


# Northwestern | MEDILL

A close-up photograph of a woman with light brown hair, smiling and looking down at a small, dark crab resting on her open palm. She is wearing a purple jacket over a plaid shirt. The background shows a bright, sunny outdoor setting with a sandy beach and some vegetation under a clear blue sky.

**DEAN BRAD  
HAMM'S SIX  
YEARS OF SUCCESS**

**2018 HALL OF  
ACHIEVEMENT  
INDUCTEES**

**STACY STEPONATE  
AND MIKE  
GREENBERG  
SCHOLARSHIP**



Photo credit: Sally Ryan

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## Charles Whitaker Named Interim Dean of Medill

On May 9, Northwestern Provost Jonathan Holloway announced that Medill Associate Dean and Helen Gurley Brown Professor Charles Whitaker (BSJ80, MSJ81) has been appointed interim dean of Medill, effective July 1. Whitaker, who joined Medill in 1993, is also the Helen Gurley Brown Magazine Chair at Medill.

“Charles brings a thorough understanding of the school, an outstanding record as a teacher and mentor to students and a great deal of relevant administrative experience,” Holloway said. “We will soon begin a national search for a successor to Dean Brad Hamm, who will step down at the end of this academic year. I am confident that Medill will continue to thrive under Charles’ leadership as interim dean while we conduct the search.”



## Medill congratulates investigative reporter Seth Freed Wessler, winner of the 2018 John Bartlow Martin Award

Seth Freed Wessler’s piece, “The Coast Guard’s ‘Floating Guantánamos,’” was published in the November 2017 edition of *The New York Times Magazine* in partnership with The Investigative Fund.

The John Bartlow Martin Award “recognizes the writer(s) of a story or series that sheds light on the causes, consequences or remedies of a problem in American society.” Wessler received a \$4,000 cash prize.

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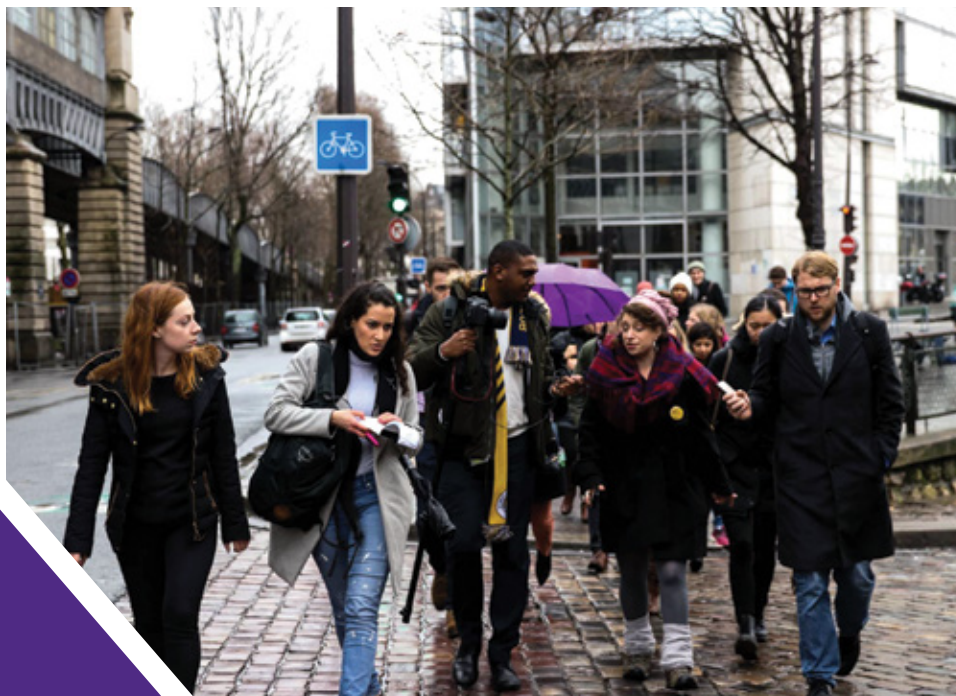
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37 KEEP READING ...**COVER PHOTO: Samantha Yadron (MSJ18) shows off a crab she found while examining tide pools at Bodega Bay Marine Lab in Bodega Bay, California as part of an MSJ Medill Explores program. Photo credit: **MOLLIE MCNEEL (MSJ18)**ABOVE: Medill students in Paris during MSJ Medill Explores program in February. Photo credit: **JOEY MENDOLIA (MSJ18)**

# Six Years of Success Dean Brad Hamm's Leadership 2012-2018

In 2012, when Dean Brad Hamm joined Medill, he developed a strategic plan to strengthen and expand the school with the aim "To be and to be recognized as the best school of our kind in the world." At the same time, he was given an unprecedented goal as part of Northwestern's We Will fundraising campaign—raise \$60 million by September 2019.

As of May 2018, thanks to the generosity of alumni, friends, corporations and foundations, the current fundraising total is \$65 million. But that's not all. As Dean Hamm concludes his time as dean this summer, he leaves the school primed for further success thanks to a long list of accomplishments.

“

**Alumni often talk about the incredible experiences they had at Medill. We know student experiences can be life-changing. We know the college years offer an ideal time for exploration.**

”

## FUNDRAISING

Gifts improve all aspects of the school, from high school programs (Cherubs and Medill Media Teens) through our graduate and research initiatives.

**50%** expansion in financial aid for students

Expansion of the **MEDILL IMC SPIEGEL RESEARCH CENTER**

Creation of the **DANIEL H. RENBERG CHAIR** to specialize in LGBTQ coverage

Funding for students in **MEDILL EXPERIENCES** such as Journalism Residency, course-based domestic and international travel, internships and professional conferences

New donor-funded **LOCAL NEWS INITIATIVE** to study how digital audiences engage with local news

## TRANSFORMATIVE EXPERIENCES

**450** Medill students traveled domestically and abroad in 2018, up approximately 800 percent from 2012

**100%** participate in Medill Explores reporting trips for graduate journalism

**80** undergraduate sophomores participate in BSJ Global reporting trips annually

**70%** participation in full-time IMC graduate Immersive Programs

Destinations included: **SOUTH KOREA, JAPAN, CHINA, HONG KONG, SOUTH AFRICA, ISRAEL, BELGIUM, ENGLAND, FRANCE, PANAMA, PUERTO RICO, CUBA, CHILE, FLORIDA, CALIFORNIA AND ARIZONA**

**4** new **IMC IMMERSIVE PROGRAMS** launched in San Francisco, London, Chile and Paris

**8** new grant-sponsored **ENVIRONMENTAL JOURNALISM REPORTING** embeds

“

**Our need-blind model is that we will accept students into all programs without regard to family ability to pay and then support their participation through aid.**

”

## FACILITIES

### NEW STATE-OF-THE-ART FACILITIES IN SAN FRANCISCO AND CHICAGO

13,000 square-foot innovation space at 44 Montgomery; 17,000 square-foot facility at 303 E. Wacker

## NEW FACULTY

**J.A. ADANDE**, director of sports journalism and associate professor; **PATTY LOEW**, Medill professor and director of NU's Center for Native American and Indigenous Research; **CHRIS BENSON**, former journalist and VP for Johnson Publishing Company; **DOREEN WEISENHAUS**, global media law expert and former city editor of the New York Times; **JIM LECINSKI**, vice president of U.S. sales and service for Google; **MIKE WILBON** and **CHRISTINE BRENNAN**, professors of practice

## ADMINISTRATION

New Senior Associate Dean and Professor **TIM FRANKLIN**, former president of the Poynter Institute and editor of the Baltimore Sun and Orlando Sentinel

**LAWRENCE PATRICK**, director of Medill programs in San Francisco and former journalist and Silicon-Valley-based entrepreneur

**JOIE CHEN**, director of Medill programs in Washington and former award-winning reporter and anchor for CBS News, CNN and Al Jazeera America

Dean Brad Hamm with students in Tokyo



FROM LEFT: Trustee Paula Pretlow (Weinberg77, Kellogg78), Medill Dean Brad Hamm, McCormick Dean Julio Ottino and Trustee David Sachs (McCormick81) at the Northwestern San Francisco ribbon cutting on Sept. 29, 2016.

## ADMISSIONS

**24%** increase in undergraduate applications for Medill for fall 2018

### 3 NEW GRADUATE SPECIALIZATIONS

Sports Media, Media Innovation and Entrepreneurship, and Technology and Business

## FINANCIAL AID/SCHOLARSHIP

**100%** of students are offered funded opportunity to travel

**3x** more aid for Journalism Residency

Housing supplement for students studying in **SAN FRANCISCO** to offset high living costs



“  
**Few schools have the range of experiences available in Medill. As we move forward, it is essential that these opportunities be open for all students.**  
”

## Six Medill student documentary films premiered at the American Documentary Film Festival

Six documentaries produced by Medill graduate and undergraduate journalism students were screened at the American Documentary Film Festival in Palm Springs, Calif. in April. The student documentaries were screened alongside longtime filmmakers' work at the Academy Award-qualifying festival. All documentaries were created in Medill Associate Professor Brent Huffman's documentary production classes.

The Medill student pieces included:

- "Segunda Vida" by **TAYLOR GOEBEL (MSJ17)** and **SIYAN HUANG (MSJ17)**, about a Puerto Rican woman in Chicago who uses the experience of her past heroin addiction to help people on the street
- "Being Winters" by **CLOEE COOPER (MSJ17)** and **PAT NABONG (MSJ17)** about Crow Native American Winters Plainbull as he grapples with a learning disability, gender identity, race and class issues at school
- "Life is Too Short to be Ordinary" by **JENNY SHI (MSJ17)** about the kidnapping of a Chinese visiting scholar



⤴ ABOVE: Medill students attended the American Documentary Film Festival in Palm Springs, Calif. Photo credit: **JOEY MENDOLIA (MSJ18)**

"The Inexplicable Peter Smith" by **BRENDAN HICKEY (MSJ16)** and **ANNA BOISSEAU (MSJ16)** about a transgender actor playing Bruce/Caitlyn Jenner in a musical parody of the Kardashians

- "From Damascus to Chicago" by **ALEX LEDERMAN (BSJ18)** and **COLLEEN CASSINGHAM (WCAS16)** about a Syrian family adjusting to life in Chicago
- "The Chinese Gun" by **YUNFEI ZHAO (MSJ16)** and **XIAO LYU (MSJ16)** about Chinese gun ownership in Chicago

## Medill Announces New Technology and Business Specialization for Graduate Journalism

Medill will offer a new graduate journalism specialization in Technology and Business starting this fall. Students accepted to the year-long specialization will spend two quarters at Medill's campus in downtown Chicago and two quarters in San Francisco at Northwestern's campus in the city's financial district. Included in the curriculum is a quarter-long technology and business-related practicum or thesis project to be completed in San Francisco. Students will have opportunities to cover stories and learn more about how technology is affecting business in a variety of settings, which could include travel domestically and abroad.

## Four Medill Alumni Chosen as 2017-18 Fulbright Scholars

Four Medill graduates were selected as winners of the 2017-18 Fulbright U.S. Student Program.

The alumni and the countries where they are studying include:

- **DANIELLE ELLIOTT (BSJ17)**, Spain
- **KATIE-MEELEL NODJIMBADEM (BSJ15)**, Ivory Coast
- **GABRIEL NEELY-STREIT (BSJ16)**, Mexico
- **KALINA SILVERMAN (BJS16)**, Singapore

The four alumni are part of a group of 24 Northwestern students and alumni selected in the Fulbright U.S. Student Program this year—one of the most widely recognized and respected international exchange programs in the world.

The flagship international educational exchange program of the U.S. government, the Fulbright U.S. Student Program provides grants to teach, conduct research, study or participate in specialized internships.

For more information on the Medill Fulbrighters and a list of all the 2018 recipients, visit <https://tinyurl.com/yafyrwnb>



## New Award Honoring Medill Faculty Member Cecilia Vaisman (1961-2015)

Medill has established the Cecilia Vaisman Award for Multimedia Reporters in partnership with the National Association of Hispanic Journalists.

The award is named in memory of Vaisman, a Medill associate professor who was a leader in audio journalism and a member of NAHJ. The award will recognize Latinx and Hispanic audio and video journalists who bring light to the issues that affect the Latinx and Hispanic communities in the U.S. and around the world.

Vaisman, who died in 2015, earned two Robert F. Kennedy Journalism Awards for reporting on the disadvantaged, among other honors. Her work was featured on WBEZ’s “This American Life,” and National Public Radio’s “All Things Considered” and “Latino USA,” and other media outlets.

« TOP LEFT: From left to right: Andres Marx, Gary Marx, Ana Marx and Cecilia Vaisman

« LEFT: Cecilia Vaisman

## MEDILL LAUNCHES LOCAL NEWS INITIATIVE

IN APRIL, MEDILL ANNOUNCED AN INNOVATIVE, TWO-YEAR research and development project aimed at providing greater understanding of how digital audiences engage with local news and finding new approaches to bolster local news business models.

The Northwestern Local News Initiative, led by Medill, is intended to spur experimentation of new approaches to local news—through deeper audience insights that could give rise to more reader engagement, improved trust and, ultimately, more sustainable business models.

The Local News Initiative is being supported by a \$300,000 grant from Lilly Endowment Inc., and significant contributions from private donors concerned about the future of local news.

Three local news organizations—the Chicago Tribune, San Francisco Chronicle and The Indianapolis Star—have partnered with Northwestern to become “Learning Labs” for the Local News Initiative.

Medill will chronicle ideas, successes and setbacks from the Learning Labs on a new web channel, so that leaders of all news media organizations, journalists, technologists, scholars and students from around the nation can learn from the project’s findings and experimentation.

Medill’s Spiegel Research Center (SRC), a leader in consumer and audience-based research that drives financial outcomes, will analyze anonymous data about readers and their engagement with news content and media services at the three Learning Labs.

The Northwestern Knight Lab, a leader in developing digital storytelling tools and platforms, will conduct additional human-centered design research through interviewing residents in the local markets about their news needs and expectations. The Knight Lab faculty and students also will research news consumption data of all local news outlets in the Chicago, San Francisco and Indianapolis markets.

To learn more about the Northwestern Local News Initiative or how to get involved, contact Medill Senior Associate Dean Tim Franklin at [Timothy.Franklin@northwestern.edu](mailto:Timothy.Franklin@northwestern.edu)



# PROFESSOR DON SCHULTZ CELEBRATES 40 YEARS AT MEDILL

BY KAITLYN  
THOMPSON  
(BSJ11, IMC17)

KAITLYN THOMPSON (BSJ11, IMC17) IS A MARKETING STRATEGIST, PASSIONATE STORYTELLER, GLOBAL CITIZEN, PROUD DAUGHTER AND CHILI COOK-OFF CHAMPION ALWAYS ASKING "WHY."

In 2017, Medill celebrated Don Schultz, IMC Professor Emeritus-In-Service, for his 40 years of teaching and service. Over those 40 years, he has seen Medill's IMC program evolve like no one else. From its early beginning with a five-subject curriculum—media, creative, strategy, research and advertising—to a growing community of more than 400 students and 40 courses today, the transformation is quite extraordinary.

Much of that change was driven by Schultz

advertising, in 1977, Schultz joined the faculty of Medill's Advertising Program. The program at the time was built around creative advertising, with most graduates going into account management.

In the middle of the 1980s, Schultz became the department chair, and as he did, the world changed. Agencies started consolidating and the media budget was being transferred from traditional media to public relations and direct marketing. Integration was the name of the game, and Schultz' leadership helped Medill become the

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**As I look back on my career,  
I've done everything I wanted to do.  
Not many people can say that.**

Don Schultz

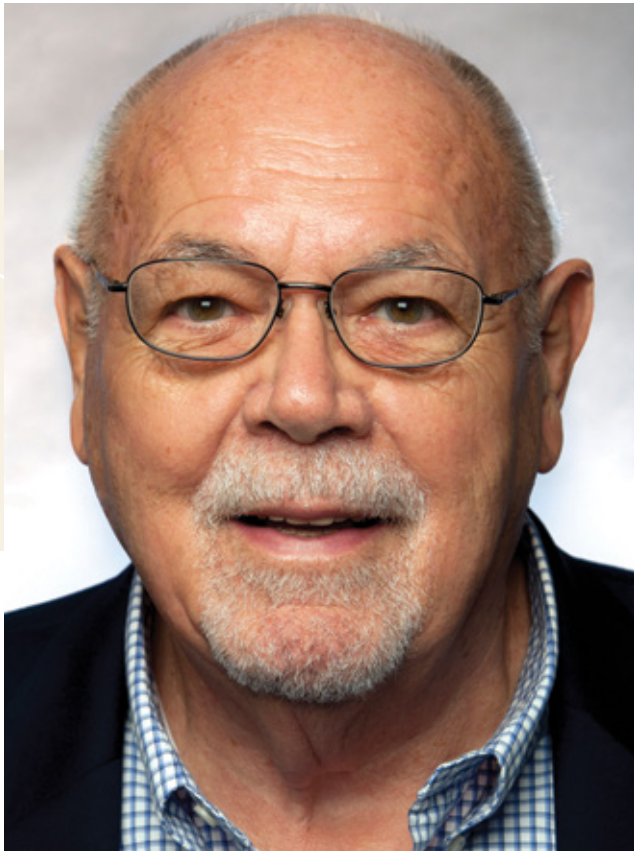
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himself. Before he became a pioneer of IMC, Schultz earned a bachelor's degree in business administration from the University of Oklahoma and both a masters in advertising and Ph.D. in mass media from Michigan State. After working in

primary player teaching it to students. When 1994 hit and everything became digital, Medill once again pivoted the curriculum, centering everything around the consumer.

Schultz says the shift from marketer-led





LEFT: Don Schultz

to consumer-led completely revolutionized the industry.

“Marketing historically has been about command and control,” Schultz said. “We have a marketplace today where it’s not about selling what you make, it’s about making things the consumer wants. No longer is the marketer the smartest person in the room. What the consumer thinks is important is all that matters.”

Schultz’s interest in marketing and communications was born from his natural curiosity, always asking “why.” Much of that curiosity took him overseas to places like London, Taiwan, China and Japan. To Schultz, staying at Medill for 40 years meant a career of freedom, opportunity and global exploration.

It also meant a long list of academic accomplishments. Schultz is an author or co-author of more than 28 books and has written more than 150 published journal articles. He continues to this day to lecture, consult and speak at academic conferences and events across the world.

“Medill allowed me to do the things I was really interested in with no restrictions,” Schultz said. “As I look back on my career, I’ve done everything

I wanted to do. Not many people can say that.”

Professor and IMC Associate Dean Frank Mulhern says Schultz is incredibly good at seeing everything from the consumer’s point of view, and was a driving force behind IMC’s consumer-first approach. As for his reputation in the classroom, Mulhern says Schultz has always ensured students get comfortable with change and understand how to work within an organization to move it forward.

“If you talk to some of the alumni, particularly the really successful ones, they attribute a lot to Don,” Mulhern said. “They say he taught them to think critically and strategically, confidently and in a way that inspires. As we constantly navigate change, a way of thinking that IMC provides will always be necessary.”

Schultz says no one has a clear idea of where IMC is going in the future. The students of today will need to invent the approaches and platforms to apply IMC principles to the changing world. Schultz says there is no more exciting time to be in IMC than the present.

“We’re going through a social revolution, a political revolution, a communications revolution, and clearly a technology revolution,” Schultz said. “People have different issues and concerns, and how brands satisfy consumers is more important than ever. I hope with the students and program [we have here] that we will make the next 40 years even better for IMC.” ♦

# MEDILL HALL OF ACHIEVEMENT CLASS OF 2018

THE HALL OF ACHIEVEMENT WAS ESTABLISHED IN 1997 TO HONOR MEDILL ALUMNI WHOSE DISTINCTIVE CAREERS HAVE HAD POSITIVE IMPACTS ON THEIR FIELDS.

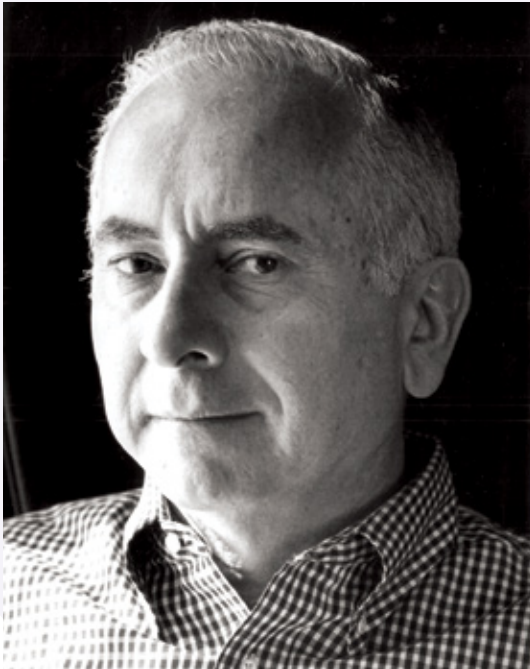


**BSJ 81**

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## KEVIN BLACKISTONE

Blackistone is a well-known contributor to ESPN's "Around the Horn" and a Professor of Practice at the Philip Merrill College of Journalism at the University of Maryland.



MSJ59

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## MERVIN BLOCK

Block wrote for several legendary broadcasters at major television networks and authored books on broadcast writing that remain part of journalism schools today.



BSJ93

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## PATRICIA CALLAHAN

Callahan has shared two Pulitzer Prizes for investigative reporting. Now as an investigative journalist at the Chicago Tribune, Callahan earned a second Pulitzer as part of a team that exposed deadly children's products and prompted Congress to overhaul the Consumer Product Safety Commission and mandate testing before items are sold.



IMC04

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## JOSE R. COSTA

Costa is the CEO of optical retailer For Eyes, part of the global company GrandVision, which has 117 locations throughout the U.S.



BSJ92

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## KAREN FERGUSON FUSON

Ferguson Fuson was west group president of USA Today Network for Gannett, the nation's largest newspaper chain. She was one of the most influential female publishers in Gannett and led 60 papers across the country—from Ohio to Guam.

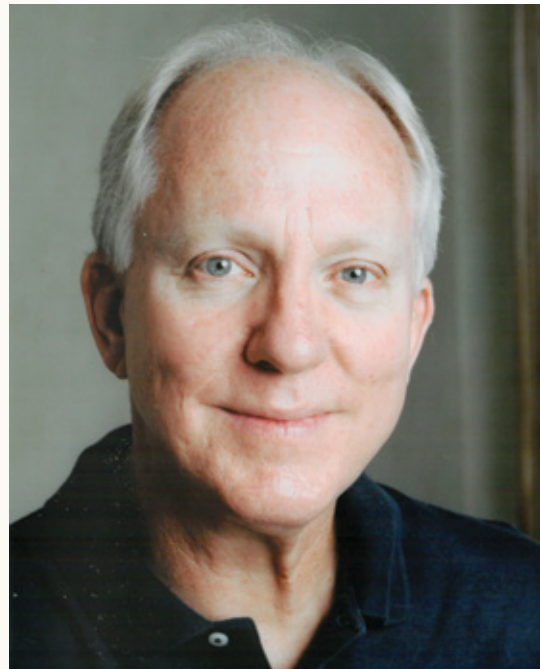


MSJ97

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## GILLIAN FLYNN

Gillian Flynn is a best-selling author whose book “Gone Girl” spent more than 130 weeks on The New York Times Best Sellers list, including 37 weeks in the No. 1 spot.



MSJ68

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## JOHN SCHULIAN

Schulian is an award-winning reporter and sports columnist. He was a screenwriter of some of TV’s most iconic series and created the character and series “Xena: Warrior Princess.”

## STACY STEPONATE AND MIKE GREENBERG SCHOLARSHIP: **Planting Seeds of Opportunity**

NEW SCHOLARSHIP HELPS STUDENTS IN NEED  
ACCESS THE BEST JOURNALISM TRAINING.

BY KAITLYN THOMPSON  
(BSJ11, IMC17)

KAITLYN THOMPSON (BSJ11, IMC17) IS A  
MARKETING STRATEGIST, PASSIONATE  
STORYTELLER, GLOBAL CITIZEN, PROUD  
DAUGHTER AND CHILI COOK-OFF  
CHAMPION ALWAYS ASKING “WHY.”

**M**edill alumni Mike Greenberg (BSJ89) and Stacy Steponate Greenberg (IMC95) are giving back to the alma mater that gave them so much.

The Stacy Steponate and Mike Greenberg Scholarship was created in 2017 to support undergraduate students with need. While the duo has consistently donated their time and energy to Medill over the years, the Greenbergs say the idea for a scholarship was a natural way to grow their commitment to the university.

“This feels like a time in our world

where it has never been more important to have well-trained journalists,” Greenberg said. “What better way to give back to the university than to individuals who may not otherwise have the opportunity to have a strong journalism education.”

Steponate Greenberg says she owes her career to Medill, and is grateful to extend the community to more students.

“Medill gave me such a strong foundation in writing and communications,” Steponate Greenberg said. “If you know how to write, you can get your point across in a clear way, and people can





understand you. My Medill professors helped me solidify that skill plus a purpose and a focus, which I am so grateful for.”

From the start, both credit Medill for launching their careers—Greenberg, an undergraduate degree in journalism; Steponate Greenberg, a master’s degree in Integrated Marketing Communications. A mutual connection to Northwestern introduced them, and both say their individual time at Medill connected them in many ways, including sharing learnings from the same professor, David Nelson.

Since then, the Greenbergs have enjoyed successful careers in journalism and marketing communications. Steponate Greenberg is a columnist, author and former marketing executive. Greenberg has been at ESPN for more than 20 years, hosting “Mike & Mike” for 18, and is an author of four books. He also received the school’s top honor, the Medill Hall of Achievement Award, in 2016.

Greenberg says an early college experience on the Medill Undergraduate Student Advisory Council (MUSAC) solidified the importance

of giving back for him. As a sophomore, it was his job to procure an interesting speaker for an event. When he reached out to alumni asking if they would come back to campus to speak, no one responded.

“I never forgot that moment,” Greenberg said. “I would have loved it then if someone from ESPN came and talked to us students about how they got to be where they were today.”

Now when he visits Medill to speak, Greenberg puts his personal contact information on the whiteboard so any student who wants to can reach out. He always encourages alums who have a connection to Medill to find a way to make a difference, and today, he’s not the only one giving back.

“I am proud to say that so many members of the media are actively involved at Medill—from Mike Wilbon (BSJ80), to Christine Brennan (BSJ80, MSJ81), to J.A. Adande (BSJ92), just to name a few,” Greenberg said. “It’s an indication of how special a place Medill is to all of us.”

The Stacy Steponate and Mike Greenberg Scholarship awarded its first recipient in fall

**ABOVE:** Greenberg greets students during the 2013 homecoming weekend where he served as Homecoming Grand Marshal.

**OPPOSITE:** Mike and Stacy in New York City.

2017, Medill junior Melody Park. Park is seeking a double-major in journalism and economics with a Segal Design Certificate. She studied at Northwestern's San Francisco campus in winter 2017 as a part of Medill's Media Tech Innovation Immersion. Beyond her academic pursuits, Park is a member of the Northwestern University Community for Human Rights (NUCHR), Design for America, and the Gamma Phi Beta sorority.

Park says she has never doubted her place at Medill, a school she says has encouraged her to grow. She takes pride in being a Medill student and carries even more pride with her as a Steponate Greenberg Scholarship recipient, she says.

"Medill has added so much to my life both academically and personally," Park said. "I am so grateful to receive the Steponate Greenberg Scholarship, as it has reaffirmed to me that this school will support me well beyond my college years."

The Greenbergs intend for the scholarship to continue for many years to come. For them, this is just the beginning.

"Creating a scholarship felt like planting a seed," Greenberg said. "A seed doesn't just grow into a tree one time. A seed grows into a tree, more seeds fall off, more grow. The impact of one planted seed then can be spread five-fold. I hope years from now, we'll be talking about dozens and dozens of people who had the opportunity to go to the best journalism school in the world." ♦

“  
**I hope years from now, we'll be talking about dozens and dozens of people who had the opportunity to go to the best journalism school in the world.**  
”

Mike Greenberg



RIGHT: Mike and Stacy at Northwestern.





“ Attending Medill means learning, learning and learning some more. You’re held to a standard of excellence that will challenge, inspire and help you grow as a person and a journalist. It is truly an invaluable experience. Go Cats...Go Eagles.

”

**TODD JOHNSON (BSJ08, MSJ09)**

IS AN EAGLES FAN AND THE EDITORIAL MANAGER FOR NBCBLK. NBCBLK, LAUNCHED IN 2015, FOCUSES ON COVERAGE OF THE BLACK COMMUNITY. JOHNSON WAS PREVIOUSLY MANAGING EDITOR AT THEGRIO.COM.

# FREEDOM IN JOURNALISM

THE TEXAS TRIBUNE IS CHANGING THE JOURNALISM LANDSCAPE FOR THE BETTER.

BY NATALIE GOULD TOMKO (MSJ12)

NATALIE GOULD TOMKO (MSJ12) LIVES IN AUSTIN, TEXAS, WITH HER HUSBAND, MICHAEL TOMKO (MSJ12). THEY SPEND THEIR TIME GARDENING, DRINKING WINE, AND OF COURSE, READING THE TEXAS TRIBUNE.

In the mid 2000s, Evan Smith (MSJ88) had been the editor at Texas Monthly magazine for nearly 18 years. So he started thinking about what was next. In 2009, the magazine won a National Magazine Award for General Excellence, beating out The Atlantic, Backpacker, New York, and W. Upon receiving this prestigious award—akin to newspapers’ Pulitzer Prize—at the Lincoln Center, Smith mouthed the words “I quit” to himself. “I had this moment where I thought, ‘This is a sign. There’s not going to be a better time to jump off than now,’” he said. So he jumped.

Before he left Texas Monthly, Smith was already in conversations with a journalism friend about the idea of a new model for journalism. “For profit wasn’t working as well as it should be,” Smith recalls. They decided this new model should focus on a few key areas where there was a lack of

reporting: public policy, politics and government.

Together they put the idea together for The Texas Tribune and began their fundraising efforts, convinced people would be skeptical of this new idea for a nonprofit news organization. “It was the easiest fundraiser I’ve ever seen,” Smith said. They hoped to raise \$3.5 million by the end of 2009, but they raised almost \$4 million that first year. Texans wanted this, and they wanted it now.

Chicago has WBEZ, New York has WNYC, Dallas has KERA, and even Austin has an NPR affiliate, but the idea of a nonprofit media organization operating like a daily for-profit was new to a town—and a state—with some of the best reporting outlets west of the Mississippi. These were reporting outlets like The Dallas Morning News, where Texas AP Managing Editors had just named Emily Ramshaw (BSJ03) Star Reporter of the Year.

“

**I didn’t want to be beholden to the same business model that my folks had been beholden to. I wanted the freedom and flexibility to try something totally new.**

Emily Ramshaw

”

RIGHT: Texas Tribune Co-Founder and CEO Evan Smith and Editor-in-Chief Emily Ramshaw.

Ramshaw was on, what Smith describes as, “the fantasy baseball league of reporters.” He wanted her for The Tribune, among other star reporters. “Emily was a huge catch for us. Everyone on the list who we wanted, we got,” Smith said.

Ramshaw was no stranger to journalism when she took the job at The Tribune. Both her parents were journalists and she’s a fourth generation Northwestern alumnus. “I didn’t want to be beholden to the same business model that my folks had been beholden to. I wanted the freedom and flexibility to try something totally new,” she said on the allure of the Tribune opportunity. “When they came to me and told me about [The Tribune], they said ‘Do you want to take this leap? It’s a risk.’ I said, ‘Staying in the mainstream media model is a risk.’ To me this felt like freedom,” Ramshaw said.

The Texas Tribune newsroom is largely composed of young reporters. And that’s not unintentional or to get cheap labor. “They show up on the very first day banging it. They’ve grown up in a world of connectedness,” Smith said of his millennial reporters. “They’re the guts and the heart and the soul of this place. Emily is leading a newsroom of next generation journalists,” he said. “It’s a technology business as much as a media business.”

Many of these young journalists come from Medill. In fact, it’s a very purple newsroom. “The young people who come to our organization through fellowships or through their journalism residency or through the Medill News Service, without fail, are stars. I can’t think of a single one who hasn’t been a star,” Ramshaw said of the many Medill students who have started their careers at The Tribune.

“We’ve had no flame-outs,” Smith said. “The Northwestern students are terrifically prepared, enthusiastic about the work, grateful for the opportunity, and fearless.”

In a time where newsrooms and journalism schools place importance on teaching students to be great at a variety of skills, Medill continues to emphasize strong writing and reporting skills. “The Northwestern students that come to us have the fundamentals down so strongly that they’re able to jump into the deep end immediately and be major contributors to our staff,” Ramshaw said. This, she says, is what sets Medill students apart from fellows and interns who come to The Tribune from other institutions.

In February, the Tribune’s managing editor, Corrie MacLaggan, was named an Online News Association Journalism Mentorship Collaborative fellow. “We are working really aggressively to make professional development and career development a big priority for us at the Tribune,” Ramshaw said. “And in the process, making diversity an even bigger priority. Mentorship is a great avenue to really empower us in both those arenas.”

Since 2011, the news outlet has hosted The Texas Tribune Festival, an event uniting Texas communities with the most important decision makers in the state. In 2017, the festival had 250 speakers, almost 5,000 attendees, and generated \$1.5 million in gross revenue.



“It’s not about the revenue, but it’s not *not* about the revenue,” Smith said. “It’s about the mission...people in Texas communities are desperate for these conversations. They want to be part of something larger than themselves.”

Smith said that today the default setting is that the world doesn’t trust the media. “We come into work every day with a mountain to scale. We can’t make unforced errors, giving people more of a reason to mistrust us,” he said. “We’re enormously careful about being right, waiting to hit publish until we’re positive we’re right.” With their free distribution model, The Texas Tribune often powers stories around the state and the nation with their coverage, placing on them an incredible responsibility to be accurate in their reporting. “People don’t remember who was first, but they do remember who is right,” Smith said. “We don’t want to leap before we look.” ♦

# Medill Global Experiences 2018

Continuing the dean's commitment to providing global experiences for students, approximately 300 graduate and undergraduate Medill students traveled abroad and domestically in February and March. These unique opportunities are available to all students regardless of financial need, thanks to generous funding by Medill donors. 2018 Destinations: Pyeongchang (Olympics), Japan, South Africa, Belgium, Panama, Puerto Rico, Cuba, Israel, Chile, England, Hong Kong, Shanghai, France, Florida, California and Arizona.

## SPRING BREAK 2018

Medill undergraduates have the option of taking one of five specialized courses that culminates with a spring break trip abroad. Here's a look at some of the 2018 BSJ spring break trips.





PANAMA 

ABOVE: Ranchos line the town square at Kalu Yala, a sustainable community built to marry profit and environmental responsibility. Photo credit: **ALEX SCHWARTZ (BSJ20)**

LEFT: Medill sophomore **CHRISTINE RUHE** speaks with indigenous lawyer and University of Panama professor Aresio Valiente López about sustainability's role in indigenous life. Photo credit: **COLIN BOYLE (BSJ20)**

LEFT: Students pose on "the hike" to Kalu Yala, a sustainable village in a Panamanian river valley. Photo credit: **BELINDA CLARKE (MSJ94)**



SHANGHAI >>

ABOVE: The Shanghai group on the Bund. Photo credit: Matthew Byrne



ABOVE: **KEVIN WILEMSKI (BSJ20)** and **FOSTER STUBBS (BSJ20)** with the students of the Jinding Migrant school in Shanghai. Photo credit: Stacy Simpson

LEFT: Clockwise from back: Sophomores **JACOB HOLLAND**, **EMMA GALASSO**, **FOSTER STUBBS**, **ANDREW CAO**, **STENDER VONOEHSN** and **LATESHA HARRIS** enjoy a river cruise in the water town of Zhujiajiao, outside of Shanghai. Photo credit: Stacy Simpson

RIGHT: **KAHLIL ELLIS (BSJ20)** reaches out from a tram in Hong Kong's bustling city center for a high five from passing tram riders. None obliged. Photo credit: **LEDA DICKINSON (BSJ20)**



BELOW: **JULIETTE FARAUT (BSJ20)** experiences artist Ng Lung Wai's self-portrait through VR goggles. All stops were pulled for Hong Kong's famous Art Week. Photo credit: **LEDA DICKINSON (BSJ20)**



 **HONG KONG**



ABOVE: Sophomores **BROCK COLYAR, RYAN WANGMAN** and **ALLY MAUCH** pose in front of the Hong Kong cityscape. The city has it all: beaches, city and mountains. Photo credit: **LEDA DICKINSON (BSJ20)**

ISRAEL >>

RIGHT: Nazareth locals wave to Medill sophomore **NATALIE SHILATI**. Photo credit: **HANNAH BROWN (BSJ20)**

BELOW: Medill sophomores **HENRY ETTINGER, KRISTINE LIAO** and **DYLAN GRESIK** walk the streets of Jaffa, the oldest part of Tel Aviv. Photo credit: **HANNAH BROWN (BSJ20)**







## MEDILL EXPLORES

Medill graduate students spent a week in February on reporting trips that focused on their specializations. Students reported on social justice, sports, the environment, business and more.

TOP: **REBECCA FANNING (MSJ18)** and **MORGAN LEVEY (MSJ18)** examine tide pools at the Bodega Bay Marine Lab. Photo credit: **MOLLIE MCNEEL (MSJ18)**

RIGHT: Members of the Medill Health, Environment and Science specialization visiting the Golden Gate Bridge in San Francisco. Photo Credit: Meredith Mann



BODEGA BAY 



LEFT: Medill students interview a member of Paris Refugee Ground Support while reporting on Europe's refugee crisis. Photo credit: **JOEY MENDOLIA (MSJ18)**

EUROPE 



RIGHT: **MATT SUSSIS (MSJ18)** interviewed near the Eiffel Tower by a French reporter while **GERALD HARRIS (MSJ18)** practices his photography. Photo credit: **JOEY MENDOLIA (MSJ18)**



◀ **THE AMERICAN SOUTHWEST**

BELOW: **DENA KHALAFALLAH (MSJ18)** practices sifting corn in a Hopi basket. Photo credit: Jenna Braunstein



TOP: A group learns from a Hopi guide about the Grand Canyon. Left to right: **ROWAN LYNAM (MSJ18)**, **PETER RUBENSTEIN (MSJ18)**, **CADE SHULTICE (MSJ18)**, **JESSICA NIEBERG (MSJ18)**, **LARRY FLYNN (MSJ18)**. Photo credit: Jenna Braunstein

ABOVE: **BASMA AMER (MSJ18)** films in the Desert View Watchtower at the Grand Canyon. Photo credit: Jenna Braunstein



◀ TOKYO

LEFT: Graduate students took a selfie after visiting Bank of Japan in Tokyo. Photo credit: XINYI (ETHEL) JIANG (MSJ18)

ORLANDO ▶▶



ABOVE: Medill Explores Orlando students pose for a picture in the press room of the Orlando Magic after interviewing Magic former head coach Frank Vogel. Photo credit: Brian Snyder

LEFT: After a tour of the Orlando Sentinel newsroom, Medill Explores Orlando students check out the digital studio of the newspaper and learn what the paper is doing to reach viewers with their digital content and video. Photo credit: Brian Snyder



## IMC'S ENTERPRISE INNOVATION CLASS IN CHILE

The inaugural International Enterprise IMC Innovation class launched over spring break for 22 IMC grad students, during a five-day immersion course in Santiago, Chile.

The class was led by Professors Tom Collinger from Medill and German Echeopar from Universidad Diego Portales (UDP) with whom Medill has designed a partnership agreement. The students from all three IMC grad programs—Full-Time, Part-Time and Online—were joined in class by MBA students from UDP. The class included presentations from Edgardo Fries, Google/Chile's general manager, and the leadership team of Greenhouse, Deloitte Consulting's Innovation Lab. Other activities included a briefing at Emiliana Organic Vineyards, the largest organic winery in the world, along with a showcase of student teams that presented innovation strategies to a member of Emiliana's board of directors.

### CHILE



**TOP:** Students from the Part-Time program explore the Andes' sweeping views in a hike to Laguna de los Patos located in the Parque Valle del Yeso in central Chile. Photo credit: **JESSICA KARAM (IMC19)**

**ABOVE:** As part of the IMC International Enterprise Innovation course, students visited Deloitte's Greenhouse in Santiago, Chile where they listened to industry leaders describe how breakthrough ideas are formed. Photo credit: **JESSICA KARAM (IMC19)**

**1960s**

**ROY HARRIS (BSJ68, MSJ71)** had the Pentagon Papers chapter from his book, “Pulitzer’s Gold: A Century of Public Service Journalism,” published on the Pulitzer Prize website. The Pulitzers wanted to give filmgoers who enjoyed Steven Spielberg’s “The Post” a chance to learn about the prizewinning work of The New York Times and Washington Post. Harris’s book, published by Columbia University Press in a new edition tied to the 2016 centennial of the prizes, takes a “how they got the story” approach in tracing the history of the Pulitzer Public Service Gold Medal.

**1970s**

**STAN CROCK (MSJ73)** wrote a 9,500-word piece titled “How the media can beat Trump’s no facts zone” focusing on the “no-facts zone” we’re in and how we get out of it for beststory.ca, a Canadian website devoted to long-form journalism. The article covered a broad range of topics: cognitive biases, behavioral economics, compositional amenities, Google’s problematic algorithms, the failing publicly-held journalism business model, the difference between a BS-er and liar, and Washington Post owner and Amazon founder Jeff Bezos’ efforts to transform the paper’s revenue paradigm. Crock explains the harm when the mainstream press inflates the importance of stories, as well as the significance of the media’s reporting to correct the record.



**PHILIP M. ANDREWS (BSJ74)**, principal and Chairman at the Maryland law firm Kramon & Graham, has been recognized by “The Best

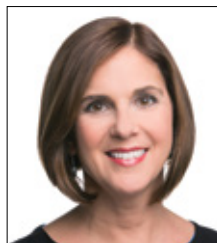
Lawyers in America 2018” for his extensive experience in Maryland government relations matters. The legal guide also gives Andrews top ranking for its “Bet-the-Company Litigation” and commercial litigation practices. He has

also been recognized by “2018 Maryland Super Lawyers” for his work in business litigation and government contracts. Phil has been selected to appear in the directory every year since 2007.

**JONATHAN ADDLETON (BSJ79)**, a member of Medill’s Hall of Achievement and a former U.S. ambassador to Mongolia, now teaches international relations at Mercer University in his hometown of Macon, Ga. He is also Executive Director of the American Center for Mongolian Studies. His recent work includes “Mongolia’s Moment? A Surprisingly Logical Choice to Host a Trump-Kim Summit” for Global Atlanta and “Wakanda and the World,” for the Macon Telegraph.

**1980s**

**MADelyn DINNERSTEIN (BSJ83)** became senior manager for marketing, public relations, and social media for the Carnegie Science Center in Pittsburgh in September. Her focus is promoting the museum’s STEM—science, technology, engineering, and math—programs for students, as well as professional-development opportunities for educators. Previously, she worked for newspapers for three decades, most recently as an editor with the Trib Total Media-owned weeklies in the Pittsburgh area. She also worked as a freelancer and spent a year in the publications department of the Allegheny County Bar Association.



**AMY WILEN BUCKMAN (BSJ86, MSJ86)** has been named director of school and community relations for the Lower Merion School

District in Pennsylvania. She started her new position in March. Buckman was a longtime reporter and producer for 6abc (WPVI-TV) in Philadelphia. Since January 2015, she has served as manager of public relations and special events at Philadelphia Media Network, publisher of the Philadelphia Inquirer,

Philadelphia Daily News and Philly.com. Buckman and her husband, Terry (WCAS85), have three sons and live in Bala Cynwyd, Pa.



**RHONDA LUNIAK (COMM87, IMC92)**, joined the University of Denver’s Daniels College of Business as an adjunct faculty member.

She recently taught classes there in integrated marketing communications and marketing concepts.

**JIM ROSS (BSJ89)** is the editor of “In Season,” a Florida-themed essay anthology the University Press of Florida published in spring 2018. Jim lives in Ocala, Fla., with his wife Melanie (Fridl) Ross (WCAS89, MSJ90), and their three children. He is managing editor of the Ocala Star-Banner and an adjunct instructor at the University of Florida’s College of Journalism and Communications in Gainesville.

**1990s**

**MARY BETH SEARLES (BSJ91)** became the assistant dean for advancement at Colorado University Boulder’s College of Media, Communication and Information, which was established in 2015 and houses the journalism, advertising and public relations, information science and communication departments. Before this job, Searles held the same position at Colorado University Boulder’s Law School.



**CHRIS GRAY FAUST (BSJ91)** has been promoted to Managing Editor of Cruise Critic. The website, part of TripAdvisor, is the world’s

largest cruise news and information source, with offices in the U.S., United Kingdom and Australia. Gray Faust, an award-winning travel writer and speaker,

has been working at Cruise Critic for five years. She lives in Yardley, Pa., with her husband, Don Faust.



**LESLIE (HEIDENREICH) KROHN (IMC93)** was appointed chief communications officer at Argonne National Laboratory in

Lemont, Ill., in February. She leads the team responsible for promoting Argonne's ground-breaking work in science and technology across a wide range of disciplines.



**TODD WALLACK (BSJ94, MSJ94)** of The Boston Globe received the 2018 Michael Donoghue Freedom of Information Award. The award is

presented annually by the New England First Amendment Coalition to New England-based journalists who protect or advance the public's right to know under federal or state law. Wallack was honored for a body of work that included stories about online accessibility to criminal records, transparency within the Massachusetts Bay Transportation Authority and the overuse of certain public record law exemptions to keep information secret. His reporting led to a lawsuit by The Boston Globe to compel the release of mugshots and arrest reports. He also exposed the reluctance of state officials to share details of investigations that have grown cold. Wallack is currently an investigative reporter on The Globe's Spotlight team, which specializes in data journalism, public records and financial reporting and whose work was followed in the Oscar-winning film, "Spotlight."

## 2000s

**ALEX DAVIDSON (BSJ01)** is now the marketing manager at the SASB Foundation, the funding and oversight

arm of the Sustainability Accounting Standards Board. SASB has developed standards whereby companies and organizations can disclose material, decision-useful sustainability information. Alex oversees the marketing of SASB's suite of products, including its membership program and credential, the Fundamentals of Sustainability Accounting (FSA).



Seven MSJ 2007 grads reunited in Chicago in March for a weekend complete with a tour of the Medill space at 303 E. Wacker and dinner with Medill Dean Bradley Hamm.

Pictured, from left to right are Ann Lee, International TV Content Distribution, JTBC; Trang Do, CBS3 KYW-TV Reporter; Ebonne Ruffins, Local Media Development Vice President, Comcast; Tanja Babich, Morning News Anchor, ABC 7 Chicago; Jamie Edmonds, Weekend Sports Anchor, NBC Detroit; Jackie Keenan, Producer, Great Day Tampa Bay; and Lydia Thew, Investor Relations, Highfields Capital.

Emily Mayim was born to **DIANNA HEITZ (MS08)** and **JONATHAN RUBIN (MSJ08)** November 16, 2017, in Arlington, Virginia. Rubin is a user research lead for the Consumer Financial Protection Bureau and Heitz is assistant managing editor for CNN Politics. Emily is a happy, curious baby.



**TODD JOHNSON (BSJ08, MSJ09)** joined NBCBLK in the role of editorial manager effective March 5. Launched in 2015, NBCBLK focuses on

coverage of the black community. Johnson was previously managing editor at TheGrio.com.

**KATE GARDINER (MSJ09)** has led her New York-based communications agency, HXMXN, to exceptional growth in 2018. Due to rapidly expanding client rosters in several practice areas, including blockchain technology, crisis communications, and book authors, Kate's enterprise now includes three distinct agencies: Grey Horse, Black Stag, and Gardiner Publishing. Her recent and current clients include the United Nations and #MeToo advocate Gretchen Carlson.

## 2010s

**AMY (ANDERSON) LARSON (BSJ10)** and her husband, Hans, welcomed their first child, Henrik Odin Larson, on Feb. 27.

**JENNIFER TRAMMELL (BSJ10)** was named 2017 Young Professional of the Year in Collier County, Fla. Jennifer is the marketing and communications director at NewsBank, Inc., and was recognized for her outstanding community contributions.

"TransMilitary," a feature documentary directed by **GABRIEL SILVERMAN (MSJ11)** and produced by **JAMIE COUGHLIN (MSJ12)**, won a prestigious Audience Award at the SXSW Film Festival in Austin in March. The film follows their Emmy-nominated short film, "Trangender, at War and in Love." "TransMilitary" chronicles the lives of four individuals defending their country's freedom while fighting for their own. They put their careers and their families' livelihoods on the line by coming out as transgender to top brass officials in the Pentagon in hopes of attaining the equal right to serve. The ban was lifted in 2016, but with President Donald Trump now trying to reinstate it, their futures hang in the balance again. Coughlin and Silverman met at Medill. Coughlin worked at The Washington Post and Silverman worked at USA Today before they started their production company, SideXSide Studios. They live in Washington, D.C., and will be married in July.



**MICHAEL TOMKO (MSJ12)** and **NATALIE GOULD (MSJ12)** were married on January 12 in Bastrop, Texas. Many of their classmates and Professor Owen Youngman made the trip to celebrate the occasion. Go 'Cats!

**LORRAINE LEE (BSJ12)** returned to San Francisco late last year after a yearlong assignment in Hong Kong for LinkedIn. While there, Lee operated independently as the sole U.S. editor in APAC, ensuring the news team had 24-hour coverage and serving as one of two editors writing "Daily Rundown." After two years on the editorial news team, she is tackling her next challenge as part of editorial's special projects team at LinkedIn.

**ADAM BANICKI (MSJ15)** is the new vice president of video at Fatherly. Launched in April 2015, Fatherly is a digital brand for young parents. Fatherly generated more than a billion video views in the last year, was named one of Oprah's favorite websites of 2016, and won the 2017 Webby Award for Best Parenting Site on the Internet.

**FLORENCE A. FLETCHER (BSJ46)**, 93, of Worcester, Mass., died on Feb. 12. Born on Nov. 11, 1924, to Harold and Marguerite (Remington) Fletcher, Fletcher grew up in Evanston. After graduating from Northwestern, she had a long career as a magazine journalist in New York, working for Cue, New York magazine and Vanity Fair. Her knowledge of movies, opera and the arts was exhaustive. Her travels took her to Europe, and she became especially enamored with London and Scotland. For the past four years, Fletcher lived independently at the Willows of Worcester. She is survived by two nieces, Judy Pappenhagen and Jeanne Gallagher.



**FRANCES WATERBURY RICHARDSON (MSJ47)**, 100, spent her career working in different places around the world, including North Africa, Italy, France, Germany, India, China and Bosnia. She also lived in Uganda and Sudan and in her lifetime, she visited more than 100 countries on six continents. She died in January in Vienna, Va.

"I have a great curiosity about the world," Richardson wrote in a biographical sketch 14 years ago. "After all these years, I still worry about the state of the world, and doing something useful, worthwhile, which will make this world a better place. I can see that became my guiding principle."

Richardson was born in Cleveland, Ohio on June 17, 1917, to Irving Waterbury and the former Dorothy Moses. When Richardson was 5 years old, the family moved to Bedford, Ohio, where her father owned a lumber mill.

In 1939, Richardson earned her bachelor's degree in journalism from Kent State University, the first woman to do so. While at Kent State, she interviewed Eleanor Roosevelt when Roosevelt visited Akron, Ohio, in 1938, and Richardson was on special assignment for the Akron Times-Press.

During World War II, Richardson served as a Red Cross volunteer in Europe and North Africa. Two years after graduating with her master's degree from Northwestern, Richardson married Neil Richardson, an American businessman, in India. They had three children.

While in India, Richardson worked for the U.S. Information Service. At age 46, Richardson participated in the 1963 March on Washington and heard Martin Luther King, Jr. give his "I Have a Dream" speech from the steps of the Lincoln Memorial. At 64, she began teaching journalism at Marymount University in Arlington, Va., remaining there as an adjunct professor for five years. At 69, Fran studied Mandarin and two years later traveled to China and Zhongshan University where she taught English until she was forced to leave the country following the Tiananmen Square massacre in 1989.

When she was 78, she rafted the Colorado River with her son Raj, telling an astonished tour guide that she had to make the trip before she became "too old." Richardson journeyed to Bosnia as a supervisor under the Dayton Accords, registering voters in the spring of 1997 and then returning in the fall to observe the elections on behalf of the Organization of European Security and Cooperation.

She wrote her whole life, and was published in "Over Here," a post-VE Day American Red Cross periodical, National Geographic and The New York Times. Kent State honored her as a William Taylor Distinguished Alumnus for freelance and contract writing, as well as for teaching journalism both in the United States and China.



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While living in Falls Church, Va., Richardson helped found the Falls Church Housing Corporation and was instrumental in establishing what is now the Falls Church Homeless Shelter. Richardson also created the Washington Program in National Issues (WPNI), a Washington semester program for Kent State students. A WPNI award bears her name and is given to a student who has participated in the program.

She is survived by a son, Raj, and daughter, Alice. Another son, Douglas Kent, died in 2002. She is also survived by nine grandchildren and two great-grandchildren.

*Based on an obituary that ran in the Falls Church News-Press in February.*

**JAMES A. DUNLAP (MSJ47)**, 95, of New Wilmington, Pa., served as editor of The Herald in the Shenango Valley and Mercer County in Pennsylvania and helped guide statewide journalism advancements. He died Jan. 16.

His career at The Herald spanned more than 30 years, and he started there as a telegraph editor in 1952, when manual typewriters and pneumatic tubes still dominated newsrooms. He also served as county editor and managing editor, a role in which he helped oversee the transition from hot lead type to computerized typesetting. He was editor of the paper from March 1972 through March 1987.

Born Jan. 27, 1922, in Philadelphia, he was the youngest son of M. Edmunds and Leona Anderson Dunlap. During his time in the Army Air Forces in World War II, he was editor and photographer for the Waycross, Ga. base newspaper. He also served in the Army Counter Intelligence Corps and taught photography. After the war, he earned his master's degree at Northwestern.

Before he joined The Herald, Dunlap worked as a copy editor at the Philadelphia Inquirer and as an assistant

**RAYMOND SIMON (MSJ42)**, 102, of New Hartford, N.Y., shaped education in public relations through his teaching and his textbooks. As a professor, he won multiple teaching awards and was so esteemed by his students they underwrote the Raymond Simon Institute for Public Relations at Utica College in New York upon his retirement. Simon died on Nov. 7, 2017.

Born Aug. 12, 1915 to Isaac and Rae (Etkow) Simon in Union City, N.J., Simon graduated from the University of North Carolina before attending Northwestern for his master's degree. After graduating from Northwestern, he enlisted in the U.S. Army and served in the Army Signal Corps until 1946.

After his discharge from the Army, Simon remained in Berlin as a civilian in the Army's Public Information Department until 1948, when he flew out in the middle of the Berlin Airlift. In 1949, Syracuse University hired him to develop one of the first undergraduate majors in public relations at Utica College, where he taught until 1985. He remained actively involved with the public relations program for more than two decades after his retirement.

PRWEEK named him one of the 20th century's 100 most influential people in public relations and in a survey by Public Relations News, Simon was named one of 40 prominent public relations educators and executives.

He wrote three well-reviewed textbooks that provided a foundation for the classroom teaching of public relations: "Casebook in Publicity and Public Relations," "Public Relations Management: Cases & Simulations" and "Public Relations: Concepts and Practice."

As a member of the Public Relations Society of America, or PRSA, and the Association for Education in Journalism and Mass Communication, Professor Simon served on PRSA's first Education Advisory Committee and was an author of the national Accreditation in Public Relations exam.

He served a summer residency at Byoir headquarters in New York City as the first recipient of the Carl Byoir Fellowship. He's also fondly remembered for summers spent editing copy at the Utica Observer-Dispatch and Daily Press.

Simon was the first member of the Utica College faculty to receive the Distinguished Teaching Award and is the only one to receive it twice. In addition, PRSA honored him with its Distinguished Teacher of the Year Award. The Central New York Chapter of PRSA gave him its first ever Lifetime Achievement Award. In 2015, the Genesis Group in Utica inducted him into its Education Hall of Distinction.

In 2005, in honor of his 90th birthday, Utica College and his alumni honored him at a gala in New York City and announced the creation of the Raymond Simon Convergence Media Center, a state-of-the-art multi-media facility on campus.

Simon is survived by his wife, Lyn; his daughters, Melissa Berczuk and Brooke Candelaria; and grandson, Daniel Simon Berczuk.

city editor at the Des Moines Register in Iowa. He was a founding member of the Pittsburgh chapter of the Society of Professional Journalists/Sigma Delta Chi and was a member of the American Society of Newspaper Editors and of The Associated Press Managing Editors.

He was also a past president of the Pennsylvania Society of Newspaper Editors, or PSNE, and served 12 years as chairman of the PSNE liaison committee with Penn State University's School of Journalism. A committee resolution in 1985 recognized Dunlap as its founding chairman and for his instrumental role in separating the journalism department from the College of Liberal Arts to form the freestanding College of Communications at Penn State.

Dunlap was also proud of his long involvement with the Boy Scouts. As a boy, he reached Life Scout rank. He served four terms as president of the Mercer County Boy Scout Council and was one of the leaders in the development of Camp Hank Forker at the Custaloga Town Scout Reservation near Carlton, Pa. He was awarded the council's Silver Beaver for distinguished service to youth in 1964. He had been a vice president of the French Creek Council, a merger of three Boy Scout councils in northwestern Pennsylvania. In 2000, he resigned his council membership in protest of the Boy Scouts' exclusionary policy toward gay scoutmasters.

Dunlap is survived by his wife of 44 years, the former Mary Lou Ellis Bromley of Hermitage; a daughter, Julia C. Dunlap of Santa Fe, N.M., from his first marriage to the former Jean Willson; two grandsons, a granddaughter and a great-grandson. He was preceded in death by two sons, Craig Willson Dunlap and Randolph Anderson Dunlap.

*Source: mcgoniglefuneralhomeandcrematory.com*

**DOROTHY "DOTTIE" ALLEN MILCHRIST SPOERHASE (BSJ52)**, 86, died Jan. 7. Born to Thomas E. Milchrist and Velma Allen on September 22, 1931 in Chicago, Spoerhase attended Lindbloom Technical High School, and she was selected to represent the school as newspaper editor at the United Nations. That sparked her love of communications and journalism. After graduating from Northwestern at age 19, Spoerhase pursued a career in advertising in Spokane, Wash. In 1965, she married Jim Spoerhase, a prominent journalist in the Spokane area, and they raised a son, Chris. She ran her own advertising company, Spoerhase Communications, which received the Degerness Award from the Public Relations Society of America. From 1998 to 2008, Spoerhase served as executive director for the Girl Scouts of America in eastern Washington. She was also an advocate for women's rights and same-sex marriage equality. She is survived by a grandson, Brandon Spoerhase; granddaughter, Lindsay Spoerhase; and two great-grandchildren.

**FRED W. WAKEFIELD JR. (MSJ68)**, 78, of Columbia, Tenn., died on Jan. 28. Born in Lorain, Ohio to Frederick W. Wakefield and Bernadette Parsons, Wakefield received a bachelor's degree in philosophy and a master's degree in English from Yale University and a master's in journalism at Northwestern. He worked as a news editor for WGN in Chicago before being commissioned as a Salvation Army officer. Her served as a Salvation Army officer and pastor in Sedalia, Mo., Mattoon, Ill., Chillicothe, Mo., and served on the service extension board in Rolla, Mo. He was also a member of the Salvation Army Nashville Citadel Corps in Madison, Tenn. He is survived by his wife, Carol Joyce Wakefield; children, Gregory Corbin Wakefield and Mare Elizabeth Wakefield; stepchildren, Richard Christopher Cooper, Jolinda Kaye

Cooper, Terrill Anne Sutphin and Wendy Marie Parsons; and 11 grandchildren.

**CHERYL MILLER (BSJ72)**, 66, of Port Orchard, Wash., died on Nov. 11, 2017. Born on June 2, 1951 in Kansas City to Robert and Dorothy Butler, Miller attended Shawnee Mission West High School and the University of Kansas in addition to Northwestern. She worked in several career fields, including rare book dealing, real estate, freelance journalism and photography, and owning and running a custom picture frame shop. She was a certified barbecue judge and was known as an avid Texas Hold 'Em player, home chef and dog lover. She is survived by a daughter, Andrea "Dee" Werner and husband Austin Miller.

**WEBB A. SHAW (BSJ73, MSJ74)**, 66, of Menasha, Wis., died on Jan. 3. He was born on July 25, 1951 to Robert and Mary Shaw in Calgary, Alberta. After graduating from Northwestern, Webb began a career at J.J. Keller & Associates in Appleton, Wis., and retired from J.J. Keller in January 2015 as vice president of editorial resources. He also served on the National Software and Information Industry Association's Content Division Board. He served on the Town of Caledonia Planning Commission and Parks and Recreation Committee and on the Wisconsin Timber Rattlers Board of Directors. He was an avid reader and wordsmith and loved boating, traveling and football.

He is survived by his wife, Katie Shaw; daughter, Lindsay Davis (Dave) of Saint Paul, Minn.; son-in-law Steve Sheets of Kiel, Wis.; grandchildren Ty and Dominick Sheets and Clara Davis. He was preceded in death by a daughter, Dr. Erica Sheets.

**EXEQUIEL RICARDO SEVILLA III (BSJ78)**, 59, of Fairfax City, Va., died on Jan. 30. Known widely as "Kelly,"

Sevilla was born in Ft. Hood, Texas on April 21, 1958. When he was ten months old, a friend of his parents was so enchanted with him, he offered to buy him for \$50,000. The sale did not go through. His parents often joked they made a counteroffer of \$100,000 but were turned down. Sevilla finished high school in two and a half years in Alexandria, Va., before attending Northwestern. His first job was as a data entry clerk at the American Association of Medical Colleges. He went on to work for Allegheny Beverage Company, the Apex Group, General Electric, Hughes Network Systems, Raytheon, IBM and IMTAS. In 1985, he met Carmen, the girl of his dreams. They became engaged 11 days after meeting, and after marrying, they settled in Fairfax City. In 2007, Sevilla received the Youth Ministry Volunteer of the Year award from St. Leo the Great Catholic Church. He also received the Saint Thomas Moore Award for his lifetime commitment to young people. He achieved his personal goal of attending a game at every Major League Baseball park in the U.S. He remained an active alumnus of Northwestern, conducting college applicant interviews. He was an avid fan of Wildcats football and held season tickets for many years. He is survived by his wife, Carmen K. Sevilla, and his three children, Estefan, Chloe and Consuelo.

*Source: fairfaxmemorialfuneralhome.com*

**MARY JO BAGGOTT MEYER (BSJ59)**, 79, of Fort Wayne, Ind., died Nov. 5, 2017. Born July 29, 1938, Meyer grew up in Zeigler and Herrin, Ill. Married to Dr. G. Dale Meyer, she lived with him in various states as he worked as a professor at several universities. She ultimately received her bachelor's degree from Northwestern and two master's degrees, from the University of Iowa and University of St. Francis in Fort Wayne, Ind.

Meyer held several different jobs,

including working as a shortage control clerk at General Motors, a counselor and a secretary and newsletter editor for Heartland Sings. She also worked with the Great Lakes Recreation Leaders Laboratory for four decades and served on its board.

She volunteered as a tutor, mentoring second-grade students at Fort Wayne Community Schools, and served as a deacon and choir member at First Presbyterian Church. She loved reading Agatha Christie mystery novels. She is survived by cousins Joseph Baggott, Ellen Naylor and Betsy Dubicki.

*Source: demoneygrimes.com*

**SUSAN ZEIDLER (MSJ85)**, 58, of Los Angeles, spent 28 years reporting at Reuters before writing a series of young adult books about a girl with supernatural powers. She died in September.

Zeidler joined Reuters in 1985, spending time covering equities, commodities, energy and treasuries. In 1994, she moved to Pittsburgh and covered Big Steel, the crash of USAir flight 427, the Westinghouse/CBS merger and the opening of the Andy Warhol Museum. She moved to Los Angeles in 1995 and focused on media, as well as banking, legal and casinos. After leaving Reuters in 2013, Zeidler became a book author about a time traveler named Zoey Browne.

"Sue carved out a reputation as a relentless reporter, admired by her peers and respected (and sometimes feared) by her sources," according to an email circulated at Reuters regarding her death. "That she was funny, genuine, kind, brave and outrageously upbeat about the world made her a favorite in any bureau where she worked."

She is survived by husband David Evans.

*Modified from an obituary that appeared in Talking Biz News.*

*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 WHO LIVES IN SUBURBAN CHICAGO AND ENJOYS DOUSING HER HUSBAND AND TWO KIDDOS IN NORTHWESTERN PURPLE.



Photos courtesy of Stuart-Rodgers Photography

**ELIZABETH S. RODGERS JEFFREYS (BSJ44),**

95, of Glenview, Ill., founded her Evanston photography business after graduating from Medill at a time when film was difficult to obtain because of wartime rationing. She began the inklings of her photography business as a student at Northwestern, taking photos of her classmates whose parents were eager for pictures of their children. Jeffreys died in February.

Born in Indianapolis, Jeffreys moved to the Chicago area when she was 7 years old and settled in Evanston when she was 12 years old. She graduated from Evanston Township High School before attending Medill.

While at Northwestern, one of her photography teachers hired her as an assistant, which she said let her attend class without paying the \$25 fee and gave her access to the school's cameras and equipment.

"She did talk about starting with little Brownie cameras as a little girl," her son, Scott Rodgers, told the Chicago Tribune, noting, however, that "Medill was where she really learned to love photography."

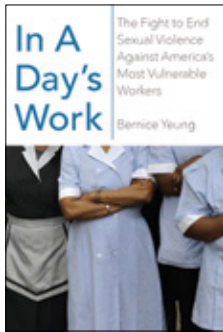
After graduating from Northwestern, Jeffreys founded Stuart-Rodgers Photography in 1945, starting it under the name, Betty Stuart Studio. Her son, Scott Rodgers, who has been running the business since the mid-1990s, said a local film sales representative declined to sell to her, according to the Chicago Tribune, instead suggesting she begin a family. Despite the sexism Jeffreys encountered, the owners of another local business, Hoos Drugs, joined with other area drugstores to increase their photo supply orders from her.

When Jeffreys married John Boyd Rodgers in 1946, he joined her business, and they renamed it the Stuart-Rodgers Studio, which is now Stuart-Rodgers Photography and is still headquartered in Evanston. In the late 1960s, Jeffreys ran the Stuart-Rodgers School of Photography in Evanston and hosted seminars by photographers that included Ansel Adams.

Her photography business was the first in the Midwest to develop color film in its own lab. From the early 1960s to the mid-1970s, Jeffreys and her husband taught photography at Medill. She and Rodgers divorced in the mid-1980s, and Jeffreys was remarried to Lyman Jeffreys, who died in 2016.

Jeffreys is survived by her son, Scott Rodgers and another son, Chip; her daughters, Holly Jordan and Betsy Smith; and twelve grandchildren.

*This write-up was modified from an obituary that ran in the Chicago Tribune on March 16, 2018.*



**IN A DAY'S WORK  
BERNICE YEUNG (BSJ99)**

Sexual assault and harassment take place in picturesque and prosaic work environments alike. It happens in the apple orchards of Washington state, in office parks in Southern California and at the home of an elderly man in Miami. Women here have suffered brutal assault and harassment at the hands of their employers, often with little or no official recourse. Investigative journalist Bernice Yeung (BSJ99) exposes the epidemic of sexual violence levied against female farmworkers, domestic laborers and custodial workers. “In a Day’s Work” charts the women’s quests for justice, telling the story of resistance and introducing a group of courageous allies who challenge dangerous and discriminatory workplace conditions alongside aggrieved immigrant workers—and win.



**THE COMEDOWN  
REBEKAH FRUMKIN (MSJ16)**

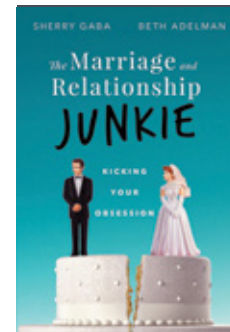
A dark comedy exploring delineating lines of race, class, religion and time, Rebekah Frumkin’s “The Comedown” is a romp across America, from the Kent State shootings to protest marches in Chicago to the Florida Everglades.

“The Comedown” follows two different families in Cleveland across generations, beginning with their patriarchs and the night they become intertwined. The novel begins with a drug deal that goes dramatically wrong. A suitcase containing a large sum of money disappears. That’s when drug dealer Reggie Marshall and addict Leland Bloom-Mittwoch and their families become hopelessly entangled. Though Leland looks up to Reggie with puppyish devotion, Reggie has never liked the simpering addict. But the mistake with the suitcase sets off a series of odd, captivating, suspenseful and ultimately inevitable events.



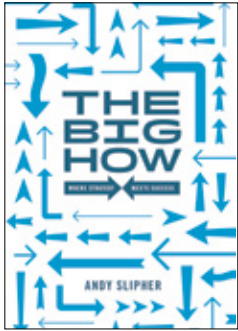
**A YEAR OFF  
ALEXANDRA (STIEBER)  
BROWN (BSJ05) AND  
DAVID BROWN**

Alexandra (Stieber) Brown (BSJ05) had known David Brown just four months when they quit their jobs and left together on a yearlong, round-the-world adventure. Now a married couple, the two wrote a book on their return, partly as catharsis and partly to answer all the questions about their trip and how they did it. One part memoir, one part travel essay collection and one part guidebook, “A Year Off” inspires dreamers, pragmatic professionals and anyone looking to scratch the travel itch.



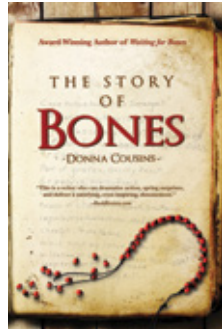
**THE MARRIAGE JUNKIE:  
KICK YOUR OBSESSION  
WITH RELATIONSHIPS  
AND LEARN TO LOVE  
LIVING WITH YOURSELF  
BETH ADELMAN  
(BSJ80, MSJ81)**

Marriage addicts: They are people so in love with love they keep moving from one relationship to another, always on the rebound and never letting themselves heal. They become dependent on another, hoping the person will create their “happily ever after.” The expectations are so unrealistic that disappointment is inevitable. “The Marriage Junkie” focuses on breaking the cycle of marriage addiction. It teaches people how to grieve for a relationship without falling apart, how to define healthy boundaries, how to recognize good partners and how to live fabulously on your own.



**THE BIG HOW: WHERE STRATEGY MEETS SUCCESS**  
**ANDY SLIPHER (IMC95)**

Fail less. Succeed sooner. Harness the power of humanity's most enduring problem-solving mechanism: strategy. "The Big How" is a resource for revealing your options and using strategy to your advantage. Andy Slipher (ICM95) draws from hundreds of real-world client dilemmas he's encountered in more than 20 years in marketing, with the majority of those as independent strategist, interim chief marketing officer, change agent and adviser to middle market organizations and start-ups. "The Big How" is for anyone who wants to overcome big challenges faster and with greater efficiency.



**THE STORY OF BONES**  
**DONNA COUSINS**  
**(CAS70, MSJ71)**

Vivid storytelling in "The Story of Bones" traces a remarkable boy's journey from a hardscrabble cassava farm to the rarified world of a premier African safari camp. Bones comes of age facing heartache, deprivation, and formidable human adversaries. His path to manhood awakens a passion for imperiled animals while forging loyalties that force him to make a wrenching decision. The novel builds to a powerful conclusion that underscores the devastating impact of wildlife poaching on both animals and humans.



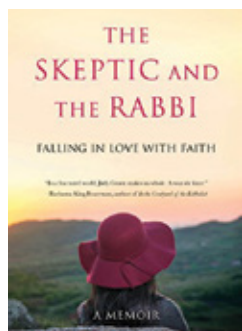
**ALL AROUND US**  
**XELENA GONZALEZ (BSJ01)**

Grandpa says circles are all around us. We just have to look for them. He points to the rainbow that rises high in the sky after a thundercloud has come. "Can you see? That's only half of the circle." He and his granddaughter meditate on gardens and seeds, on circles seen and unseen, inside and outside us, on where our bodies come from and to where they return. A meditative exploration of the cycles of life and nature, "All Around Us," sees author Xelena Gonzalez (BSJ01) and illustrator Adriana Garcia challenging each other to answer complex questions about culture, humanity, and unique worldviews in ways that are simple, universal and appealing enough to reach the youngest members of our society.



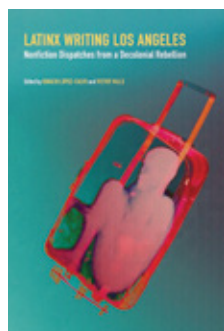
**EDGE OF THE SAWTOOTH**  
**PETER J. RYAN (BSJ80)**

Chloe Morrand had turned her life around. She'd been taking her meds. She'd kicked drug abuse. And she loved her new job at Yellowstone National Park. Her father, Rick Morrand, a local attorney, hopes Chloe is finally on the right track. But on the morning she fails to show up at his house to pick up her 9-year-old daughter, Abby, alarms ring in his head. His greatest fear becomes reality when Chloe's body is found at the base of the Sawtooth in Montana's backcountry. Authorities assume suicide—for good reason. But Rick doesn't buy it. In this debut novel, Peter J. Ryan (BSJ80) offers a close-up view of the daily perils faced by a young woman with bipolar disorder, as well as the intense fears, frustrations and feelings of futility experienced by family members and friends who bear witness to the destructive behavior caused by mental illness.



**THE SKEPTIC AND THE RABBI: FALLING IN LOVE WITH FAITH**  
**JUDY (ROSENFELD) GRUEN (MSJ86)**

As Judy Gruen walked down the aisle and into her Orthodox Jewish future, her bouquet quivered in her shaky hand. Having grown up in the zeitgeist that proclaimed, “If it feels good, do it,” was she really ready to live the life of “rituals, rules, and restraints” the Torah prescribed? A memoir with historical depth, spirituality and humor, “The Skeptic and the Rabbi” speaks with refreshing honesty about what it means to remain authentic to yourself while charting a new yet ancient spiritual path at odds with the surrounding culture. Judy (Rosenfeld) Gruen (MSJ86) writes touchingly about her family, including two sets of grandparents who influenced her in wildly opposite ways. As she navigates her new life with the man she loves and the faith she also loves—surviving several awkward moments, including when the rabbi calls to tell her she accidentally served non-kosher food to her Shabbat guests—Gruen brings the reader along for her ride. You’ll laugh, you’ll cry, and when you’re finished, you may also have a sudden craving for chicken matzo ball soup—kosher, of course.



**LATINX WRITING LOS ANGELES**  
**EDITED BY VICTOR VALLE (MSJ81) AND IGNACIO LÓPEZ-CALVO**

In “Latinx Writing Los Angeles,” Victor Valle (MSJ81) and Ignacio López-Calvo offer a critical anthology of Los Angeles’ most significant English-language and Spanish-language (in translation) nonfiction writing. The collection ranges from the city’s inception to the present and features a variety of voices and a diversity of subgenres. “Latinx Writing Los Angeles” redefines the literary history of the City of Angels and provides a new model for English, Spanish, and Latinx studies.



**SPORT COMMUNICATION: AN INTERNATIONAL APPROACH**  
**CHUKA ONWUMECHILI GRUEN (MSJ85)**

After publishing more than 10 books, Chuka Onwumechili writes his first text book. This text is for both undergraduate and graduate students who are introduced to the field of sport communication from an international perspective. The 20-chapter text includes reflection sections, cases, discussion questions, activities, video and web resources. It covers an array of subjects including leadership in sports, sports media, fans, disability, gender issues, nationalism, sports as commodity, crisis communication, fantasy sports, analytics, theory and research. The textbook is one of few sport communication texts that can be used across cultures and nations. It draws examples across several sports and across several countries and cultures.

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Left to right: 2018 MSJs Dena Khalafallah, Nate Ouellette, Jessica Nieberg, and Basma Amer at the Grand Canyon.  
Photo credit: Jenna Braunstein

