1950s, during the Korean War era, by a tour of duty in the U.S. Army, where he attained the rank of corporal. His professional career in broadcasting developed in Mason City, Iowa, Philadelphia and Houston. Using the on-air name “John Raymond,” Catsis worked as a reporter, film photographer, and radio and television news anchor. In 1977, he and his wife, Connie, were part owners of KIVA-TV, an NBC affiliate in Farmington, New Mexico, where he was president and general manager. His career changed course in 1990 when he became a faculty member at the Oklahoma State University School of Journalism and Broadcasting. Catsis worked there for 11 years, attaining tenure and serving

on the university's athletic council. He also wrote a seminal textbook on sports broadcasting. In 1996, he was a producer for NBC-TV at the Atlanta Olympic Games. During retirement, Catsis became active in freelance writing and authored several books. He also was the public address announcer for Western New Mexico University athletics for five years. Later, he became the self-proclaimed "Picture Postcard King," distributing his photographic images of Southwest New Mexico to various commercial outlets in the area. He is survived by wife, Connie; son, Alexander; and two grandchildren, Raiden and Ava.

**JERRY LIPSON (MSJ61)**, 81, of Springfield, Va., died in February. Born on Aug. 25, 1935, in Chicago, Lipson received a bachelor's degree in history from Roosevelt University in Chicago before graduating from Medill with his master's degree. In the 1960s, Lipson reported for the *Wilmington News Journal*, *The Washington Star* and the *Chicago Daily News*, where he covered the tumultuous 1968 Democratic National Convention and the legal case of James Earl Ray, who assassinated Martin Luther King Jr. In the 1970s, Lipson began a career on Capitol Hill, where he served as press secretary to Senator Charles H. Percy and Congressmen John B. Anderson and John J. Rhodes. Lipson returned to journalism in the 1980s, reporting for the *New York Post* and *Chicago Sun-Times*. He also served as spokesman for the U.S. Agency for International Development. He was a delegate to the 1980 Republican National Convention in Detroit and campaign manager for Constance Morella when she was elected to the U.S. House of Representatives. Survivors include his wife of 56 years, Lois; sons, Jonathan C. Lipson and Greg Lipson; and four grandchildren.

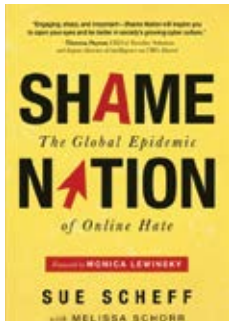
Source: *The Washington Post*

**STEVEN LEE CRUMP (MSJ78)**, 65, died in June. He was a longtime editor at the *Times-News* in Twin Falls, Idaho. Born on Nov. 27, 1951, in Pocatello, Idaho, to Harold John Crump and Sarah Louise Alexander Crump, Crump graduated from Stanford University with a bachelor's degree in communications before receiving his master's degree from Medill. He then worked for the *Tribune* in Great Falls, Mont., and the *Post Register* in Idaho Falls. In 1983, Crump joined the *Times-News* as sports editor; he later served as city editor, features editor and opinion editor at the paper. For more than two decades, Crump also wrote the "Don't Ask Me" humor column, and from 2008 until he retired, Crump penned the semi-weekly "You Don't Say" column about local history and culture. He is survived by his wife, Victoria Owens and his sons, Michael Crump and Eric Crump.

Note: All obituaries, unless otherwise noted, have been sourced through death notice information that has run in local media.

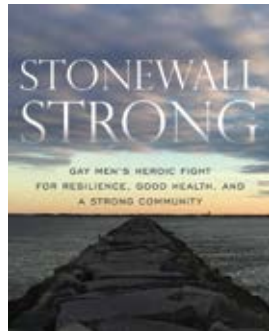
CLASS NOTES, OBITUARIES, AND KEEP READING  
EDITED BY ERIN CHAN DING (BSJ03)

ERIN CHAN DING IS A FREELANCE JOURNALIST  
BASED IN THE CHICAGO SUBURBS WHO WRITES  
FOR NEWSPAPERS, MAGAZINES, WEBSITES  
AND NONPROFIT ORGANIZATIONS AND  
ENJOYS DOUSING HERSELF AND HER KIDS IN  
NORTHWESTERN PURPLE.



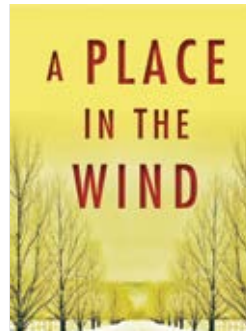
**SHAME NATION: THE GLOBAL EPIDEMIC OF ONLINE HATE**  
**MELISSA SCHORR (BSJ94)**  
**WITH SUE SCHEFF**

Sexting scandals and tirades of Tweets can make it seem we are all just one click away from digital disaster. In a time where case after case of online misbehavior has wrought damage on personal lives and professional reputations, Melissa Schorr (BSJ94), a journalist, and Sue Scheff, an online safety advocate, offer preventative strategies and a guide to what readers should do if they find themselves an online or social media target, particularly in our pervasive culture of online shaming. Monica Lewinsky writes a foreword to the book.



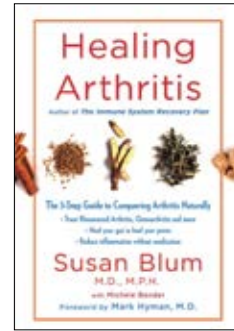
**STONEWALL STRONG: GAY MEN'S HEROIC FIGHT FOR RESILIENCE, GOOD HEALTH AND A STRONG COMMUNITY**  
**JOHN-MANUEL ANDRIOTE (MSJ86)**

What about gay men make them resilient, despite traumas they might have suffered? Through his own journals, John-Manuel Andriote (MSJ86) explored his own hope and optimism after a shocking medical diagnosis. Then he traversed the country, conducting more than 100 interviews that gave him a lens into the emotional composition and thought processes of gay men. In "Stonewall Strong," a reference to the seminal Stonewall riots of 1969, Andriote weaves data and academic research with real-life stories that demonstrate an extraordinary will among gay men to survive and thrive, in spite of life's obstacles and setbacks, some of which stem from boyhood.



**A PLACE IN THE WIND**  
**SUZANNE CHAZIN (BSJ82)**

A high school girl disappears after tutoring English at a center for immigrants, setting off accusations, bigotry and fear. In this novel, the fourth in her Jimmy Vega mystery series and her seventh novel overall, Suzanne Chazin (BSJ82) continues her nuanced examination of immigrant issues through fiction. Her first in the Jimmy Vega series, "Land of Careful Shadows," was chosen last year by the American Library Association as one of its top mysteries of the year.



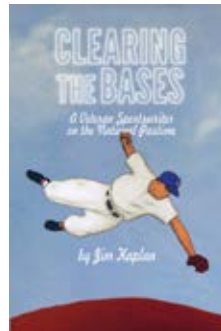
**HEALING ARTHRITIS**  
**MICHELE BENDER (MSJ92)**  
**AND DR. SUSAN BLUM**

For those frustrated and stymied by arthritis, Michele Bender (MSJ92) and Dr. Susan Blum have written a guide to self-healing. Backed by research, "Healing Arthritis," helps readers address the root cause of disease, reduce inflammation and heal joint pain. It provides a road map to recovery and long-term solutions for healing that include changes in diet, supplements and life balance. Bender and Blum aim to help the millions of people who deal with arthritis manage and perhaps even reverse their condition.



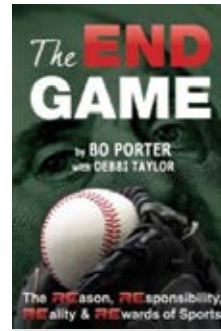
**FASCINATING FACTS ABOUT FAMOUS FICTION AUTHORS AND THE GREATEST NOVELS OF ALL TIME: THE BOOK LOVER'S GUIDE TO LITERARY TRIVIA**  
**DAVE ASTOR (MSJ78)**

Who predicted the emergence of debit cards in his novel, "Looking Backward," more than a century ago? The phrase, "keeping up with the Joneses," is connected to what famous novelist with the maiden last name "Jones"? Which two well-known Renaissance authors nearly died on the same day in April 1616? Which famous American poet bequeathed her money to Martin Luther King Jr.? The answers to all these questions and more can be found in "Fascinating Facts About Famous Fiction Authors and the Greatest Novels of All Time: The Book Lover's Guide to Literary Trivia" by Dave Astor (MSJ78), a blogger, an avid reader of novels and a lover of literary trivia.



**CLEARING THE BASES: A VETERAN SPORTSWRITER ON THE NATIONAL PASTIME**  
**JIM KAPLAN (MSJ67)**

After close to five decades of covering baseball, Jim Kaplan (MSJ67) has picked up more than a few insights on America's favorite pastime. As a result, Kaplan—who first covered baseball for Sports Illustrated and then as a freelance writer—has produced 14 books on the sport, as well as countless articles, essays and profiles. A compilation of those articles, essays and profiles, some published but most new writing, appears in Kaplan's latest book, "Clearing the Bases: A Veteran Sportswriter on the National Pastime."



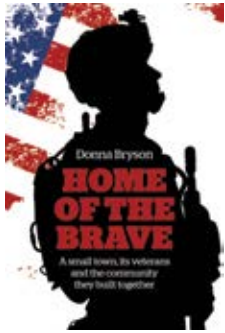
**THE END GAME: THE REASON, RESPONSIBILITY, REALITY & REWARDS OF SPORTS**  
**DEBBI WROBLESKI TAYLOR (MSJ89) AND BO PORTER**

What does real excellence in sports and life look like? Drawn from the experiences of Bo Porter, the former Chicago Cubs outfielder, "The End Game," by Debbi Wroblecki Taylor (MSJ89) and Porter, analyzes the answers to that question from four quadrants: the reason we play sports and why they exist; the responsibility of all parties involved; the reality of a career in sports; and the rewards one should strive to achieve when participating in sports.



**BRIDGES**  
**MARIA MURNANE (IMC93)**

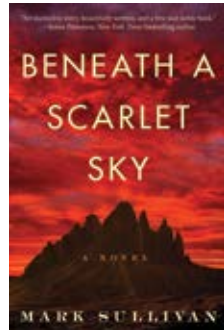
In "Bridges," the latest Daphne White novel by Marian Murnane (IMC93), Daphne never expected this news: Skylar, her globe-trotting friend who once vowed never to get married, is settling down. It's time to celebrate in Manhattan! Daphne has some tougher news of her own, but dealing with her disappointment proves difficult when she sees Skylar's spectacular apartment and apparently spectacular life. Could her life have been like Skylar's if she'd chosen a different path after Northwestern? What she doesn't know is Skylar and their friend, KC, have their own secret. As their trip unfolds, the truth emerges, along with the laughter and love at the root of the trio's friendship.



**HOME OF THE BRAVE: A SMALL TOWN, ITS VETERANS AND THE COMMUNITY THEY BUILT TOGETHER**

**DONNA BRYSON (BSJ86, MSJ86)**

How does a small town remain vital and vibrant in the 21st century? For Montrose, in western Colorado, citizens showed their relevance by taking on an altogether different issue: the difficult homecoming of veterans from Iraq, Afghanistan and other conflicts. In "Home of the Brave," Donna Bryson (BSJ86, MSJ89) focuses on the creativity and commitment of a small town that sees how the deployment of a few soldiers affects the whole community and is determined to serve the economic and mental needs of those coming home.



**BENEATH A SCARLET SKY**  
**MARK SULLIVAN (MSJ83)**

A riveting story of extraordinary courage and star-crossed love during the Nazi occupation of Italy, "The Forgotten Front," of World War II. Based on the true story of the unlikeliest of heroes, "Beneath a Scarlet Sky" follows 17-year-old Pino Lella as he helps lead Jews out of Italy along an underground railroad through the Alps and, later, when he is recruited to become a spy for the Italian Resistance. Working undercover, Lella gains access to some of the most powerful men in Germany but also witnesses the atrocities of the war firsthand. Sullivan (MSJ83) conducted hours of interviews with the real Pino Lella while researching this novel, and the two became dear friends in the process.



**DETROIT FREE  
PRESS COLUMNIST  
ROCHELLE RILEY  
IS THE 2017 IDA B.  
WELLS AWARD  
RECIPIENT**

**MEDILL AND THE NATIONAL ASSOCIATION OF BLACK** Journalists (NABJ) selected Rochelle Riley, columnist for the Detroit Free Press, as the 2017 recipient of the Ida B. Wells Award. The Ida B. Wells Award is named in honor of the distinguished journalist, fearless reporter and wife of one of America's earliest black publishers. Medill co-curates the Ida B. Wells award with NABJ.

The annual honor is given to an individual who has made outstanding efforts to make newsrooms and news coverage more accurately reflect the diversity of the communities they serve.

Riley was recognized for her strong efforts in advocating for press freedom. She has spent 20 years crusading for better lives for children, government accountability, and improved race relations. She also has spent 16 years promoting the need to increase adult literacy, helping to raise nearly \$2 million for literacy causes in Michigan. She is the author of "The Burden: African Americans and the Enduring Impact of Slavery" (Wayne State University Press, 2018). She has worked at The Washington Post, The Dallas Morning News and The Courier-Journal in Louisville, Ky.

Riley received the award at the Hall of Fame Luncheon on Friday, Aug. 11, at the 2017 NABJ Convention and Career Fair in New Orleans.

## MEDILL CELEBRATES THE 2017 CHERUBS



Eighty-two high school journalists from around the world enrolled this summer in the five-week Medill-Northwestern Journalism Institute, also known as the “Cherub Program.”

The “rising seniors” studied reporting, writing and editing for print, broadcast and digital media; news and feature photography; and audio and video journalism. Nine students came from abroad; the U.S. students represented 23 states.

Admission was based on academic excellence and a strong background in journalism. Nearly 45 percent of the students identified themselves as a minority on their applications, a record for the program in its 79th year. Nearly \$75,000 was awarded in scholarships and financial aid.

Program staff is pictured in the front. First row: Community assistants (and rising Medill sophomores) Alex Schwartz, Kristina Karisch and Sydney Stone. Second row: Instructors John Kupetz, Tania Karas, Karen Springen, Joe Grimm, Mary Lou Song, Desi Hanford, Carlin McCarthy, Alex Duner; Assistant Director Sarahmaria Gomez; Director Roger Boye. Photo credit: Jenna Braunstein