

MEDILL

ISSUE 82 • FALL 2012
WWW.MEDILL.NORTHWESTERN.EDU



SPECIAL
ELECTION SECTION

THE MEDILL PRESS CORPS

PAGE 26

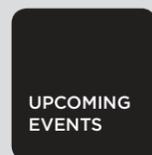
NEW LOOK NEW CONTENT SAME GREAT ALUMNI

The Medill Magazine has a new look and new tablet edition just in time for the 2012-2013 school year! Starting with the cover and running throughout the issue, you will find new designs intended for an easier and more enjoyable magazine-reading experience. New features showcase Medill's active and accomplished alumni network.

We hope you enjoy the new look and the new content, and we would love to hear your feedback. And of course, we want to know what you are up to. If you have news you want to share with other alumni, please send a class note to medillnotes@gmail.com.



NEW
NAMEPLATE



UPCOMING
EVENTS



ALUMNI
QUOTE

NEW
DEPARTMENTS
AND FEATURES



FACULTY NEWS

NEW
STREAMLINED
SECTIONING



PLUS: Look for the plus sign throughout the print edition. Each indicates exclusive tablet edition-only content.

The Medill Magazine is now available for free on your iPad and features exclusive content and bonus features.

To download the tablet edition of the magazine, search for "Medill Magazine" in the Apple App Store.

Thank you for the support and for being a valuable member of the Medill Network.

Marc Zarefsky and Jessica Parker Gilbert
Co-editors, Medill Magazine



11

A DAY IN THE LIFE

Roy Elvove is the executive vice president and director of worldwide communications for advertising agency BBDO. Ray Whitehouse (BSJ12) follows him on a typical day at his office in Manhattan — and typical means beginning at 2:30 a.m.



ON THE COVER

Inside the White House press room with Medill alumni (clockwise top left): Lark McCarthy, Susan Page, Jeff Mason and Julie Pace.

PHOTO BY
RAY WHITEHOUSE (BSJ12)

FEATURES

14

Medill's new dean

Meet Brad Hamm and hear his thoughts on the future of the school.

19

Journalism pioneers

Get to know the first graduating class of journalism students from Northwestern University in Qatar.

22

Public defender

John Sullivan is always on the hunt for a good story. The Pulitzer Prize-winning lecturer only needs to look in the mirror.

6 Medill News
7 Events
8 Faculty News

38 Class Notes
41 Obituaries
42 Keep reading...

SPECIAL ELECTION SECTION

26

Covering the White House

A conversation with four alumni who are members of the White House press corps.

30

Fiction from truth

Nicolle Wallace's books draw on her own life as a D.C. insider.

33

Past and present

Prominent speechwriters from different eras compare notes.

34

Faculty reflections

Tim McNulty shares his D.C. experiences, and other faculty reminisce about election years.

37

Names to know

Key players in election coverage.

My family moved to Evanston in August, and we are learning all about Northwestern and the North Shore. Yet I've known Medill alumni for years, so the transition to life in Fisk Hall seems natural.

Medill is an incredible school, and I am proud to be the new dean.



Brad Hamm

GUEST LETTER

Several hundred alumni wrote, called or met with me since President Morton Schapiro and Provost Dan Linzer made the announcement in May. On a recent trip to South Korea and Japan to visit universities and media sites, I met a number of people who wanted to talk about Medill.

They recall specific events, professors, stories and peers. They remember lessons taught years ago. I share their pride and appreciate the history.

Medill is, and always will be, more than a specific location or a singular experience. New students and faculty arrive each year. We develop new programs and classes. We buy new equipment and renovate classrooms so students and faculty can reach their full potential. Medill is a great blend of history and values with innovation and change.

About 130 full-time faculty and staff work for Medill in Evanston, Chicago, Washington and Doha. They are talented and driven. Dozens more teach as adjuncts or support our programs. We want the ability to continue to attract and retain the best faculty and staff for many years.

Medill has a great history, from our esteemed Cherubs program to our innovative undergraduate journalism residencies to our graduate student work in D.C. and around the world. Graduate education in integrated marketing communications started at Medill, and our Qatar program is unlike any other model in the world in our field.

We work in classrooms in four cities, and we need to have the kind of facilities and equipment that foster and encourage excellence, creativity, collaboration and community. Our Doha program will move into a new building in two years, for example.

I have heard ideas from many faculty, staff, students and alumni. Over the next few months, I will visit with alumni in Washington, Los Angeles, New York and, of course, Chicago. We will plan events in other cities soon. In addition, we met with a great group of alumni at UNITY and AEJMC and will hold events at other conferences in the fall. I hope you will join us on visits to campus or at our alumni events.

A few years ago I read the autobiography of Herman Wells, a great university leader throughout much of the 20th century, and I often refer to a speech he made because it captures how universities can succeed.

Wells said that when there are great challenges, a university can respond with great resources: excellent faculty, quality students, forward-looking leaders and outstanding alumni. When those four groups work together, Wells said, anything can be accomplished.

I believe the strength of these four groups at Medill and Northwestern University help us be the best school in the world.

EDITORIAL STAFF

DIRECTOR OF COMMUNICATIONS AND ALUMNI RELATIONS

Belinda Lichty Clarke
(MSJ94)

EDITOR/
MANAGING EDITOR
Marc Zarefsky
(BSJ07)

EDITOR/
ART DIRECTOR
Jessica Parker Gilbert

CONTRIBUTING EDITOR
Jasmine Rangel

FACULTY ADVISER
Charles Whitaker
(BSJ80, MSJ81)

PHOTOS
Ray Whitehouse
(BSJ12)

EDITORIAL ASSISTANT
Tommy Carroll
(BSJ15)

CONTRIBUTORS

Virginia Brown
(MSJ11)

Christen Carter
(MSJ11)

Glenn Jeffers
(BSJ01)

Lini S. Kadaba
(MSJ86)

Anna Swindle Keller
(MSJ09)

Matt Paoletti
(BSJ05, MSJ06)

Peter Sachs
(MSJ06)

Elliott Smith
(BSJ97)

RESEARCH ASSISTANTS

Virginia Brown
(MSJ11)

Maria Bouselli
(MSJ11)

Nicole Bowling
(MSJ11)

Dan Murphy
(MSJ11)

PLEASE SEND
STORY PITCHES
AND LETTERS TO
THE EDITOR TO:

Marc Zarefsky
1845 Sheridan Rd.
Evanston, IL
60208
m-zarefsky@northwestern.edu

PRINTED BY:

Schneider Graphics
Bensenville, IL
www.schneider-graphics.com

COPYRIGHT 2012 MEDILL

ALUMNI QUOTE



There is
power in words
and *power in data.*

GABRIELLE GIBBS (IMC07)
Director of Programming and Development
for Global Media at Nielsen
President of Medill Alumni Club of Greater New York
(@MedillClubNY)

+ Read more about Gibbs and her path to success in the tablet edition.

PHOTO BY RAY WHITEHOUSE (BSJ12)

Students and faculty involved with the **Medill Watchdog** program teamed with Chicago Tribune reporters to investigate the Chicago suburb of Rosemont and how the village was funding and awarding contracts for village-run ventures. The story ran on the front page of the Aug. 5 issue of the Tribune. Medill Watchdog also released a report on July 7 that examined Illinois legislators' unwillingness to pass laws to prevent conflict of interest voting. The full report can be viewed at medillwatchdog.org.

Miranda Mulligan was named executive director of Northwestern University's Knight News Innovation Lab. Mulligan, who is a seasoned innovator in journalism, education and news web design, began her new role on July 23.

In June, The Texas Tribune became the latest news organization to partner with Medill and feature work produced by graduate students in the Washington, D.C. newsroom. Co-founded by CEO and editor-in-chief **Evan Smith (MSJ88)**, The Texas Tribune is a nonpartisan, nonprofit online publication that promotes civic engagement and discourse on public policy, politics, government and other matters of statewide concern.

Medill selected **10 McCormick National Security Journalism Scholarship recipients** on June 8 to participate in an innovative 11-week reporting program in fall 2012. The project, formally known as the National Security Reporting Project, will focus on the national security implications of energy.

Medill launched the **Spiegel Digital & Database Research Initiative** on May 22. The new center, led by Executive Director Tom Collinger and Research Director Ed Malthouse, focuses on leveraging academic research to solve marketing industry-impacting problems that will improve financial results. The Spiegel Research Initiative was established with a gift from Medill Professor Emeritus Edward J. Spiegel and his wife, Audrey.

The **Knight News Innovation Lab** created natoinchicago.com, a website that showcased what was being said in news articles and on Twitter about the North Atlantic Treaty Organization leading up to and during its May 2012 meeting in Chicago. In March, the lab released a new tool to create digital timelines quickly, and also created congressionalprimaries.org, a website that featured a set of tools to help voters better understand their choices in Illinois' 2012 congressional primaries.

MEDILL MEDIA TEENS



The Medill Media Teens program celebrated the graduation of its second class on May 12. The program, based at Medill's downtown Chicago newsroom and directed by Sarahmaria Gomez (BSJ05), allows Northwestern students to mentor teenagers from Chicago's Gary Comer Youth Center with the hope of making the teens better candidates for jobs and college admission.

UNITY 2012



More than 80 alumni, faculty, staff and friends of Medill came together during the UNITY 2012 convention at Mandalay Bay's Border Grill in Las Vegas on Aug. 2. Guests were able to mingle with one another and also meet new Medill Dean Brad Hamm. Pictured above, from left, are Alanna Autler (BSJ12), a reporter at WOWK-TV in West Virginia; Nomaan Merchant (BSJ09), a reporter with the Associated Press; Medill Assistant Professor Charles Whitaker (BSJ80, MSJ81); and Terri Cope Walton, an assistant news director for WRTV6 in Indianapolis.

UPCOMING EVENTS

OCT. 3 • 4 P.M.

Crain Lecture: Medill Medal winners David Jackson and Gary Marx of the Chicago Tribune
McCormick Tribune Center Forum

OCT. 18 • 4 P.M.

Crain Lecture: Rachel Swarns, New York Times reporter and author of the book, "American Tapestry: The Story of the Black, White, and Multiracial Ancestors of Michelle Obama"
McCormick Tribune Center Forum

OCT. 26 • 4:30 TO 5:30 P.M.

Medill Dean's Homecoming Reception with Brad Hamm
McCormick Tribune Center Forum

NOV. 8

Medill/NAA Post-Election Panel
National Press Club - 529 14th St. NW, Washington, D.C.
5 to 6 p.m. - Medill VIP Reception (**free for all Medill alumni**)
6 to 7 p.m. - NAA panel reception (**\$**)
7 to 9 p.m. - Post-election panel (**\$**)

THE GERTRUDE AND G.D. CRAIN JR. LECTURE SERIES

Craig Aaron (BSJ97), who is the president and CEO of the advocacy group Free Press, talked on May 10 about addressing pressing media and technology issues in Washington, D.C.

Medill lecturer **Josh Meyer**, who is the Director of Education and Outreach for Medill's National Journalism Security Initiative, spoke on May 3 about his book, "The Hunt for KSM: Inside the Pursuit and Takedown of the Real 9/11 Mastermind, Khalid Sheikh Mohammed."

Brooke Bailey Johnson (MSJ74), president of the Food Network, spoke on April 19 about her education at Medill and how it has been useful in her career.

Former Columbia Journalism Review Executive Editor **Michael Massing**, author of "Now They Tell Us," about press coverage of the war in Iraq, spoke on April 12 and compared present conflicts to those of 500 years ago.

Chicago Tribune Senior Vice President and Editor **Gerould Kern** and Chicago Tribune Media Group Senior Director of Marketing **Phil Niccolls** talked on March 27 about "finding the key to expansion through audience knowledge and new formats."

OTHER EVENTS & SPEAKERS

More than 50 students, alumni and marketing/PR professionals mingled at **Medill's Integrated Marketing Communications networking event** on June 6 at The Motel Bar in Chicago.

Andy Carvin of National Public Radio presented "Tweeting the Arab Spring: Capturing History, 140 Characters at a Time," on May 9. Carvin was at Medill as a Hearst Visiting Professional.

On April 24, Medill hosted a "Careers in the Magazine Industry" panel discussion. Panelists included **Danielle Cadet (BSJ10, MSJ11)**, associate editor at Black Voices, Huffington Post/AOL; **Suzu Evans (MSJ10)**, senior web editor at *Back Stage Magazine*; **Jeff Lee (BSJ05, MSJ06)**, senior editor at *Architect Magazine*/Hanley Wood; **John Mahoney (BSJ05)**, web editorial director at Bonnier Tech Group; **Felicia Oliver (MSJ02)**, editor at *Building Safety Journal*; **Dan Snierson (BSJ93, MSJ94)**, senior editor at *Entertainment Weekly*; and **Jennifer Tanaka (BSJ90)**, deputy editor at *Chicago Magazine*. Snierson hosted a lunchtime talk with about 40 students the next day.

Medill partnered with Northwestern's School of Communication to host the **2012 Career & Internship Fair** on April 4. The event featured an at-capacity lineup of employers with more than 100 job openings.



By Anna Swindle Keller (MSJ09)

MERSEY'S WORK EARNs HER TENURE

Rachel Davis Mersey (MSJ09) has observed Medill from two perspectives: as a student and as an assistant professor. Now, following a recent promotion to tenured associate professor, she is looking forward to the third chapter of her Medill experience.

Mersey, who was inspired to pursue a career in journalism because of her self-described "magazine addiction," now focuses on the audience insight part of the industry, and says Medill is the ideal place to continue to delve into this niche. "One of the gifts of being at Medill is that you can experience both the practice and the study of the industry, and the school allows us to move seamlessly between the two," Mersey says.

Her interest in audience insight was initially piqued while she worked at The Arizona Republic, where she realized there were so many complexities behind audience groups, extending beyond simple demographic data. In 2010 she published "Can Journalism Be Saved? Rediscovering America's Appetite for News," which addressed news organizations' stubborn commitment to producing generic community-based content, and their reluctance to examine how to serve the needs of individuals in a more effective way.

"I felt like there was a need on the industry side for journalists to compel their audiences," she says. "Magazines tend to be the most successful at this. They understand how to communicate with their readers, and how to value their niche audiences to advertisers."

Mersey will continue her research and introduce her philosophies to undergraduates this fall in an introductory journalism course.

"I'm so excited about what's next for Medill," she says. "Knowing I'll be a part of that is incredibly meaningful to me."

ANNA SWINDLE KELLER IS AN ACCOUNT EXECUTIVE AT MULLEN ADVERTISING IN WINSTON-SALEM, N.C.

Adjunct Lecturer **Cheryl Jackson** began her role as senior associate director of employer engagement on June 26. Jackson will work in Medill's Career Services office to build relationships with media and businesses and establish Medill as a preferred talent source.

Professor **Martin Block** presented "Depressions, Media Usage and Purchase Behavior" on behalf of the Applied Neuromarketing Group at the NeuroPsychoEconomics Conference in Rotterdam, The Netherlands, on June 15.

Professor **Kalyan Raman** presented a paper titled "Dynamics of Multiple Media Consumption," co-authored with Assistant Professor **Vijay Viswanathan**, at the 2012 Marketing Science conference at Boston University on June 7-9.



▲ Associate Dean **Frank Mulhern**, center, presented his paper, "Country-of-Origin Preferences among Chinese Consumers," at the 2012 Society of Interdisciplinary Business Research Conference on Interdisciplinary Business and Economics Research in Bangkok, June 7-9. Mulhern also spoke about digital media and integrated marketing communications to the Northwestern Alumni Club of Bangkok on June 6.

Assistant Professor **Brent Huffman** presented clips from his work-in-progress documentary, "The Buddhas of Aynak," as part of an expert symposium to save Mes Aynak, an ancient Buddhist site in Afghanistan threatened by a Chinese state-owned copper mine. The event, hosted by the Alliance for the Restoration of Cultural Heritage, was held in Washington, D.C. on June 4-5.

Associate Professor **Louise Kiernan** offered a behind-the-scenes look at the first all-digital Pulitzer Prize deliberations during her faculty colloquium on May 23. Kiernan, who chaired the 2012 Pulitzer explanatory reporting jury, discussed what it takes to judge journalism's most prestigious awards.

Assistant Professor **Beth Bennett** and Adjunct Lecturer **Michael Sternoff** co-produced a short documentary entitled "Spin" for the International Documentary Challenge. The piece was among 12 semi-finalists, and judges selected it for screening at the Toronto Hot Docs festival.

Assistant Professor **Michele Weldon** published the lead editorial on the CNN.com opinion page on Mother's Day, titled "Single Mothers, Stand Proud." She also wrote the lead editorial for the Chicago Tribune on March 25 about the Trayvon Martin case, titled "On Mothers Who Bury Their Sons."

Professor Emeritus-in-Service **Don Schultz** presented the paper, "Does Online Media Impact Retailer Brand Preference?" which was co-written by Professor **Martin Block**, at the International Conference on Corporate and Marketing Communications on April 20 in Rennes, France.

Associate Professor **Zach Wise** presented approaches to interactive multimedia storytelling during his faculty colloquium on April 11.

Assistant Professor **Ashlee Humphreys** delivered her research, "Wine Worlds," at the University of Arizona in April. Her presentation examined the differences in the meaning attributed to wine by consumers and producers.

Professor **Clarke Caywood** made a presentation about using artificial intelligence for strategic communication planning to the Dallas Chapter of the Association for Strategic Planning in April.

Professor **Craig Duff** produced a video piece from South Bend, Ind., in March with New York Times national correspondent Susan Saulny. The story focused on efforts by neighborhoods to save abandoned houses on their blocks.

Professor **Ed Malthouse** delivered the keynote speech, titled "New Media Marketing Strategy," at a conference on Digital Media and New Media Platforms: Policy and Marketing Strategies that was held at National Chengchi University in Taipei in March.

Professor **Loren Ghiglione** was a consultant for Northwestern University in Qatar at a Content Consensus Conference on Feb. 29 and March 1 to brainstorm a global and digital exhibition about the media that would feature permanent and changing content. Ghiglione's three-month, 14,063-mile project, "Traveling with Twain in Search of America's Identity," was also featured in the United Airlines' *Hemispheres Magazine*.

By Christen Carter (MSJ11)

WOLTER'S SUCCESSES LEAD TO PROMOTION

Patti Wolter (BSJ89, MSJ89) had more to celebrate this year than just her 10-year anniversary of teaching at Medill. Wolter, who began teaching after a successful magazine career in New York, San Francisco and Chicago, was recently promoted to associate professor.

PROFILE

"Getting validation that my work is valuable to the university is an incredibly powerful experience," Wolter says. "It solidifies the idea that my approach can help students and the academy in a meaningful way."

Wolter instructed her first graduate magazine publishing project in 2002, during her first year teaching at Medill. Since then she has worked to strengthen the relationship between the magazine industry and the classroom.

"That challenge is something that Medill makes very possible," says Wolter, who continues to freelance for major consumer publications. "We get ideas from the industry and push back to the industry new ways of thinking. I feel particularly invigorated by that kind of environment."

Those new ways of thinking have come out as ideas for new magazines, concepts to transform existing ones, and, now that magazines have expanded into the digital realm, technological features that improve the magazine-reading experience.

Wolter follows the successes of her past students and the impact they've made on the publishing industry and continues to stay connected with many of them.

"This job wouldn't be interesting or meaningful without the amazing students or the connections we're able to make with students," Wolter says.

CHRISTEN CARTER IS A DALLAS-BASED WEB DESIGNER AT SOCIAL COMPASS.





By **Christen Carter (MSJ11)**

FULBRIGHT WINNER TO STUDY OLYMPIC IMPACT

This spring was an award-winning season for William Carey (BSJ12), above. Carey was one of two winners of the 2012 Walter S. and Syrena M. Howell Essay Contest, an annual student competition analyzing propaganda use in journalism. He also was named valedictorian of the Class of 2012. But perhaps Carey's most distinguishing accomplishment was that he was awarded the Fulbright Alistair Cooke Award in Journalism, an honor given to just one U.S. university student each year.

PROFILE

Carey will leave in September for London, where he will spend 10 months studying the effects of the Olympic Games on London citizens.

"The Olympics are an incredible event that brings together so many people from across the world, but sometimes the impact of the games on the host country's citizens gets lost," Carey says. "I would like to use my time in London to put a human face to some of the effects. Throughout preparations for the games, people are displaced from their homes, money is diverted from other areas of the budget and many other things in the day-to-day lives of citizens are changed.

"I'm hoping that by showing those effects through the stories of different people, it might make the experience of hosting the games more 'real' to others."

Carey first learned about the Fulbright Scholarships during his freshman year but did not find out about the Alistair Cooke Award until this past winter. He sees the opportunity as a perfect chance to put his Medill education to good use.

"I think the Fulbright will be a great opportunity to practice many of the things I have learned at Medill, from reporting in new communities to crafting a long-form story," Carey says. "The exciting part is that I will have lots of time and freedom to follow stories, and I'll have the chance to really take the time to become part of the community."

CHRISTEN CARTER IS A DALLAS-BASED WEB DESIGNER AT SOCIAL COMPASS.

A prototype tablet-native magazine called **Hinge**, designed by 14 Medill graduate students, was named best team start-up magazine project by judges of the 2012 Association for Education in Journalism and Mass Communication Student Magazine Contest on July 17.

Nine undergraduate and graduate students were recognized with academic honors at Medill's Journalism Convocation on June 16. **Christen Carter (MSJ11)** and **JR Tungol (MSJ12)** received the Gertrude and G.D. Crain Jr. Award, presented to students in the graduate magazine publishing program who show outstanding management potential. **Kayla Stoner (BSJ12)** was honored with the Gary Cummings Memorial Award, given to a senior who excelled in broadcast journalism courses. **Sara Grossbarth (BSJ12)** earned the William C. Fyffe Award, given to a student who demonstrates professional competency and dedication to the mission of broadcast journalism. **Lauren Daniels (MSJ12)** received the Bernard Gordon Entrepreneurial Award, presented to a student who manifests outstanding entrepreneurial creativity, drive and excellence. **Sarah Eberspacher (BSJ12, MSJ12)**, **Bethany Hubbard (MSJ12)**, **Taniesha Robinson (MSJ11)** and **David Unger (MSJ12)** were each honored with a Harrington Award, given to an outstanding student in each of Medill's four graduate concentrations.

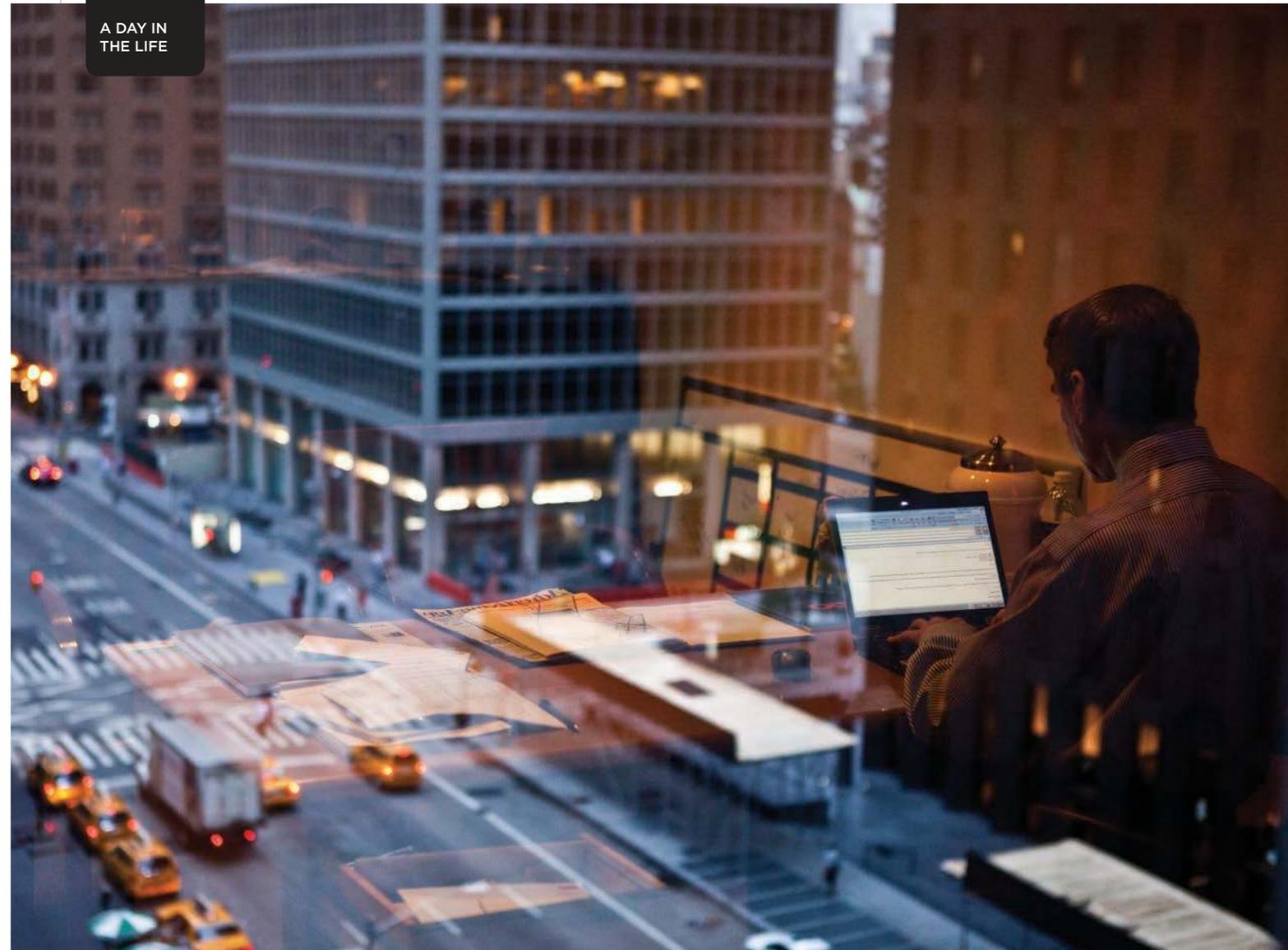
Leslie Taylor (IMC12) received the Jack Sissors Memorial Award and **Jonathan Lababit (IMC12)** was given the Stanley Tannenbaum Memorial Award at Medill's Part-Time IMC Convocation on June 16. The Sissors Award is presented to the graduating IMC student who best exemplifies the qualities of former IMC Professor Jack Sissors: mentorship, generosity of intellect, spirit and personality. The Tannenbaum Award recognizes a graduating student's scholastic achievement and promise for success in the field of marketing communications.

Five undergraduate students were honored in June with three different fellowships provided by the 2012 Medill Fellowship Program. Senior **Rebecca Nelson (BSJ13)** and sophomore **Cameron Songer (BSJ15)** received the Christine Brennan Fellowship, sophomore **Jessie Geoffray (BSJ15)** received the Dale F. Kasler Internship Fellowship, and junior **Eric Brown (BSJ14)** and sophomore **Yoona Ha (BSJ15)** received the Rick Wamre Hyper-local Fellowship.

Twenty-six Medill undergraduates were recognized at the Medill Student Showcase on April 25 for individual or group work they did in either magazine, news, online, broadcast, documentary, photography, print design or audio categories.

Photo essay by **Ray Whitehouse (BSJ12)**

A DAY IN THE LIFE



TIMING IS EVERYTHING

IT'S 6:13 A.M. on July 20, and **Roy Elvove (MSJ76)** has already been awake for almost four hours. The executive vice president and director of worldwide communications for advertising agency BBDO is working in his Midtown Manhattan office. Prior to getting to work, he spent several hours compiling a list of articles from around the world related to the company and its clients. For Elvove, staying informed is one of the keys to excelling at public relations: constantly knowing what news outlets write about BBDO and its clients leads to fewer surprises and more time to respond. Although he is an executive for the company AdWeek named Global Agency of the Year in 2011, Elvove enjoys staying out of the public eye as much as possible. "Like umpires," he says, "the best PR people are the ones you don't notice."



4:47 A.M. ▲ Elvove starts his day at 2:30 a.m. in his Upper East Side apartment. He spends hours reading the latest news stories about BBDO and its clients, then sends an email with that information to a group of BBDO employees for them to read on their way to work.



5:20 A.M. ▲ A snapshot of Elvove's life can be found on a table in his apartment, including: a photo of Elvove with his wife, Caryn; a photo of his nieces, Elisa and Samantha, with his son, Zachary; his wallet; a book about baseball, a sport he used to coach; loose change; a tennis ball he throws for flexibility; a cell phone; and a key to his office.

8:47 A.M. ◀ Elvove takes a break for a cup of coffee in the BBDO kitchen.

10:23 A.M. ◀ John Osborn, president and CEO of BBDO, talks with Elvove about how to approach the company speech Osborn will make later in the day.



3:11 P.M. ▲ Elvove's day revolves around his constant communication with people, from a New York Times reporter and other media representatives to his colleagues at BBDO.

+ View more pictures from a day in Roy Elvove's life in the tablet edition and on Flickr, <http://tinyurl.com/RoyElvove>.



8:40 P.M. ▲ More than 14 hours after arriving at his office, Elvove heads home for the evening.



READY FOR THE **SPOTLIGHT**

INCOMING DEAN BRAD HAMM BRINGS EXPERIENCE, ENERGY AND A TRACK RECORD OF INNOVATION.

STORY BY MATT PAOLELLI (BSJ05, MSJ06)
PHOTOS BY RAY WHITEHOUSE (BSJ12)

W

hen you have a conversation with Brad Hamm, a few things are immediately apparent: He loves journalism, and he loves higher education. But what he loves most is directing traffic at their intersection.

That is just one of the many reasons why Hamm, who brings a professional background featuring a robust balance of reporting, teaching and administrative experience, is so excited to take the reins as dean of Medill, a school he considers “the place to be if you want to do journalism and journalism education at the highest level.”

“It has a terrific history, it has incredible alumni, it has a very strong faculty and staff, and it’s well respected by everybody throughout Northwestern,” he says. “It has an incredible strength in terms of what it’s done in the past — the kinds of people associated with it — and where it stands right now.”

Hamm was announced as the dean-designate in May and officially started his tenure Sept. 1, nearly one year after the search for outgoing dean John Lavine’s successor began.

professor who was hired by Hamm, describes him as an “innovative and strategic thinker” who not only has great ideas but can also get them done while inspiring others to think creatively.

“He supported programs that I developed and my scholarly endeavors, too,” Barnett says. “I never felt like he was trying to do what was best for him but rather what was best for his faculty and staff and the program overall.”

Soft-spoken with a slight Southern drawl, Hamm is the epitome of a calming presence, a persona who seems almost at odds with the stereotypically hectic pace of the journalism world.

“He won’t be the most talkative person in the room, but you’ll remember what he says,” says Sue Porter, the vice president of programs at the Scripps Howard Foundation, who worked closely with Hamm on several collaborations with the Indiana journalism school. “He’s a scholar, an educator and a journalist who thinks like a business professional.”

Hamm’s professional journalism career actually began in high school, when his track coach — who also served as assistant sports editor for the Salisbury (N.C.) Post — hired him to cover sporting

“WHEN YOU LOOK AT GREAT PROGRAMS AROUND THE COUNTRY OR THE WORLD, **YOU HAVE TO START WITH MEDILL.** IT OFFERS THE KINDS OF OPPORTUNITIES FOR ANYONE TO EXCEL. MY GOAL THEN WOULD BE TO MAKE SURE THAT WE MAKE IT POSSIBLE THIS YEAR, NEXT YEAR AND TEN YEARS FROM NOW.”

— DEAN BRAD HAMM

“There were lots of things we were looking at, and I think we were aware that it was going to be hard to find everything we were looking for in one person,” says Professor Jack Doppelt, who chaired the 17-person search committee. “We were looking for somebody with multiple exposures and vantage points on where both journalism and higher education are heading.”

Hamm leaves his post as dean and professor at the Indiana University School of Journalism, where he served since 2005. He was previously a professor and administrator in the School of Communications at Elon University in North Carolina.

Hamm admits that leaving Indiana was difficult, but he looks forward to making an impact at Medill.

“When you look at great programs around the country or the world, you have to start with Medill,” he says. “It offers the kinds of opportunities for anyone to excel. My goal then would be to make sure that we make it possible this year, next year and 10 years from now.”

Former colleagues agree that, with Hamm at the helm, Medill can only get better. When Elon founded its communications school in 2000, Hamm was named interim dean and helped build the program from the ground up. Brooke Barnett, an Elon communications

events for the family-owned daily newspaper.

Hamm’s career at the Post extended through his time at Catawba College in Salisbury, when he routinely worked almost 20 hours on the weekend and spent countless weeknights covering sports and local news.

A committed academic with a strong grounding in media history, Hamm holds a Ph.D. in mass communication research from the University of North Carolina and a master’s degree in journalism from the University of South Carolina.

Despite widespread hand wringing over shuttered newspapers and shrinking staffs, Hamm is far from alarmist about the current state of journalism and says history proves the industry has weathered worse.

“When we look back across 100 years, almost every 20 years and sometimes every 10 years, there’s a change in the media world,” Hamm says. “Certainly the traditional model has changed for any number of reasons, but what Medill does is important now, it was important in the past and it will be important in the future.”

Despite his positive outlook, Hamm is not one to ignore the challenges of an evolving industry or changes in higher education, says Paul Parsons, current dean of the School of Communications at Elon.

“He has high standards and challenges students, faculty and staff to do their best in order to make an impact on the world of journalism and communications,” Parsons says. “He can be both an internal dean who builds a strong faculty, deepens student engagement and manages a budget, and an external dean who attracts major gifts, establishes partnerships and engages alumni.”

Overseeing Indiana’s undergraduate, master’s and Ph.D. journalism programs on both the Bloomington and Indianapolis campuses, Hamm significantly increased student enrollment and diversity, developed more international educational opportunities and created a master’s in public relations on the Indianapolis campus. He established new programs, encouraged students to study abroad and forged institutional relationships with the Scripps Howard Foundation, the Poynter Institute and USA Today.

“Brad was interested in fully understanding our objectives before he offered his thoughts on how we might fine-tune our programs and sponsorships to better serve students and the profession,” Porter says of Indiana’s collaboration with Scripps. “I think his ability to put his ego aside for the good of whatever program he’s addressing enables him to accomplish remarkable things.”

Another of Hamm’s pet projects, the National Sports Journalism Center at the Indianapolis campus, has seen tremendous success since its 2009 inception by offering the nation’s first master’s degree program in sports journalism and creating partnerships with the Associated Press Sports Editors and the National Sportscasters and Sportswriters Association.

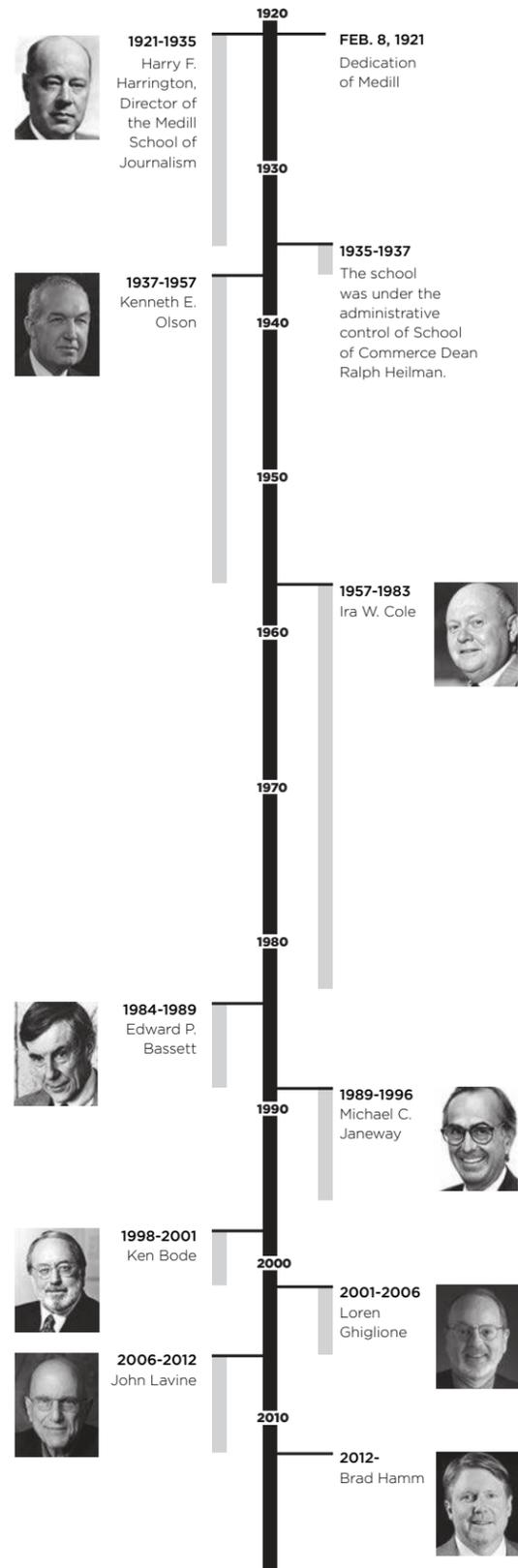
“A lot of leaders will say they want to be the best at something. It’s one thing to say it, and it’s another thing to actually provide the support and resources to make it happen,” says Tim Franklin, managing editor of the Washington, D.C., bureau at Bloomberg News and the sports journalism center’s former director. “Dean Hamm backed up his words, and he made it clear he was serious about building the center into a program of national distinction.”

Doppelt says Hamm’s track record shows him to be a great listener who will “put Medill in a dynamic place” at a time when the school has gifted students and faculty who are poised to make significant strides in journalism and IMC education.

“John [Lavine] put us in a position where we really have an immense reservoir of talent,” Doppelt says of Medill’s 75 full-time faculty members, many of whom were appointed during Lavine’s



PAST MEDILL DEANS
LEADERSHIP THROUGH THE YEARS



deanship. "It's a matter of marshaling that talent, both out of people individually and being able to come up with the right chemistry where people can work together in a dynamic, cooperative way within Medill, across the University and with programs that we're developing within the industry."

Hamm recognizes the skill level inherent in the Medill community and says it is the dean's job to "get the resources to talented people so they can do great things." The timeless necessity of journalism combined with the potential of emerging technologies make it an ideal time for journalism schools to be as forward-thinking as possible, he says.

"No matter how good a place is, you have to keep moving or else you'll just maintain rather than excel," he says. "If you're going to be at the forefront of any field, you have to be willing to take chances. Not everything will work out, but you have to be willing to try things."

Some of this innovation is already happening at Medill, and Hamm says he expects the school to continue to push the interdisciplinary envelope on his watch.

"If you plan to be the comprehensive journalism education school in America or the world, then you need to be the leader in ideas, too," he says. "You can train undergraduates and graduate students well, but there is a need throughout the journalism and IMC world for the ideas that will shape the future."

Hamm is no stranger to brokering mutually beneficial interdisciplinary connections within a university. One of his final projects at Indiana was to partner with its Kelley School of Business to establish an entrepreneurial journalism initiative.

"No one lives in a zoned-off world — regardless of your field — and there is significant work done across areas," he says. "Medill is already doing it in their work with computer science and engineering, and I think you'll see these kinds of partnerships, however structured, just increase."

Hamm, his wife, Hiromi, and their 2-year-old son, Yoshiki, moved to Evanston in early August. As he continues to learn the lay of the land in the city, and at Medill, Hamm says he is still sending notes to various colleagues and alumni from Indiana "to let them know how much I appreciated getting to know them."

According to Scripps Howard's Porter, Hamm's leadership skills come not only from his friendly and inclusive nature but also from his ability to push others toward success. "Medill is exceptional, but the Brad I know won't permit it to rest on its laurels," she says. "He'll want to hear what faculty, staff, students and alumni envision for their school. He'll preside over practical and aspirational goals, inspire and motivate people to achieve them, and then ask, 'What's next?'"

For Hamm, what's next is Medill, and he couldn't be more excited.

"I only left Elon because of IU, and I only left IU because of Medill," he says. "There are these opportunities that are once-in-a-lifetime, and you have to be able to think that you can make a difference. So I hope that with my experience and my work ethic, Medill will make a difference."

MATT PAOLELLI IS A WEB CONTENT PRODUCER FOR NORTHWESTERN UNIVERSITY AND TEACHES A MULTIMEDIA JOURNALISM COURSE AT MEDILL.

+ Watch a sit-down interview with Brad Hamm in the tablet edition.

These students are fearless

— or maybe they just didn't know any better — but they were asking questions that hadn't been asked before and coming up with some really

interesting stories on some taboo subjects"

— RICHARD ROTH
Senior Associate Dean for Journalism,
Northwestern University in Qatar

First Medill students in Qatar graduate, set path for future journalists

Like almost every other member of the Medill Class of 2012, Shannon Farhoud walked across the stage of Cahn Auditorium in June to receive her journalism degree. But Farhoud never had a class in Fisk Hall or the McCormick Tribune Center. She spent her college years on a campus more than 7,000 miles from Evanston.

Farhoud (NU-Q 12) is one of 15 pioneering students in the inaugural class of graduates from Medill's Middle Eastern outpost at Northwestern University in Qatar — a region that until recently was largely unaware of Medill's reputation for journalistic excellence and still grapples with the notion of a free press.

"These students took a chance on us. They'd never heard of Northwestern," says Senior Associate Dean Richard Roth, recalling the process of interviewing prospective students. "We had no classrooms, no facilities and no faculty. We didn't have much of anything except a story about Northwestern."

That story in the Middle East began in 2006, when then-University President Henry Bienen arranged for Northwestern to join five other American universities already offering undergraduate degree programs in the burgeoning Education City in Doha, Qatar. Funded by the Qatar Foundation and at the invitation of Qatar's Sheikha Mozah bint Nasser, Medill and the School of Communication welcomed the freshmen class in 2008. Four years later, the two schools would produce 36 graduates from 17 different countries.

"The whole process of putting together a curriculum and a faculty and a student body was very, very quick," Roth says. "All we had to

teach were freshmen classes, and for Medill that was one class, so it was relatively easy to get up and running that first year."

Despite an easy takeoff, the first year at NU-Q was not without its share of turbulence, Roth says. Northwestern initially lacked a dedicated space for its academic programming, so classes were held in unused areas of Texas A&M's building. Assistant Professor Abraham Abusharif, one of three journalism faculty members to join Roth in Doha for the first year, says he remembers holding office hours in a library cubicle or hallway.

Beyond the makeshift facilities, Roth faced more immediate concerns about the international students' ability to exhibit the strong writing skills demanded by the Medill curriculum. The first cohort consisted largely of ex-pat children from a variety of ethnic backgrounds who grew up in Doha and applied to Medill after seeing newspaper advertisements heralding the school's arrival in Education City.

"English is their second, third or fifth language, so halfway through that first year, I was concerned about what was going on with the students' abilities because they just couldn't write what we were asking them to write," Roth says. Faculty members hosted "grammar slammer" sessions to reinforce AP Style and point out key distinctions between the British English that most students were familiar with and the American English taught at Medill.

As the freshmen became sophomores, the program expanded to meet the needs of Medill's multimedia-based curriculum. "We created a class called Visual Journalism, and they take it in the first semester of their second year," Roth says. "It was in that semester that I realized that these kids really know how to find and tell stories — visually."



Read Q&As with nine of the graduates in the tablet edition.

NAZNEEN ZAHAN

PHOTO BY CHRISTINA ANDREWS (NU-Q14)

FACES OF NU-Q

Meet the nine students who traveled from Doha to Evanston to walk the stage at graduation in June.



BENAZIR KARIM

FROM: Tanzania
WHAT'S NEXT: After graduation, I'm going to be going to France. I'm interning there with Euro TV for two months, and after that hopefully I'll be working in Doha.



CAMILA FERREIRA

FROM: Brazil
WHAT'S NEXT: Currently I'm going back to Brazil where I have a couple freelance jobs. I'm thinking about applying for my master's.



NAZNEEN ZAHAN

FROM: Bangladesh, but family lives in Qatar
WHAT'S NEXT: I have interviewed with Qatar TV. I'm also applying to PR companies because I also did the PR certificate that we have at NU-Q.



OLA DIAB

FROM: Sudan
WHAT'S NEXT: I'm very interested in print journalism — I think I'm one of the very few! So far I'm freelancing, but I want to find a job in print journalism in Qatar.



SHEREENA QAZI

FROM: Pakistan, born and raised in Qatar
WHAT'S NEXT: I've got an internship at Euro News in Leone, France. I'm also planning to apply for a master's eventually.



ZAINAB SULTAN

FROM: India, grew up in Saudi Arabia
WHAT'S NEXT: I got a few job offers in Doha, and I definitely want to be in Doha because I think it's such a young industry and we're just starting off.



ASHLENE RAMADAN

FROM: Lebanon
WHAT'S NEXT: Create a production company [with Shannon Farhoud and Rana Khaled]. We won free office space and 30,000 Qatari riyal (\$8,000) to start up.



RANA KHALED

FROM: Palestine
WHAT'S NEXT: To produce clips [with the company] about our culture to educate the West and to give perspectives of people who live in the Middle East.



SHANNON FARHOUD

FROM: Syria and Canada
WHAT'S NEXT: [With the company] we're using Sheikha Mozah's vision of empowering women and journalism. There are a lot of stories no one is talking about.

Opportunities to increase their storytelling acuity abounded as students took more advanced classes and flexed their newfound journalistic muscles in a Middle Eastern society where freedom of the press remains more of a goal than a reality. Although the Al Jazeera news network is headquartered in Doha, the station mainly covers regional and global news, so students found a wealth of underreported stories that local media outlets had ignored for years, Roth says.

"Part of the culture there is that you don't question authority," Roth says. "These students are fearless — or maybe they just didn't know any better — but they were asking questions that hadn't been asked before and coming up with some really interesting stories on some taboo subjects."

Zainab Sultan (NU-Q 12) produced a documentary on breast cancer that Roth cites as inspiration for the creation of a breast cancer awareness organization in Doha. The group frequently screens Sultan's work and encourages women to seek treatment for a disease that was previously viewed as a fatal divine punishment, Roth says.

"I've seen terrific work produced by these students, both in terms of writing and multimedia storytelling," Abusharif says. "I would hold the work of these students up as an example to any Medill student."

Evanston-based Medill Professor Jack Doppelt taught a five-week law and ethics course at NU-Q in Winter 2011, just as the Arab Spring revolutions were providing the perfect teachable moment. With a front row seat to the seismic changes taking place in the Middle East, NU-Q is a golden opportunity for everyone involved, he says.

"We are there at a moment in time when we can actually produce students who are knowledgeable about the environment, who are positioned to take jobs in the region and who are in a position for there to be jobs opening up because there isn't a tradition of having there be reporters in a lot of places like this," Doppelt says.

Many students in the inaugural graduating class are seizing the novelty of their situation and looking for journalistic work in the Gulf — or making their own opportunities.

"Just like at Northwestern, where we had a chance to be pioneers and really start off this program and lay the foundations, I think with the media industry [in the Middle East] we have an opportunity to do it all over again," Sultan says.

Farhoud and three of her classmates are starting a production company together to educate Western audiences about Middle Eastern culture through local stories and voices.

"The revolutions broke out, and everyone would refer to the Arab world as if it were one big country, but it's not," Farhoud says. "Every country is so different, even within the Gulf, and we want to show that."

Roth says the NU-Q odyssey is gaining traction. And soon, the program — which has been housed in Carnegie Mellon University's building since 2010 — will have its first dedicated building in Education City. Construction recently began on a 350,000-square-foot facility that will provide cutting edge multimedia tools, state-of-the-art studio space and plenty of room for growth. It is scheduled to open in 2014.

"I believe we're going to have some impact on the media, not only in Qatar, but in the region, either as Qatar becomes an example for other parts of the Gulf or as these students go to work," Roth says. "I think we've decided that it's no longer an experiment — it works."

MATT PAOLELLI IS A WEB CONTENT PRODUCER FOR NORTHWESTERN UNIVERSITY AND TEACHES A MULTIMEDIA JOURNALISM COURSE AT MEDILL.

MEDILL WATCHDOG ASSISTANT DIRECTOR JOHN SULLIVAN
AND HIS PHILADELPHIA INQUIRER TEAM WIN 2012 PULITZER PRIZE.

SERVING

THE PUBLIC



Story by Glenn Jeffers (BSJ01)
Photos by Ray Whitehouse (BSJ12)

THERE'S AN EASE

with which John Sullivan talks about sending people to jail. Take, for example, the tale of former Pennsylvania Sen. Robert Mellow.

Mellow was the state's highest-ranking senate Democrat. Then, in 2009, the Philadelphia Inquirer ran a story about how he used taxpayer money to rent an office in a building he partially owned. Sullivan, then an investigative reporter at the Inquirer, broke the story with a colleague.

The story led to a federal probe. The following year, Mellow retired after 40 years of public service. This past March, he was indicted on federal charges. Two months later, he pleaded guilty to conspiracy and filing a false tax return. Sullivan was just looking for a good story. "I found one," he said.

Many reporters have a story or two like this, tales of penning articles that, as journalist and humorist Finley Peter Dunne put it, "comfort the afflicted and afflict the comfortable." Sullivan has several, including "Assault on Learning," a multi-part series highlighting the violence within the Philadelphia school system. For that, Sullivan and his Inquirer team, which included fellow lead reporter Susan Snyder, won the 2012 Pulitzer Prize for public service.

Many say that sums up Sullivan, whose youthful looks belie his age of 45. He's a man who sees the power in being a reporter, especially now as assistant director of Medill Watchdog, a faculty-led group of students and recent graduates who investigate systematic failures in government. He sees the opportunity to have an impact, to change people's lives, to hold public officials accountable.

"He is determined," said Bill Marimow, the Inquirer's editor. "He's tenacious, he's very fair-minded ... and he's a maestro when it comes to the use of public records. He's also a meticulous fact-checker. I'm sure he's teaching that at Medill."

It's a reputation Sullivan has worked hard to earn, especially after a tumultuous adolescence. He was the youngest of eight, growing up in the north Chicago suburb of Wilmette in a neighborhood that at the time was filled with large, lower-middle class families. Where his siblings had been successful moving onto college, Sullivan squandered his high-school years, he said, struggling to find his place. He became listless, content to work in an upholstery shop, pump gas on the weekends and hang out with friends.

He found his way to Oakton Community College's Des Plaines campus in 1989, where he met Dr. Margaret "Peg" Lee, a professor teaching his British literature class (she's now the school's president). It was Lee's love of language, truth and developing a set of ideals that stirred Sullivan out of his malaise. "I had lived in a world where I had seen a lot of baseness," he said. "We struggle to reach this place above us. So I think I was inspired to reach for this place above me."

After a year and a half at Oakton, Sullivan transferred to Cornell College, a small, four-year school in Iowa where he majored in philosophy and politics while minoring in classics. He returned home after graduation and started working in Evanston selling title insurance. One night, he attended a party thrown by his brother, Drew, a graduate-journalism student at the University of Missouri. There, he met several investigative reporters and editors.

By the end of the night, Sullivan had found his calling. "These people

are fun," he said. "They're irreverent. They're smart. They're passionate. They care about the world, and I want to do what they're doing."

Soon, Sullivan was interning at the Chicago Reporter, where he stayed for a year before heading to Missouri to earn his master's degree in journalism. He spent more than two years as a graduate assistant doing computer-assisted reporting for the National Institute for Computer-Assisted Reporting at Missouri before landing a job with The News and Observer in Raleigh, N.C.

Sullivan fell for a young reporter named Adrienne Lu while covering a death threat on a local county sheriff. Working on the story together, the two became close. Sullivan found Lu gutsy and persistent. She found him passionate, with a sense of humor.

After a couple years, the two started dating, though their courtship was anything but smooth. Lu went off to graduate school in New York while Sullivan took a job with the Inquirer to be closer to her. A few months later, he was shipped off to cover the war in Iraq.

Between March and June 2003, Sullivan covered the war, most times from the inside of a M113 armored personnel carrier. For Lu, it was nerve-racking; when her boyfriend called, she could hear explosions in the background. For Sullivan, he found the randomness of combat unsettling. "You live your life thinking, 'If I'm a good guy, nothing will happen to me,'" he said. "But when you're getting shot at by people, you realize, 'Well, it's just a matter of geography.'"

Sullivan returned home unscathed to a box full of letters that Lu sent him, but were returned, unopened; he moved around too much. Didn't matter. By then, he knew he would marry her. They wed in 2005.

Once he got back to the Inquirer's Harrisburg bureau, Sullivan started knocking out stories, shortly followed by officials. Then-acting secretary of the commonwealth Benjamin Ramos stepped down after Sullivan uncovered lapses in his campaign-filing record. Next was Francis Friel, a former police captain picked to head the state's gaming board. He resigned after Sullivan found inconsistencies in his résumé. "At that point, we lived for the story," he said. "We didn't much care what was going on."

With reporter Ken Dilanian, Sullivan tracked the deaths of at least 20 abused children over a three-year period in Philadelphia. The 2006 stories led to an overhaul of the city's department of human services, which handles child-abuse cases, and to a Casey Medal for Meritorious Journalism, awarded for distinguished coverage of disadvantaged children and families. Up to that point, Sullivan said, "that was the most important story I had ever done because that saved some kids' lives."

By then, Lu had joined Sullivan at the Inquirer. Sullivan moved to covering science and health, leading to a 2008 series explaining how Bush-administration policies had weakened the Environmental Protection Agency. Sullivan — along with colleagues John Shiffman and Tom Avril — was named a Pulitzer finalist in national reporting.

But Sullivan soon found himself wandering again. Unlike before, life was sweet. Work-wise, he was now on the paper's acclaimed investigative team. At home, he doted over his newborn son, Benjamin. But even after the Mellow story, "I felt like a writer trying to write the hit song," he said. "I was looking for a story for the wrong reasons."

He went back to juvenile issues, a subject that still haunted him. He spent the summer in the University of Pennsylvania Hospital's emergency room, watching doctors pull bullets out of children. He started attending juvenile court, watching kids who had been suspended as many as 40 times go before a judge. He talked to former

administrators about oversight and review.

Then, a story broke. In December 2009, 26 Asian students were assaulted at South Philadelphia High School in a mob attack. District Superintendent Arlene Ackerman chided the media for not paying attention when black students were assaulted. "Okay, we'll take that challenge," Sullivan said.

Sullivan took the school system to task, from underreporting violent incidents to flawed programs designed to curb such behavior. Education reporters talked to teachers and students. One reporter spent six months hanging out at South Philadelphia High following the attack. The subsequent series ran in March 2011, detailing several of the 4,541 violent incidents reported during the 2009-2010 school year, an average of 25 a day. That didn't include the 183 cases the district learned of after the police filed charges. Ackerman resigned the following August, although Sullivan explains the investigation was not the sole reason.

"WE LIVED FOR THE STORY.

WE DIDN'T MUCH CARE

WHAT WAS GOING ON."

JOHN SULLIVAN

But by then, Sullivan himself was on his way out. After Philadelphia Media Network purchased the Inquirer in 2010, Sullivan watched as Bill Marimow lost his job as editor and Vernon Loeb, Sullivan's investigations editor, left for the Washington Post.

When Medill Watchdog director Rick Tulskey, himself a former Pulitzer Prize winner from his days at the Philadelphia Inquirer, contacted Sullivan and offered him the job at Medill Watchdog, Sullivan felt it was an opportunity. He talked it over with Lu, and they agreed. It was time to go. "They were dismantling a great paper, and I didn't want to be there to see it," he said.

So far, the move back to the Chicago area has been a good one for Sullivan and his family. He's able to spend more time with his mother, Margaret, who turned 81 in July. Now living in Evanston, Sullivan enjoys living near Lake Michigan just a few blocks from his two sisters, Moira and Sheila. Benjamin, now 4, loves the lake.

"It's a beautiful area," said Lu, who covered Cook County government with the Chicago News Cooperative until it folded this past February. "[John is] really enjoying working with the students. He's been really impressed with their caliber."

But Sullivan, who received another Casey Medal for the "Assault on Learning" series, did spend a couple of days in Philly at the Inquirer earlier this year. He was in the newsroom on April 16 when his series won the Pulitzer and returned in May for a Pulitzer party. When the April announcement was made, the newsroom erupted in excitement, said Marimow, who was recently asked back to the paper. "It was great for morale, great for the people who participated, and great for the city."

For Sullivan, "It was important to tell the story," he said. "I didn't think we'd win much."

GLENN JEFFERS IS A CHICAGO-BASED FREELANCE JOURNALIST.



SPECIAL
ELECTION
SECTION

Meet the Press

Covering the White House is considered by many to be the pinnacle of political journalism, and Medill has a long and storied history of churning out reporters who have made 1600 Pennsylvania Ave. their second home — at least for a few years. Four Medill alumni who are or have been White House correspondents discussed this coveted job with Elliott Smith (BSJ97), sharing the details and hard work that go hand-in-hand with the Oval Office beat. Photos by Ray Whitehouse (BSJ12).



Lark McCarthy (BSJ75, MSJ76): Emmy award-winning journalist who was a White House correspondent for ABC News and anchor for CBS News Nightwatch. She currently is the host of *Inside E Street*.

Julie Pace (BSJ04): Current White House correspondent for the *Associated Press*, where she has worked since 2007.

Jeff Mason (BSJ98, MSJ99): Current White House correspondent for *Reuters*, where he has worked since 2000.

Susan Page (BSJ73): Washington Bureau Chief for *USA Today*, where she writes about the White House and national politics. She is a two-time winner of the Gerald R. Ford Prize for Distinguished Reporting on the Presidency.

WAS COVERING THE WHITE HOUSE YOUR DREAM JOB?

MCCARTHY: It was a goal since high school. For me, it was a journalism dream come true.

PACE: It's definitely something I fell into when I started at the AP in 2007. I got started covering the campaign, and I never thought I would start going to the White House. After the election, the bureau chief wanted me on the team, and it was a total surprise.

HOW DID YOU FEEL YOUR FIRST DAYS ON THE JOB?

PAGE: The first time I walked through the White House gate and down the curved driveway to the press room, in 1979, I couldn't quite believe I was there. It seemed like such a huge honor and a privilege. I felt the same way when I went through the White House gates today — 33 years later.

MCCARTHY: The first few days were a mix of awe and pride and humility — the awe from thinking about all of the history that has happened on those grounds, pride in having achieved a career goal and humility in realizing that every day it's a high-pressure, competitive environment.

MASON: Reuters has a small space in the White House that we call a booth. It's essentially an office that you can go in and fit five people into a very small space. It's about the size of a large walk-in closet. My first day covering the White House, I was super excited going in, then got in and sat down inside the booth and was depressed for the next three hours. I thought, "I can't believe I will spend the next four years of my life in this tiny space." But once you get your head around that, like anything, you adapt to your physical surroundings. The truth is, I was thrilled.

WHAT IS A TYPICAL DAY LIKE?

PAGE: I get to the White House by 8 a.m. every morning, but before that I'm answering emails and reading stories on the AP wire to see what my competitors have. You come into the day with a schedule that the White House puts out, but that's just the framework. It never ends like it looks on the schedule.

MASON: A typical day in D.C. usually means getting to the White House in the morning and basing your schedule on the president's schedule.



A typical day in D.C. usually means getting to the White House in the morning and basing your schedule on the **president's schedule.**"

JEFF MASON

WHAT ARE SOME OF YOUR FONDEST MEMORIES?

PAGE: You're covering the biggest, hardest, most consequential issues faced by the country and the world. You're watching history. You get a perspective, albeit an incomplete one, on what drives presidents and policy. You see a bit of what happens behind the scenes. It's just such a privilege. It is hard work and a lot of pressure — but also a load of fun.

MASON: My favorite memory is President Obama's first full day in office. It was the day after inauguration, and I was in the booth late. A White House official came down and said, "Jeff, Robert Gibbs is gathering a few reporters, don't tell anyone but come follow me." I figured he was giving some briefing, so I grabbed my laptop and went back and there were about four other reporters there. We set up with Gibbs, and he told us to follow him, and we walked out of the West Wing area and into the residence area on the lower floor. Gibbs stopped and said, "Out of an abundance of caution, with the mishap yesterday with the oath of office, President Obama is going to take the oath of office a second time." There was the chief justice, president, maybe a couple of other aides and four or five of us in the press corps, and he took the oath of office again. There were maybe 10 of us that witnessed it, and I just happened to be working that night.

WHAT'S TRAVELING WITH THE PRESIDENT LIKE?

MCCARTHY: It is a heady experience. Travel days are usually long. The standing press corps joke is that check-in at Andrews Air Force Base is always o-dark-thirty.

MASON: Getting on Air Force One is always exciting. That part has not rubbed off.

PAGE: There are all sorts of routines. Every news organization has the same seat. There's informal voting for what movie [we] will watch. Who gets off the plane first, who gets off last. These are all things that are passed down from one generation of reporters to another.

PAGE: The sad truth, though, is that on foreign trips what you see most of all are the inside of buses and filing centers at hotels. Are we in Moscow, Russia, or Moscow, Idaho? Sometimes you'd have to walk outside to be sure.

WHAT IS ONE FUN THING THAT MOST OF US WOULD NEVER KNOW ABOUT COVERING THE WHITE HOUSE?

PAGE: If you think your office break room is rough, you should see it over here.

MCCARTHY: It is special to go to a White House Christmas party; or a picnic at the president's home. And your parents will always get a thrill when you say, "I'm calling you from the White House."

HOW DID YOUR MEDILL BACKGROUND HELP YOU?

PAGE: The skills I learned at Medill — and as a reporter and editor at the Daily Northwestern — are the ones I use every single day. Get it fast, but get it right. Details count. Provide context. Develop sources. Do more interviews than you need; you might learn something surprising.

MASON: I'm known on our team as being the strictest person about exact quotes. That's because of Medill. I really care that every quote we stick on the wire that the president says is exactly right. I thank Medill for that standard.

WHAT ADVICE CAN YOU GIVE ASPIRING REPORTERS HOPING TO FOLLOW YOUR PATH?

PAGE: Don't think there is a standard path to get to the White House or a beat like this. You can come to this job from a dozen different ways.

MASON: Always apply for the reach job. It may be technically out of your league, but if you want it, and you've got the skills to get there, eventually you'll get it.

MCCARTHY: Follow your passion.

PAGE: Start small — in a local newspaper or station where you can do everything and learn all the things that you don't know. Work hard. Play fair. Enjoy the job. Could any other career be as great as journalism? I don't think so.

ELLIOTT SMITH IS A FREELANCE WRITER/EDITOR IN WASHINGTON, D.C.



the insider

Nicole Wallace's best-selling novels open the White House doors wide.

Story by Lini S. Kadaba (MSJ86) • Photos by Ray Whitehouse (BSJ12)

Nicole Wallace (MSJ96), a political-insider turned pundit and novelist, says she never kept a journal of her days as communications chief for George W. Bush's White House and re-election campaign or as adviser to the McCain-Palin ticket. Yet her New York Times best-selling novels about the crisis-laden, coffee-fueled administration of America's first female president swell with the kind of behind-the-façade details that make political junkies mute C-SPAN and spend a few hours devouring her words.

“

Nicole is widely respected as one of the best communications operatives in the business in recent times.”

— Veteran GOP strategist
Steve Schmidt

“Eighteen Acres,” which debuted in 2010, and the 2011 sequel, “It’s Classified,” are technically fiction. But Wallace’s yarns, say those in the know, read spot-on.

“She has a great talent for observation,” says veteran GOP strategist Steve Schmidt, “and the ability to capture details and convey them. All of the settings are just very realistic.”

Former White House Press Secretary Dana Perino echoes that sentiment in an Amazon.com review of “It’s Classified.” “Nicolle is a remarkably talented writer,” she says. “While some people might think the stories could never happen, the details she provides — such as the back and forth with the White House press corps ... even what’s best to order from the White House Mess — give her books a leg up on anything I’ve read before in this genre.”

Clearly, the 24/7 insanity of West Wing life left an indelible impression. “You just don’t forget,” Wallace, 40, says from New York’s Upper East Side, where she lives with husband Mark Wallace (also an ex-political player and now president of Tigris Financial) and 9-month-old son, Liam, when not in their Connecticut home. “I was always observing the little details ... humanizing this always opaque, daunting place to friends and family.”

Some of those personal anecdotes include the Sub-Zero cool of the West Wing (“You lose your sense of what season it is,” she says), the time her heel stuck in the South lawn, the time she almost tumbled an exquisite grandfather clock in the Oval Office or the fat-free vanilla ice cream that President Bush regularly gobbled. Fictional President Charlotte Kramer’s life is a lot like reality.

The entertaining, but ultimately Washington, D.C.-damning novels, revolve around four powerful women: President Kramer, dignified despite her husband’s infidelities; the in-over-her-head vice president, Tara Meyers; the president’s confidante Melanie Kingston; and beleaguered Dale Smith, who traded her TV reporter gig to serve as the VP’s senior communications adviser.



▲ Wallace at her Connecticut home in July, with her son, Liam, then 7 months old.

Readers often assume Smith is Wallace, which she takes as a compliment, but she did not base the character on herself. Even before her West Wing days, she was known as sharp and likable, someone who “delivered her political attacks without snarling,” as The New York Times has noted.

“Nicolle is widely respected as one of the best communications operatives in the business in recent times,” Schmidt says. “She has an intuitive understanding about how to communicate simple things in a very complicated environment.”

But don’t let her girl-next-door niceness fool you, he adds. “She’s also tough,” he says. “She doesn’t take any crap. She made it to the top of a business that is still pretty male dominated, and she did it at a young age.”

Her career, though, has not been without its moments — the most infamous during the McCain-Palin campaign. Wallace was tasked with prepping vice presidential candidate Sarah Palin for her coming-out party and interviews with network anchors, including the game-changer with Katie Couric.

“Her wheels came off,” Wallace says. She figures, based on Palin’s book “Going Rogue,” that Palin “felt I was out to sabotage her.” Not true, Wallace insists, and suggestions otherwise get

an uncharacteristic rise out of her. “You don’t sleep or eat. You desperately want your side to win. ... It became obvious that the gaps in knowledge were too vast to fill with an all-nighter.”

That real-life showdown left Wallace asking: What if a candidate suffered secretly from mental illness, and she won? How would it manifest itself? “I thought it was a fascinating question,” she says. “Campaigns are always about one’s fitness to run.” The Meyers character, with her media mishaps and meltdowns, tackles that nightmare scenario.

The Bay Area native honed her ability to communicate clear answers to probing questions while working on her master’s in broadcast journalism at Medill. (She also has a bachelor’s in communications from the University of California at Berkeley.)

At Medill, she spent one quarter covering the legal beat. “I used to drive them crazy with my questions,” she says. “I’m a curious person.”

Her dream job back then? Weather girl. “I became obsessed with the weather. I used to hound them to add a meteorology course. They all thought I was a joker.”

Wallace thrived in politics. “You were working for something,” she says. “It wasn’t come in every day with a clean slate and cover something. You were trying to win a race or pass a law.”

Larry Stuelpnagel, an assistant professor of journalism and political science at Northwestern, remembers Wallace as a solid student at Medill who was drawn to political discussions.

“I enjoy watching Nicolle in her role as a pundit and political commentator,” he says. “She obviously has had a lot of big-time experiences, and she is what I saw when she was in Chicago Broadcast — a smart, articulate woman who gets her point of view or message across in a way that appeals to a broad audience.”

The same could be said about her novels. Her third is in the works and will continue the chronicles of the Kramer administration with Wallace’s trademark heavy dose of realism.

This time, the story is a single day during a terrorist attack.

LINI S. KADABA IS A JOURNALIST BASED IN NEWTOWN SQUARE, PENN., AND FORMER STAFF WRITER AT THE PHILADELPHIA INQUIRER.



Hear Wallace read an excerpt from “It’s Classified” in the tablet edition.



THE MEN BEHIND THE WORDS

Steven Krupin (BSJ04) still remembers the seat he sat in 11 years ago as a freshman during the class that ultimately changed his life. Every day during winter quarter 2001, Krupin sat on the left side of Harris 107, just behind the aisle, for Speechwriting, taught by **Lee Huebner**, who held a joint professorship in Medill and what was then the School of Speech. “I took in every real-world example Lee shared from his own experience,” Krupin says, “and furiously took down notes on theory and technique, notes I still keep in my desk.” The two gave **Marc Zarefsky (BSJ07)** a glimpse at their behind-the-scenes profession.

LEE HUEBNER



Special Assistant to the President of the United States; Deputy Director of the White House writing and research staff during the Nixon administration (Nov. 1972-Jan. 1974; spent five years in the administration)

JOB TITLE

Director of Speechwriting, Obama for America (July 2011-present)

STEVEN KRUPIN



Fascinating

ONE WORD THAT DESCRIBES THE JOB

Nonstop

People might know this, but often ignore it: Writing for the ear is a completely different challenge than writing for the eye.

WHAT IS ONE THING PEOPLE MIGHT NOT KNOW ABOUT SPEECHWRITERS?

The best speechwriters I know work harder at — and take greater satisfaction from — constructing a well-reasoned argument over the arc of a speech than coining a pithy turn of phrase or a quotable sound bite.

An address on “global diversity,” which the Aga Khan, who I am now doing some speechwriting for, delivered in Toronto in 2010. It centered on the ethics of pluralism — seems especially relevant to the challenges of our times.

DO YOU HAVE A FAVORITE SPEECH THAT YOU’VE WRITTEN?

I’ve been fortunate to work on speeches that meant a great deal to me personally, some that were newsworthy and some that were both. But once a speech or a line is read by its speaker, it belongs to him or her.

It’s impossible to pick an all-time favorite, but one of my recent favorites is President Obama’s Cairo speech addressing the Muslim world (from June 2009). The speech confronts a series of tough issues squarely and sensitively.

DO YOU HAVE A FAVORITE SPEECH WRITTEN BY SOMEONE ELSE?

I can’t narrow it down to just one, but I’ve always been inspired by the impromptu five- or six-minute speech Robert Kennedy delivered in Indianapolis on the night Martin Luther King Jr. was assassinated, to a crowd that hadn’t yet heard the news. Kennedy spoke in intensely personal terms but also fully appreciated the broader, historical moment.



Read about their career paths, the challenges speechwriters face, what the two have to say about each other and more in the tablet edition.

teaching from **EXPERIENCE**

TIM MCNULTY SPENT SIX YEARS IN THE SEMINARY — AND THEN HE GOT KICKED OUT.

He contemplated psychology but discovered how much science was involved. So he turned to English and finally settled on journalism. "I suppose there's a certain sense of continuity there in being interested in why people do what they do," McNulty says. "But as George H.W. Bush always said, 'Don't put me on the couch.'"

way through low-circulation newspapers in Michigan until finally landing a job with the Chicago Tribune in 1976. Shortly after, he volunteered to be a national correspondent and moved to a new Atlanta bureau to cover the South.

And then came China. In the late '70s, the Trib was one of eight U.S. publications allowed to station a correspondent in China. So in 1979, he corralled his wife and three young children and moved to Beijing, first living in a hotel, then upgrading to a one-bedroom apartment. "It was always a little ... tight," he muses.

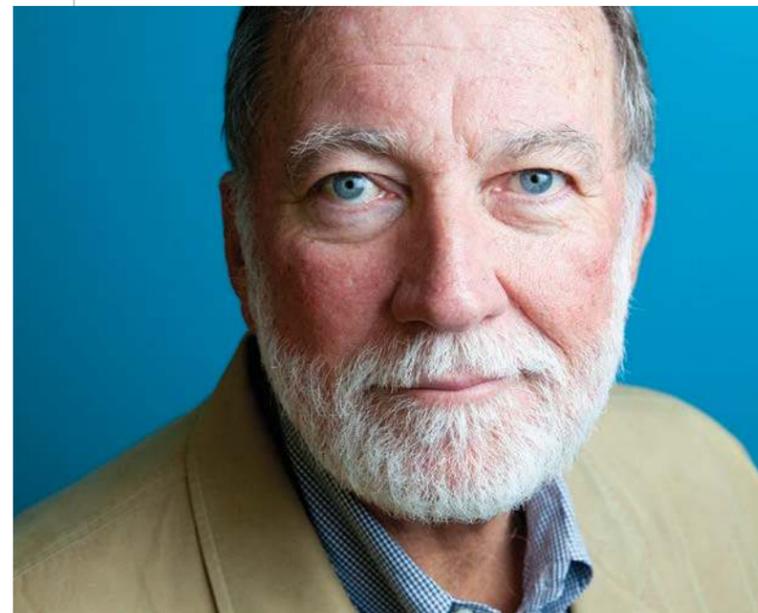
In 1985, after spending time covering post-revolution China and terrorist bombings in war-torn Beirut in the Tribune's Jerusalem bureau, McNulty moved to Washington, D.C., to cover a variety of topics such as Congress and social policy. It was a position his bureau chiefs created to help fill McNulty's desire to travel as much as possible.

Then they asked if he'd cover the White House. "I said, 'Sure,'" he says, his voice much more Eeyore than ecstatic. "When you're in Washington covering the White House, there's a sense of being at the center of the world," he says. "Some people love that feeling and want to stay with it, and others find a different kind of satisfaction with other kinds of journalism."

Having reported on much of Ronald Reagan's presidency in early 1988 and providing campaign coverage of then-Vice President Bush and Massachusetts Gov. Michael Dukakis, McNulty told his bosses he would cover four years of the Bush administration, but that was it. He was confident he would be ready to flee from presidential coverage after that, no matter who the president would be. "I told them I was either too old or too young to be the White House correspondent," McNulty says, chuckling.

Shadowing George H.W. Bush was exhausting, like a body watch. "That's what we used to call it," says McNulty. "Then, it was accepted that even if he stepped out in Washington, there was always a press pool with him."

He began to learn the nuances of the president's personality—sensing how he would light up while answering questions about foreign policy. "You could see the change in Bush's whole attitude and demeanor," McNulty says. "He became much more alive and



Now, 20 years after winning the White House Correspondents Association award for journalistic excellence, McNulty shares his passion with Medill students as a lecturer in global journalism and the co-director of the National Security Journalism Initiative (NSJI). His journalism career started small, with McNulty working his

STORY BY VIRGINIA BROWN (MSJ11)
PHOTOGRAPHY BY RAY WHITEHOUSE (BSJ12)

ELECTION MEMORIES

engaged and interested.”

One night McNulty awoke to the news of an attempted coup in Moscow. In that time, McNulty says, the White House situation room streamed CNN because the journalists would often have the story at the same time as the CIA or FBI. It got him thinking. He wondered what difference it made that the White House had to react to news almost immediately. Did it matter if television reported news and the administration didn't have a comment yet, even though everyone in the world could now see things instantly?

So he took a few months and wrote a series about the impact of satellite television on executive decision-making. In 1992, it led to the White House Correspondents Association Award for journalistic excellence.

There were certainly perks that came with the job, like playing horseshoes with the president on the lawn in Kennebunkport, Maine. McNulty also saw the world thanks to his trips aboard Air Force One. But Washington itself was not always paradise. “There just weren't enough sources to be able to do enough reporting,” McNulty says. And he'd often have to hear the same campaign rally speech five times during a 17-hour work day. It made it that much easier for McNulty to stick to his one-term promise. When Bush lost the 1992 election, McNulty closed another chapter in his reporting career.

His White House days behind him, McNulty stayed in D.C. as a special projects correspondent for the Tribune. He went on to hold a variety of positions, including national and foreign editor. He left the paper in 2008 after two-plus years as the public editor, and the following year was named co-director of the NSJI at Medill, where he has been an adjunct lecturer since 2004.

Through it all, he never lost his passion for journalism. It took six years in the seminary and eight years studying at three colleges, but McNulty finally found his niche. “I always loved it because I could ask anybody anything,” he says. “Journalism suited me well.”

VIRGINIA BROWN IS A WRITER AND ASSOCIATE EDITOR FOR CHARLOTTE MAGAZINE. SHE ALSO IS THE EDITOR OF WHERE MAGAZINE.

**Larry Stuelpnagel**

Assistant Professor; Charles Deering McCormick University Distinguished Lecturer

- Former Senior State House Correspondent for New Jersey Network News
- Covered the 1988 and 1992 presidential campaigns and conventions; conducted one-on-one interview with First Lady Barbara Bush in 1992



In 1992 it was the Democrats who had the smooth convention in New York while President George H.W. Bush and the Republicans struggled with fights over abortion rights and what to do with Pat Buchanan. I had received a tip from a member of the New Jersey delegation about a meeting of all of the delegates to hammer out an agreement about the abortion issue. My camera crew and I tagged along with the New Jersey delegates only to have the door slammed on our camera, which was rolling at the time. It was the perfect picture metaphor for the internal struggle the Republicans were having over the issue.”



Watch Stuelpnagel covering Bush's final day of campaigning in 1992 in the tablet edition.

**Peter Slevin**

Associate Professor

- Former national staff reporter and Chicago bureau chief of The Washington Post
- Covered President Obama's run to the White House beginning in 2007, the 2000 Bush-Gore recount in Florida and the Clinton-Dole race in 1996



For high drama and higher stakes, it's hard to top the 37 days of the Florida recount that led to the 5-4 Supreme Court decision that awarded George W. Bush the presidency. But there was an unforgettable human drama in the 2008 Iowa caucuses, where Obama beat Hillary Clinton, who had been seen just a few months before as the inevitable Democratic nominee. Whatever your politics, the beauty of Iowa was seeing voters turn conventional wisdom on its head.”

**Clarke Caywood**

Professor

- Served as “political expert” for ABC-TV in Chicago during the 2008 presidential election
- Former informal advisor to Texas Governor John Connally, who ran for president in 1980



Presidential primary campaigns in Wisconsin, where they were invented in 1903, were always the center of national attention before it became a ‘blue state.’ Now that Wisconsin is ‘in play’ for 2012, it reminds me of the forum I helped manage for Republican candidates and spokespersons in 1976, including the very personable Sen. Bob Dole, controversial Gov. Wally Hickel and others.”

**Janice Castro**

Senior Director, Graduate Education and Teaching Excellence; Assistant Professor

- Former editor of TIME.com
- Covered the 1992 and 1996 Democratic and Republican conventions; in 1996 reported for TIME.com as well as CNN/TIME's AllPolitics.com



Every afternoon during the 1996 conventions, I was hosting continuous news chats on the TIME.com site. At the Republican Convention in San Diego, we occasionally had GOP senators and members of Congress dropping in on the conversation. I invited George Stephanopoulos, then a top Clinton White House official, to drop by as the voice of the opposition in the chatroom and stir the pot. He took me up on it and showed up in TIME's convention newsroom.”

NAMES TO KNOW **By Peter Sachs (MSJ06)****Amy Hollyfield (BSJ92)**

Assistant managing editor for politics, Tampa Bay Times



True or mostly true? Half false or pants-on-fire false? The Tampa Bay Times' PolitiFact Truth-o-Meter separates fact from fiction when it comes to political spin, and in 2009 the website earned a Pulitzer Prize for National Reporting for its

coverage of the 2008 presidential election. Hollyfield oversees the newspaper's state and national political coverage, including the PolitiFact team.

“My job is chaotic, demanding and at times overwhelming, but it is also exactly where I belong,” Hollyfield says.

PolitiFact faces a daunting task in sifting through a continuous stream of campaign ads, political talking points and off-the-cuff remarks — then deciding which of those to cover. Longer write-ups go to items grabbing more national headlines. But PolitiFact is also seen by other political reporters as relatively neutral ground, and its assessments are widely cited — popular topics include stories related to Republican presidential candidate Mitt Romney's taxes and finances, as well as President Obama's claims on job creation.

“We can't get to everything we want,” Hollyfield says. “But we work hard to get to everything readers need.”

Guy Benson (BSJ07)

Political editor, townhall.com; Regular cable news channel guest



At 27, he's getting attention for his blistering takedowns of President Obama's perceived missteps and has scored interviews with nearly every Republican presidential candidate in what's shaping up to be a tight election year.

“It's really easy to get up in the morning and wade into the news cycle because the stakes are really high,” Benson says.

Benson works at a nearly breakneck pace, pumping out as many as six lengthy blog posts each day and appearing on Fox News several times a week as an unpaid guest. He dissects polls and Supreme Court decisions alike, with special emphasis on debunking talking points that don't ring true to him — often from Democratic pundits.

He also hosts a weekly radio show that airs on Chicago's WIND, where he started as a producer in his first paid job after college.

“I'm trying to hit that sweet spot where I'm practicing analysis and journalism while being entirely transparent and open about my own biases,” he says.

David Weigel (BSJ04)

Slate political reporter, MSNBC contributor



Weigel is rethinking what it means to be part of the new generation of political reporters, even as he churns out tweets and blog posts from inside the Beltway.

Weigel's more than 60,000 tweets jab at everything from political talking points to pop culture items in the news. Combine that with eight or more daily blog posts, plus several longer stories per week, and Weigel's pace can seem frenetic, a point about which he is keenly aware.

“The point of blogging everything that happens has sort of faded in the age of Twitter and micro-blogging,” Weigel says. “It's fun, but what really lasts is a good take and some rigor.”

That has Weigel looking for ways to balance the demand for posts with meatier stories. He questions whether political play-by-play stories add anything to the broader discourse when it's just dueling responses from low-level aids, or “pawns fighting pawns.”

“The stories I think are really successful are the ones that look at a guy who gave \$500,000 to a campaign, where it came from,” Weigel says. “I've started to slow down in order to do that, focus on something bigger.”

Benjamin Bowman (MSJ12)

Political news junkie, aspiring TV broadcaster



Bowman has high aspirations. Ask him what job he wants and he will tell you David Gregory's on Meet the Press. Ask him what television commentators he wants to emulate and he will say the late Tim Russert for his broad command of the issues and Brian Williams for his rhythm and cadence.

The next step on the self-described political junkie's path toward achieving his goals will be in Washington, D.C., where he will spend his fourth quarter reporting on the days leading up to, as well as the immediate aftermath of the 2012 presidential election.

“This is the Super Bowl of politics,” Bowman says. “It will be a baptism by fire experience.”

After graduating from Tennessee State University, Bowman spent two years teaching first- and fourth-graders on Chicago's West Side. He realized, though, that his greater passion was in public policy, not the classroom.

That is why he can't wait to get going with Medill's Washington program. “You're reporting in Washington, D.C., and you're still able to learn the tricks of the trade,” Bowman says.

PETER SACHS IS AN AIR TRAFFIC CONTROLLER AND FREELANCE WRITER IN SAN FRANCISCO.



ANSWER: TWO ALUMS WIN BIG ON JEOPARDY!

Medill was well represented on Jeopardy! in the past few months as not one, but two alumni became multi-day champions. Andrew Baggarly (BSJ97), who covers the San Francisco Giants for Comcast SportsNet Bay Area, was a three-time champion in July. Baggarly followed in the footsteps of Cathy Guiles (MSJ08), who was a two-time champion on Jeopardy! in March. Guiles is a copy editor at SmartBrief in Washington, D.C.

1950s

Harlan C. Abbey (MSJ56) plans to retire from journalism after 60 years in the business, and recently retired from horseback riding after decades devoted to the sport. In his career, Abbey spent time as a city-side reporter at the Buffalo Courier-Express, as editor of the weekly

Buffalo Jewish Review and wrote a weekly column for two newspapers in Ontario, Canada.

Karen DeCrow (BSJ59) was the speaker at the plenary session at the convention of the Women's Bar Association of the state of New York on June 3. The Onondaga Historical Association (New York) also honored DeCrow by including her in an exhibit about women of distinction.

1960s

Richard Turner (BSJ62), the manager of corporate contributions for Peoples Gas and North Shore Gas since 1999, was named the 2011 Person of the Year by the Corporate Responsibility Group of Greater Chicago. He received the award in recognition of his accomplishments

and long-standing commitment of time, energy and inspiration to maintaining quality of life in the Chicago area.

Dick Reif (MSJ64) delivered commencement remarks honoring the 50th anniversary of Queens College (part of the City University of New York) class of 1962. He received his B.A. in English from that school before earning his master's at Medill.

David Voracek (MSJ68) was one of 34 people to receive the 2012 Missouri Lieutenant Governor's Senior Service Award honoring exemplary volunteer service by individuals throughout the state.

1970s

Rick Reiff (BSJ74) is the host and executive producer of "SoCal Insider with Rick Reiff," a weekly Golden Mike-winning public affairs program on the Los Angeles region's PBS flagship station, PBS SoCal (KOCE-TV). He is the longtime executive editor of the Orange County Business

Journal, California's second-largest business weekly. In 2012 he ended a 15-year run as author of the paper's popular "OC Insider" column.

Pamela Sakowicz Menaker (BSJ75, MSJ76), communications partner at Clifford Law Offices, was elected to the Board of Governors of the Catholic Lawyers Guild of Chicago.

Mike Cavender (MSJ77) is executive director of the Radio Television Digital News Association, the nation's largest professional association of electronic journalists. Prior to accepting the position, Cavender spent 30 years in television news, during which he managed CBS-affiliated news divisions in Washington, D.C., Atlanta, Tampa, Fla. and Nashville, Tenn.

George de Lama (BSJ79) became president for global development at Answers Media, LLC., an innovative Chicago digital media company growing rapidly in the fields of personal health care management, digital education, online culinary learning and other areas. De Lama will oversee all international online learning operations, focusing primarily on Latin America and the Caribbean.

James Fremgen (BSJ79) and DeeDee Moreda were married in August 2011 in Petaluma, Calif. Fremgen is an assistant managing editor for The Press Democrat in Santa Rosa, Calif.

1980s

Ann L. Wead Kimbrough (MSJ80) was appointed dean of the School of Journalism and Graphic Communication at Florida A&M University in Tallahassee, Fla. Kimbrough also completed her Doctor of Business degree at Argosy University.

Bob Uhlar (MSJ81) is the senior minister at Unity of Indianapolis. Uhlar previously spent 16 years in television and radio news as a reporter and producer.

David Givens (BSJ82), head of gas and power services for North America at Argus Media in Washington, D.C., spoke about the U.S. Bureau of Land Management on C-SPAN's "Washington Journal" program on April 23.

Amy Pyle (MSJ83) became a senior editor at the Center for Investigative Reporting in May. Pyle oversees money, politics and government reporting, combining her background as a Los Angeles Times reporter and as associate managing editor of investigations at The Sacramento Bee.

Cece Cox (BSJ84), the CEO of Resource Center of Dallas, was named to the advisory committee for the Center for Family Counseling at Southern Methodist University's Simmons School of Education and Human Development. The Dallas Voice also named Cox Best Local LGBT Role Model.

Glenn Coleman (BSJ84, MSJ87) was promoted to editor of Crain's New York Business. He lives in Manhattan with his wife, Victoria Behm.

Frank DeCaro (BSJ84) wrote his second cookbook, "Christmas in Tinseltown," which will be published in October 2012. The pop culture guide collects more than 60 recipes from gone-but-not-forgotten celebrities.

Cheryl Renée Gooch (MSJ86) was appointed dean of the School of Humanities and Graduate Studies at Lincoln University of Pennsylvania. She began her duties at Lincoln on July 2. Most recently she served as dean of the School of Humanities and Fine Arts, and Professor of Media Studies at Gainesville State College, University System of Georgia.

Timothy Drachlis (MSJ86) was recently promoted to assistant managing editor at Newsday, a 300,000-circulation newspaper based on Long Island, N.Y.

Alisa M. Parenti (MSJ88) was recently recognized at The 2012 Dateline Awards Dinner by the Society of Professional Journalists at the National Press Club. Parenti, who reports for MarketWatch's Broadcast Division, won the award for Business Broadcast Reporting for her series on rising gas prices (Surviving Pain At The Pump).

1990s

Adam Beechen (BSJ90) had his graphic novel "HENCH," which originally came out in 2004, published in a 2012 edition. This version is paired with an all-new sequel.

Steve Friess (BSJ94) was hired as a senior writer for Politico, specializing in covering the politics of technology. In April, he completed a Knight-Wallace Fellowship at the University of Michigan, following a decade of freelancing from Beijing and Las Vegas.

JP Paulus (BSJ94) will lead a workshop on the "4 Steps 2 College" at the national Christian Community Development Association (CCDA) conference. Paulus is president of his own firm, Do-Gooder Consulting, which aims to help churches, nonprofits and small businesses.



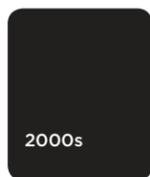
FIVE ALUMNI PART OF PULITZER FINALIST TEAM

Clockwise from top left: Phil Brinkman (MSJ89), Matthew DeFour (BSJ03, MSJ04), Patricia Simms (MSJ69), Judy Newman Coburn (BSJ73) and Deborah Ziff (MSJ06) were part of the Wisconsin State Journal newsroom team that was named a finalist for the 2012 Pulitzer Prize for breaking news reporting. The staff was recognized "for its energetic coverage of 27 days of around-the-clock protests in the State Capitol over collective bargaining rights, using an array of journalistic tools to capture one breaking development after another."

Sylvia Shaz Shweder (BSJ94) and **Jeremy Shweder (MSJ96)** adopted son Adrian Dimitri on Feb. 6 when he was 10 weeks old. Sylvia is a federal prosecutor in the Eastern District of New York, located in Brooklyn. Jeremy is a litigation associate at Kramer Levin Naftalis & Frankel LLP in Manhattan.

Cheryl Silver (MSJ95) received the 2012 Media Representative of the Year Award from the Pancreatic Cancer Action Network. Silver volunteers in memory of her dad, Melvyn A. Silver, who died of pancreatic cancer in 2009.

Christine (Bielinski) Moore (BSJ98) was married in September 2011 to Alan Moore in Atlanta. She is currently Senior Director of Content Strategy at Cartoon Network Digital.



Le'Vada Gray (BSJ00) of Los Angeles accepted a position as a professional development consultant with Math Solutions, of Scholastic Achievement Partners, in January. She will provide professional development for K-8 teachers, coaches and administrators to support effective mathematics instruction.

Victoria (Crapanzano) Ronningen (BSJ00) is currently a general assignment reporter for WHDH-TV in Boston, where she has worked for the past six years. On TV she goes by Victoria Warren.

Bill Chapin (BSJ01) and Anna Merzlyak of Oakland, Calif., were married Nov. 5, 2011 at the University of California Botanical Gardens in Berkeley, Calif. The couple began dating after partnering for the 1999 Dance Marathon and reconnected in 2009. He is a web editor for Smart Meetings magazine in Sausalito, Calif.

Victoria (Jones) Davis (BSJ01) is a corporate spokeswoman for Pfizer Inc., the world's largest pharmaceutical company. She works at Pfizer's office in Collegeville, Penn. Davis lives outside Philadelphia with her husband, **Ryan Davis (BSJ00)** and their 3-year-old daughter, Caroline.

Amy Swanson (MSJ03) married Geoffrey King in October 2010 in Seattle. Swanson is currently an editor at Microsoft.

Evan S. Benn (BSJ04) was named Food Critic at the St. Louis Post-Dispatch, responsible for restaurant reviews and food news for the paper and its Off the Menu blog. Benn, who also writes for Esquire's Eat Like a Man blog, will continue his Hip Hops beer coverage for the Post-Dispatch.

Julie Lissner (BSJ04) was elected as the 2012-2013 recording secretary of the Junior League of Chicago. Lissner is a business litigator at Ulmer & Berne LLP, a full-service, 200-attorney, Midwest regional law firm. She also was named a 2012 Illinois Super Lawyers Rising Star.

Will Sullivan (MSJ04) was featured in Editor & Publisher's 2012 "25 Under 35" list of innovative young leaders in publishing. Sullivan is now the mobile products manager for the Broadcasting Board of Governors in Washington, D.C. Previously he was the director of mobile news for Lee Enterprises.

Kris Vera-Phillips (MSJ05) is the weekend morning news producer at CBS 5 San Francisco, where she produced one of the shows that helped the station's morning team win the 2012 Mark Twain Award for continuing news coverage.

Beth Lipoff (BSJ06) recently graduated with a master's degree with merit in public history from Royal Holloway, University of London. She is currently working as a freelance journalist.

THE TIZIANO PROJECT LAUNCHES NEW IDEA

Medill alumni **Victoria Fine (BSJ07, MSJ09)**, far left, and **Grant Slater (MSJ10)** were on hand at DokuFest in Kosovo this summer to launch **StoriesFrom**, an immersive platform for collaborative documentaries. It is the latest product of The Tiziano Project, which equips community members with new media journalism skills in underrepresented regions around the world. At the festival, they also led an iPad-only documentary video workshop, one of the first of its kind in the region. The results of Fine and Slater's work can be seen at StoriesFrom.us.



OBITUARIES

JIMMIE FRENCH SAPPER (BSJ43), 89, passed away on March 5. Sapper was a Navy veteran who continued her service as a civilian at Hickam Air Force Base in Hawaii. She was a member of the Eastern Star and Daughters of the Nile. She is survived by her daughters, Faith Sapper, Roberta Reba and Leilani Parr; and one grandchild.

HORACE B. BARKS (MSJ47), 90, died on May 1. He graduated from Medill after serving as a communications officer in the U.S. Navy in World War II. Barks was the founder and president of Barks Publications, Inc., in St. Louis. He is survived by his wife of 65 years, Elsie Dickson Barks; their children Elizabeth Van Ness, Kate Freed (John Goggin), Joseph Barks (Barbara), Barbara Wachter (Wilfried) and William Barks; and 12 grandchildren.

GEORGE G. ERICSON (BSJ56), 77, passed away on May 15. Ericson worked in advertising at the Chicago Tribune for more than 26 years. He is survived by his wife, Virginia; his two daughters, Laura and Andrea; his son Christopher; and five grandchildren.

THOMAS RANDALL MANSFIELD (MSJ69), 66, died of brain cancer on Feb. 27. Mansfield, who had a lifelong love for athletics, won the 1962 and 1963 Ohio High School State Tennis Singles Championships. He is survived by Sherry Sherman, his loving partner of 18 years; and three siblings, Mary Ann Mansfield Wolfe, Barbara Mansfield Degan and John Mansfield.

ELIZABETH DUFF SCHOGOL (BSJ72), 62, passed away on June 24. After Medill, Schogol's picture appeared on the cover of Glamour magazine as one of the country's top-10 women college graduates. She worked for the Miami Herald before going to the Philadelphia Inquirer. She is survived by her son, Jeff; her two daughters, Katie and Carolyn; her father, John W. Duff; three sisters; and a granddaughter.

THOMAS E. BURKE (MSJ73), 66, passed away on July 17. After graduating from Medill, Burke worked at Dancer Fitzgerald Sample (later Saatchi & Saatchi) for 23 years. He joined Prudential Financial in 1996 as Vice President in Charge of Advertising and ran the in-house agency for 13 years. He is survived by his wife of 43 years, Dona (Klekota); his son, Ryan, and his daughters Lindsay (Jon Ostrom) and Kristin (Blake Gooch); and five grandchildren.

RANDALL F. BECKER (MSJ75), 60, died on March 28 from complications of a brain tumor. He was an award-winning newspaper journalist and video writer/producer. Becker worked at newspapers in Davenport, Iowa, and Milwaukee before moving to Kansas. He and his wife, Judie Black Becker, were partners in Black & Becker Productions. He is survived by his wife of 34 years and his son Jim.

LAURA CLARK GEIST (MSJ85), 50, passed away on Feb. 10 after battling breast cancer for more than nine years. She co-authored "Praying Through Cancer," which was published in 2006. The book is currently in its 17th printing and is being translated into Spanish. Geist is survived by her husband, Gordy, and her two children, Geoffrey and Gretchen.



THE NEXT MEDILL GENERATION

Madeline Boardman (BSJ12) became the latest member of her family to join the Medill and Northwestern alumni communities last June. Boardman, who now works at Elite Traveler magazine, is pictured at graduation with, from left: her father **David Boardman (BSJ79)**, executive editor and senior vice president of The Seattle Times; her grandfather **Wayne Winslow**, who graduated from Northwestern's Weinberg College of Arts and Sciences in 1943; former Medill Dean **John Lavine**; and her mother **Barbara Winslow Boardman (BSJ79)**, who is a freelance editor.



Ross Jacobson (BSJ10) is a high school sports reporter for the Northwest Herald in Crystal Lake, Ill.

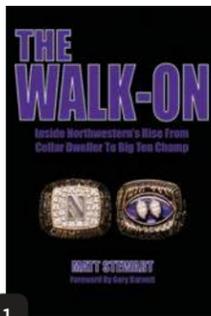
Saraheva (Krancic) Monroe (IMC10) was hired as a senior advertising strategist for President Obama's 2012 re-election effort last April.

She is working as a member of the campaign's digital team at headquarters in downtown Chicago.

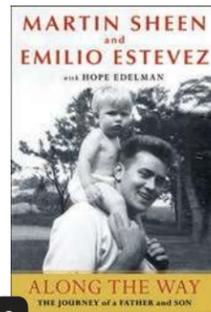
Nia J. Arnold (BSJ11) is a producer with The Steve Harvey talk show on WMAQ-TV in Chicago.

Jenna Troum (BSJ11) won the 2012 Associated Press Broadcast Journalism Excellence Award for Enterprise Reporting in Wisconsin's Division 3 for her series, "Fighting Through the Fear." Troum has been working as a reporter and fill-in anchor/producer for WKBT-TV in La Crosse, Wisc. since July 2011.

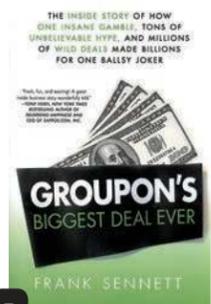
MoMo Zhou (BSJ11) is an online advertising account strategist for Google AdWords in its Ann Arbor, Mich. office, where she also serves as the North America point of contact for Google Places, Google+ Business Pages and AdWords Express.



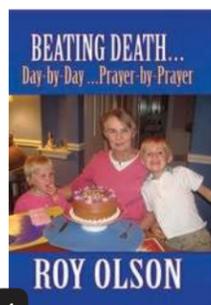
1.



2.



3.



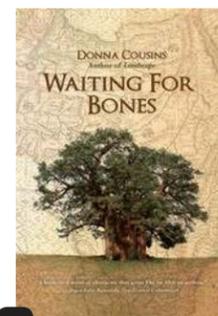
4.



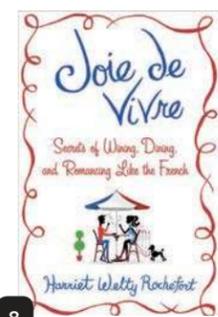
5.



6.



7.



8.

1. The Walk-On: Inside Northwestern's Rise From Cellar Dweller to Big Ten Champ

Matt Stewart (BSJ97)

This inspiring true story takes you inside a college football program from a unique point of view: the walk-on. For decades, Northwestern finished at the bottom of the Big Ten Conference. But new head coach Gary Barnett brought a winning attitude to Evanston and engineered one of the greatest turnarounds in college sports history.

2. Along the Way: The Journey of a Father and Son

Hope Edelman (BSJ86)

Published in May, Edelman collaborated with the actors and filmmakers Martin Sheen and Emilio Estevez to write their dual memoir. In alternating chapters, Sheen and Estevez tell stories spanning more than 50 years of family history, and reflect on their journeys into two different kinds of faith.

3. Groupon's Biggest Deal Ever: The Inside Story of How One Insane Gamble, Tons of Unbelievable Hype, and Millions of Wild Deals Made Billions for One Ballys Joker

Frank Sennett (BSJ90)

The exclusive, behind-the-scenes account tells of the rise of the coupon start-up to a \$16.7 billion online giant. The story follows Groupon and its offbeat founder, Andrew Mason, as he created a juggernaut of online commerce and ignited a consumer revolution that is disrupting how people shop.

4. Beating Death ... Day-by-Day ... Prayer-by-Prayer

Roy Olson (BSJ60)

Olson and his wife Beth had been married for more than 44 years when she suffered a massive aneurysm, despite appearing in excellent health. As death seemed imminent, Olson sought out a miracle. In doing so, he turned to an odd combination: prayer ... and the Internet.

5. Wear This Now: Your Style Solution for Every Season and Any Occasion

Michelle Madhok (IMC95)

That first date, job interview or dinner with your future in-laws may be stressful, but figuring out what to wear for it shouldn't be. As a style expert and the editor of shefinds.com, Madhok makes it easy to build a foolproof wardrobe — without breaking the bank — and look stylish for every season, every occasion, every single day of the year.

6. Record of Wrongs

Bryan Gilmer (BSJ94)

It's dark as Elliott Garrett heads home on a deserted, rural two-lane highway, thinking of his beautiful wife and infant daughter waiting for him in Raleigh, N.C. But Elliott doesn't know that behind the next set of oncoming headlights is an ugly chapter of his life he thought was safely in the past — and that this moment, it's heading straight for him.

7. Waiting for Bones

Donna Cousins (MSJ71)

Waiting for Bones is the story of two couples on an African safari who must transform themselves from tourists into agents of their own survival. Dehydration, sunstroke, savage vegetation and Africa's most fearsome predators — some human — threaten at every turn. This book won a bronze medal in ForeWord Reviews' 2011 Book of the Year Awards.

8. Joie de Vivre: Secrets of Wining, Dining, and Romancing Like the French

Harriet Welty Rochefort (MSJ69)

The French truly are singular in the way they live, act and think, from the lightness of their pastries to the decadence of their Hermes scarves. Rochefort, an American who married a Frenchman and has lived in Paris for more than 30 years, explores the secrets of the French, from romance and style to acting and flirting like a Parisienne.

I don't know many other schools where I would get to talk to Pulitzer winners in the elevator #medill

@Eddie_Dynamite

join the conversation.

- [Twitter.com/MedillSchool](https://twitter.com/MedillSchool)
- [Facebook.com/MedillNU](https://facebook.com/MedillNU)
- [Flickr.com/MedillNU](https://flickr.com/MedillNU)
- [Youtube.com/user/NUMedill1](https://youtube.com/user/NUMedill1)
- medillnu.tumblr.com
- tinyurl.com/LinkedinMedillAlumni
- tinyurl.com/LinkedinIMCALumni

In reference to my latest retweet, I love my school. Haven't even started and you're already the best, @MedillSchool.

@AlexWendland

MEDILL
NORTHWESTERN UNIVERSITY

1845 Sheridan Road
Evanston, IL 60208-2101

www.medill.northwestern.edu



Nonprofit Organization
U.S. Postage
P A I D
Northwestern University

