

# Northwestern | MEDILL

**FACES  
OF 2018**

**BEYOND  
THE IMC  
FUNDAMENTALS**

**DON E. SCHULTZ  
SCHOLARSHIP**

## **Medillians Give Back**

ON THE COVER:

# 'Cats give Back

FROM LEFT: **CORINNE CHIN (BSJ13, MSJ13)**, **ANTONIA CEREIJIDO (BSJ14)** and **HANNAH GEBRESILASSIE (MSJ16)** pictured here during their Medill visit on Nov. 2, 2018.

The returning alumni were selected by Medill's chapters of the National Association of Black Journalists, the Asian American Journalists Association and the National Association of Hispanic Journalists. They were funded by a Northwestern Daniel I. Linzer Grant for Innovation in Diversity and Equity received by Associate Professor Mei-Ling Hopgood. While on campus, they worked with those chapters and presented to students and faculty about their careers and their Medill experience.



**ANTONIA CEREIJIDO** is an award-winning producer at Latino USA. Her coverage has ranged from cultural analysis of the minions to a deep dive into the immigration reform movement. She was the co-host of Mic.com's podcast The Payoff. Cereijido has been featured on Another Round, The Dinner Party Download, as a guest host on Slate's podcast Represent and on the History Channel. She has interpreted for This American Life and Love + Radio.



**HANNAH JOY GEBRESILASSIE** turned her dreams into a reality by launching her own media platform, HannahJoyTV, in 2018. During her time at Medill, her passion for highlighting human interest stories evolved and she went on to work as a general assignment television reporter, host/produce a cultural-based segment and earn national community awards. Today, she's an entrepreneur on a mission to promote positivity worldwide and share uplifting content through her YouTube channel. She also created a brand that goes along with that mission. The colors of the hearts on her logo are inspired by Ethiopia and Eritrea's flags, and their peace initiatives in 2018. Gebresilassie is a proud first-generation Ethiopian Eritrean American and donates 10 percent of profits toward programs supporting the youth. She thanks her Medill/Northwestern family for their continued support. To learn more, visit [hannahjoytv.com](http://hannahjoytv.com).



**CORINNE CHIN** is a video editor at The Seattle Times, where she films and edits documentary-style video stories. Her 2016 body of work with photojournalist Erika J. Schultz won second place in the Individual Portfolio category of the NPPA's Best of Photojournalism awards. Chin is also the founder of the Seattle Times Diversity & Inclusion Task Force and the President of the Seattle chapter of the Asian American Journalists Association. She is a 2019 Adelante Reporting Fellow for the International Women's Media Foundation, as well as a graduate of the Poynter Leadership Academy for Women in Digital Media (2018), Poynter-NABJ Leadership Academy (2018), and ASNE Emerging Leaders Institute (2017). Before joining The Seattle Times in 2014, Corinne was a freelance video journalist in Washington, D.C.; Nairobi, Kenya; São Paulo, Brazil; and beyond.

**EDITORIAL STAFF**

DIRECTOR OF ALUMNI  
RELATIONS AND ENGAGEMENT

**Belinda Lichty Clarke (MSJ94)**

MANAGING EDITOR

**Katherine Dempsey (BSJ15, MSJ15)**

DESIGN

**Amanda Good**

COVER PHOTOGRAPHER

**Belinda Lichty Clarke (MSJ94)**

PHOTOGRAPHERS

**Jenna Braunstein**

**Colin Boyle (BSJ20)**

**Carl Juste**

CONTRIBUTORS

**Allisha Azlan (BSJ15)**

**Alexis Wainwright (MSJ17)**

**Brooke Wanser (BSJ16)**

**Kaitlyn Thompson (BSJ11, IMC17)**

**Chris Rathje (IMC05)**

**Erin Chan Ding (BSJ03)**



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PLEASE SEND STORY PITCHES  
AND LETTERS TO:

1845 Sheridan Rd.  
Evanston, IL 60208  
b-clarke@northwestern.edu

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**CHARLES WHITAKER**  
INTERIM DEAN  
(BSJ80, MSJ81)

I have been pleasantly surprised by the number of alumni I encounter on my travels who ask “What can I do to help Medill?” I should have expected as much. Throughout my 26 years on the faculty, I’ve found our alumni to be incredibly generous. Whether they’re Skyping into classes or taking a moment for coffee and career counseling sessions with individuals I’ve directed their way, Medillians have always been willing to answer the call when I’ve tapped them on the shoulder to request a bit of their time and attention on behalf of our students or a fellow alum.

But only since I assumed the role of interim dean have I come to fully appreciate how truly generous our alumni are. As this issue of the Medill magazine illustrates, many of our alums—from Shivram Vaideeswaran, recent IMC graduation speaker and CMO of Jamba Juice, to the three journalism grads featured on our cover—are regular speakers who frequently share their wisdom with students.

And our alums don’t just give their time. A lot give money. Many of our signature curricular and co-curricular programs, such as our classes in investigative reporting and our global excursions for graduate students in IMC and journalism, only exist because of the largesse of our alumni, people who want to ensure that our programs remain cutting edge and that we continue to provide the kinds of experiences that make Medill such a unique place.

But it would be wrong to assume that you can only make a difference in the lives of our students by writing a big check. I have also been impressed by the number of alums, some just a few months past graduation, who are stepping up to help the student media outlets that were so instrumental in their development as young journalists and communication specialists.

Independent college media throughout the country, just like their professional counterparts, are perilously close to shuttering. The business model for all media is irreparably broken now that display and classified advertising has practically dried up. While Northwestern’s Associated Student Government and those illicit “rent” parties (yes, we know about them) help some organizations pay for printing, equipment and operating expenses, it is not enough. If we really want to maintain vibrant student-run entities such as The Daily Northwestern, North by Northwestern, Stitch, Blackboard and The Northwestern News Network, it is imperative that our alumni help fill the funding void. Your gift to Medill can be earmarked specifically to support the student media outlet of your choice. Many of you are already contributing, but many more are needed to ensure the future of the campus media outlets that were the launching pads of so many of our careers.

Of course, Medillians give in other spheres, as well. In these pages we also feature IMC grad Chris Rathje, a volunteer coach of the Windy City Warriors, one of the more than 200 teams in the National Wheelchair Basketball Association. Like a lot of our alums, Rathje has used his marketing and communication skills to help raise the profile of an organization that he is passionate about.

Finally, there are a number of other ways that you can give back. Yes, speaking to classes is huge, but you can go a step further by helping open the doors in your place of employment or elsewhere in your industry for interns and our new graduates. I remember quite clearly how Cynthia Wang (BSJ93) and Assoc. Prof. and Helen Gurley Brown Magazine Chair Patti Wolter (BSJ89, MSJ89) helped kick open the doors of the New York magazine world by ushering us into our first journalism residencies at Time Inc. and Condé Nast, respectively. Many of you have helped us gain entry into agencies and companies that previously had precious few Medill alums in their ranks. We must build on these successes. The international network of Medill alums is nearly 17,000 strong. Working together, we have the power and influence to ensure that all of our graduates achieve their employment goals.

We are eternally grateful for all that our alumni do—for Medill, Northwestern and society at large. You not only make us proud, you make us better.

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## LETTER TO THE EDITOR

### FOND PHOTOGRAPHIC MEMORIES

I was sad to learn about the passing of Elizabeth Rodgers Jeffreys. She taught a required photography course for Medill students, which I took in 1962’s fall quarter. I learned a lot and had fun doing it. Photography in that analog era was more difficult than snapping selfies on smartphones. We had to shoot photos on bulky Speed Graphic and twin-lens reflex cameras, develop our film, and make contact sheets and enlargements in Medill’s basement darkroom. I still recall my excitement the first time I saw an image slowly emerge on photo-sensitive paper dipped in chemical solution. I enjoyed all my assignments, but my favorite was taking a photo of Northwestern’s homecoming queen Jacquelyn Jeanne Mayer, who was also named Miss America in September of 1962. I used a sheet film camera, which allowed me only one shot. I got it and still have that photo. Film photography was an art. Digital photography is an app.

Dick Reif (MSJ64)

## Myanmar Reuters Bureau Chief Accepts Medals for Courage on Behalf of Imprisoned Journalists

On October 26, Medill welcomed Antoni Slodkowski, Reuters bureau chief in Myanmar, to accept the 2017 James Foley Medill Medal for Courage in Journalism on behalf of the winners, Reuters journalists Wa Lone and Kyaw Soe Oo.

The Burmese journalists were arrested and detained on December 12, 2017, pending a hearing on whether to bring

charges against them under the Official Secrets Act. On September 3, 2018, a Myanmar judge found them guilty of breaching a law on state secrets and sentenced them to seven years in prison.

Before their arrest, Wa Lone and Kyaw Soe Oo were painstakingly reconstructing the killings of 10 Rohingya men last September, following their path from a beach in the Rakhine

state, where government troops and Buddhist villagers plucked them from among a crowd of villagers seeking refuge, to their mass grave nearby. The two reporters told each of the men's stories, shining a light on their lives as well as on their deaths.

The two reporters led a Reuters team in Myanmar and Bangladesh who have chronicled the violence against this Muslim minority, the widespread burning and looting of Rohingya villages and the rape and killings of Rohingya children, women and men. The violence has resulted in 600,000 people fleeing their homes in what has been described by the United Nations as "a textbook example of ethnic cleansing."



◀ FROM LEFT: Award co-judge and Chicago Tribune investigative reporter David Jackson, Antoni Slodkowski and award co-judge and Medill Professor **DONNA LEFF (BSJ70, MSJ71)**. Photo credit: Jenna Braunstein



### Elizabeth Allen to Chair the Board of Advisers

Interim Dean Charles Whitaker announced at the October board meeting that alumna and Medill Hall of Achievement inductee **ELIZABETH ALLEN (BSJ75)** will chair Medill's Board of Advisers. Allen recently retired from her position as senior vice president for external affairs at the MetroHealth System in Cleveland and lives in Santa Fe. View the Medill board's web page: <https://bit.ly/2RFouhq>



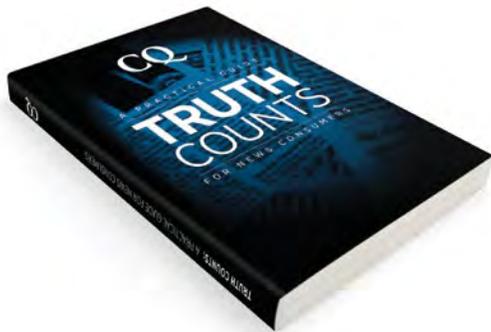
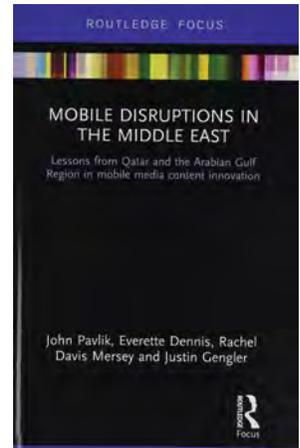
### 👤 New Renberg Chair Announced

Medill will welcome journalist Steven Thrasher as the school's inaugural Daniel H. Renberg chair later this year. The Renberg Chair is an endowed professorship that will focus on social justice in reporting, with an emphasis on issues relevant to the LGBTQ community.

## Faculty Books

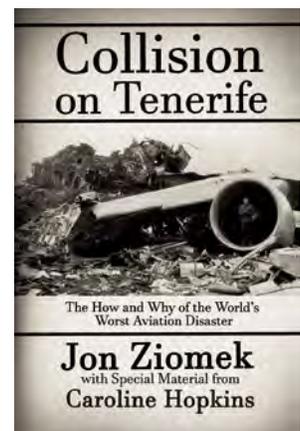
Associate Professor Rachel Davis Mersey and Everette Dennis, dean and CEO of Northwestern University in Qatar, are co-authors of **“MOBILE DISRUPTIONS IN THE MIDDLE EAST: LESSONS FROM QATAR AND THE ARABIAN GULF REGION IN MOBILE MEDIA CONTENT INNOVATION.”**

Mobile media are rapidly diffusing around the world, but little research has examined the development of content uniquely designed for the mobile platform. The book is based on findings from a three-year research investigation funded by a grant provided by the Qatar National Research Fund. Findings are provided from a multi-year and multi-country survey, detailed media industry case studies, and an experimental examination of public engagement with mobile media content including augmented and virtual reality. Analysis at both a theoretical and practical level examine the extent to which mobile media content engages the public in Qatar and the Gulf, and what content strategies media organizations are developing for the mobile platform. It seems to be harder and harder to understand whether the news we see is based on facts or spin. Fortunately, we already have all the tools we need to filter out the misinformation, fake news and endless cycle of memes and movements. We just need to know how.



A new book, **“TRUTH COUNTS: A PRACTICAL GUIDE FOR NEWS CONSUMERS,”** co-edited by Medill Professor Ellen Shearer and Matt Mansfield, a former associate professor at Medill who is now a media consultant, looks to both cognitive science and common sense as a way forward amid the misinformation. In the book, published by CQ and The Economist, well-known journalists and academics lead readers through the history of news, how social algorithms reinforce existing points of view, and how many of us can be guilty of magical thinking if we don’t remain vigilant. Chapter authors help people understand ways to test the truth in this tremendously confusing time—and how to navigate it all in frameworks for understanding the news.

Jon Ziomek, associate professor emeritus, has written and published a nonfiction aviation history book, **“COLLISION ON TENERIFE: THE HOW AND WHY OF THE WORLD’S WORST AVIATION DISASTER”** (Post Hill Press, 2018). It’s a comprehensive look at the 1977 collision of two 747 passenger jets in the Canary Islands, a catastrophic accident that remains the worst in aviation history. After meeting two survivors from one of the planes and agreeing to tell their story, Jon spent years of research talking to aviation safety officials and crisis behavior experts, and also studied government documents about the crash. He also interviewed more than a dozen other survivors. The result is a book that explains the series of mistakes and misunderstandings that led to the collision of the two planes on a foggy, remote runway. Jon tells what was going on in the cockpits of the two planes and the control tower, and how the passengers responded in the emergency.



## Duplessis Named Theodore R. and Annie Laurie Sills Professor

IMC faculty member **ERNEST DUPLESSIS (IMC96, KELLOGG08)** was named the Theodore R. and Annie Laurie Sills Professor in September 2018. The Theodore R. and Annie Laurie Sills Professorship was established by Ted and Annie Laurie Sills as an estate gift to Medill.

Ted Sills (WCAS28) worked in newspapers for five years before co-founding Seaberg-Sills public relations firm in Chicago. In 1936, the agency changed its name to Theodore R. Sills Inc. Sills was supported by his wife, Annie Laurie Sills, who had been his secretary and who took on an important role in developing the company.

At its height, the Sills agency had offices in Chicago, Los Angeles, New York, Madrid and Toronto. The company had a wide variety of accounts, including Brunswick Billiards and Chicago's Brookfield Zoo, and specialized in food publicity with accounts such as Sunshine Biscuits and the National Pickle Packers Association. The Sills agency created National Pickle Week to celebrate the product.

The Sills moved to California in the mid-1950s. In 1970, Sills sold the firm to the Burson-Marsteller public relations firm, and he continued to operate the company as a subsidiary. At Burson-Marsteller, he met Richard Christian, who later joined the Medill faculty as an early leader in developing Medill's Integrated Marketing Communications program.

"It's truly an honor to serve as the Theodore R. and Annie Laurie Sills Professor of Integrated Marketing Communications here at Northwestern," said Duplessis. "Theodore Sills was a brilliant PR practitioner whose contributions to the profession and practice of Public Relations were significant and are still quite relevant today. I am actively working with others here at Medill to raise the visibility and profile of our Strategic Communications program. In particular, we are striving to increase the awareness and relevance of our robust Public Relations program world-wide. Both Theodore and his wife Annie were the visionaries whose passion for excellence in the PR profession has made this opportunity possible."

In 1988, the Sills family established a charitable remainder trust with Northwestern, which was funded using their home in Pacific Palisades, Calif. The proceeds from this trust made it possible to establish the Theodore R. and Annie Laurie Sills Professorship in 2001. Annie and Ted Sills included a provision in their estate plans that allowed for an additional gift to be made at their deaths, providing further support for the endowed chair.



"Ted Sills was a leader in establishing the bona fides for the field of public relations," said Chicago journalist **MARCIA SLATER JOHNSTON (BSJ64)**, family advisor to the Theodore R. and Annie Laurie Sills Professorship.

"Ted was one of the founding members of the Chicago Chapter of the Public Relations Society of America and served as president of the Chapter. He wrote a highly regarded and much referenced public relations textbook with Philip Lesley. He donated a portion of his papers to the University of Wisconsin Library in Madison, Wisconsin. And well into his nineties he lectured on public relations at Pepperdine University. This commitment to heightening awareness of—and appreciation for—the public relations profession motivated him to make the substantial gift to Northwestern to endow the Sills Professorship," Slater Johnston said.

She added, "Ted spoke often to me of his pleasure in leaving behind a permanent legacy at Northwestern. He said he viewed endowing the Sills Professorship in a 'world-class academic institution' as a way to further his lifelong efforts to enhance the profile of public relations ... and to train the next generation of skilled and dedicated practitioners in the field."

Duplessis teaches strategic communications in Medill's Integrated Marketing Communications program. He is a former SVP of Corporate Communications and Government Affairs with Mondelēz International in Deerfield, Ill. His career includes over 25 years of Public Relations, Internal and External Communications, Investor Relations and Government Affairs experience spanning corporate America and the U.S. Military. Professor Emeritus-in-Service Abe Peck held the Sills Professorship from 2001 to 2006, and Professor Edward Malthouse held it from 2006 to 2018.



## Mike Greenberg Visits Medill

Melissa Isaacson and sports program lecturer and ESPN host **MIKE GREENBERG (BSJ89)** talked with students prior to the NU/Notre Dame football game in Evanston on Saturday, Nov. 3 in the McCormick Foundation Center.

📷 Photo credit: Colin Boyle (BSJ20)



📷 **SHIVRAM VAIDEESWARAN (IMC07)**, former CMO of Blaze Pizza, now CMO of Jamba Juice, was the graduation speaker at the Integrated Marketing Communications master's ceremony on Dec. 15 in Evanston.

## Submission Deadline for the James Foley Medill Medal for Courage in Journalism

We are currently accepting applications for the 2018 James Foley Medill Medal for Courage in Journalism for work published January 1, 2018 - December 31, 2018. For application information and guidelines, please visit: <https://bit.ly/2EblGWs>



**MEDILL JUSTICE  
PROJECT NEWS:  
ANDRE  
GONZALES  
FREED  
FROM  
PRISON**

BY ALLISHA AZLAN  
(BSJ15)

**ANDRE GONZALES, WHO SPENT 12 YEARS INCARCERATED FOR A MURDER HE SAID HE DID NOT COMMIT, WAS FREED FROM PRISON.**

Prosecutors dropped all charges against Gonzales a month after a Miami circuit court judge vacated his murder conviction and ordered a new trial.

The September order from Judge Miguel M de la O followed a November 2017 evidentiary hearing where a key eyewitness, Arnold “Maniac” Clark, testified that he witnessed the murder and that Gonzales, now 46, was not the killer. Clark first told his account to The Medill Justice Project in 2015 and said then that he had not spoken to authorities because he was fearful of retribution.

Twenty Northwestern University students working for MJP investigated Gonzales’ murder conviction, researching and conducting extensive interviews with people involved in

the case. The project, part of the Medill School of Journalism, Media, Integrated Marketing Communications, has investigated potentially wrongful convictions, probed criminal justice issues and conducted groundbreaking research since 1999.

“Let’s not forget now that Medill is the most important thing that happened for me,” said Gonzales. “Because Medill and the students did such an excellent investigation and it really helped.”

Philip Reizenstein, Gonzales’ attorney, called Gonzales’ release “one of the highlights” of his career.

“This is why you do public interest law, when you can help somebody and free [people] who’ve been wrongly convicted,” Reizenstein said.

Gonzales was convicted of second-degree murder, attempted first-degree murder, armed robbery and attempted armed robbery after a shooting that took place outside of a nightclub in Miami’s Liberty City neighborhood. Almost 10 years later, MJP identified and tracked down Clark, who said he witnessed the crime and vouched he is certain authorities got the wrong man.

Abdul-Jalil Qadir, Gonzales’ brother, picked up his brother from Turner Guilford Knight Correctional Center.

“He believed that this was going to happen,” Qadir said. “I think he was very confident that he was going to be freed one day.”

 A judge ordered Andre Gonzales (left) to be released from prison after prosecutors dropped all charges against him. (Carl Juste / Miami Herald staff)

## Medill at the 60th Chicago/Midwest Emmy Awards

The Chicago/Midwest Emmy Awards, sponsored by the Chicago/Midwest chapter of the National Academy of Television Arts & Sciences (NATAS), was held on November 10 at the Chicago Marriott Downtown Magnificent Mile. It was the 25th anniversary of NATAS Chicago awarding scholarships to college seniors and graduate students studying broadcast journalism and television production. The event host, **PETER ALEXANDER (BSJ98)**, and the other presenters were all former scholarship recipients.

Thirty Medill students have been granted the NATAS Chicago scholarship in 25 years, including Meredith Sonnefeldt, a Medill senior who was a 2018 Donald M. Ephraim Family Foundation Scholarship winner.

The presenters who also received NATAS scholarships while at Medill were:

**PETER ALEXANDER (BSJ98)**

**JESSICA D'ONOFRIO (MSJ00)**

**MIKE LOWE (BSJ01)**

**LAURA RODRIGUEZ (BSJ10)**

**ARIEL ROTHFIELD (BSJ13)**

**JESSE KIRSCH (BSJ17)**

**MEREDITH SONNEFELDT (BSJ19)**

**LAURA RODRIGUEZ (BSJ10)** »



◀ **MEREDITH SONNEFELDT (BSJ19)**

◀ **MIKE LOWE (BSJ01)**



◀ FROM LEFT: **JESSE KIRSCH (BSJ17)** and **PETER ALEXANDER (BSJ98)**



Medill students were awarded three Emmys in this year's competition.

☞ For documentary: "The Lottery" by MSJ17 alumni Tiffany Chen, Eunice Wong and Wenzheng Kong. FROM LEFT: **WENZHENG KONG, EUNICE WONG AND TIFFANY CHEN**

☞ FAR LEFT: "Finding Yingying" by **JIAYAN JENNY SHI (MSJ17)**



☞ For News: General Assignment, Composite, **MICHELLE BAIK (BSJ19)**

☞ The Medill crew at the Chicago Emmys on Nov. 10. From left: **ANDY WEIR (BSJ19)**, Meredith Sonnefeldt, Associate Professor Larry Stuelpnagel, **JOEY SAFCHIK (BSJ21)**, Michelle Baik and Jesse Kirsch



◀ FROM LEFT:  
**THOMAS GREANIAS**  
 (BSJ87, MSJ87), **LAURA**  
**GREANIAS (BSJ88),**  
**VIRGINIA TYSON**  
 (MSJ74) and **LESLIE**  
**SHIERS (MSJ05)**

## Medill Club of Southern California

The Medill Club of Southern California held its annual summer/fall social on Sept. 23 in Los Angeles. Interim Dean Charles Whitaker spoke to a full house about his plans for the coming year at Medill. At the conclusion of the event, club leaders **VICTOR CHI (BSJ91)** and **ANN LEE (MS07)** announced this year's Medill Club of Southern California Scholarship recipient, **DOROTHY MILLS-GREGG (MSJ19)**, a graduate journalism student in the Politics, Policy and Foreign Affairs specialization. The recipient is selected from a group of incoming graduate students who apply for the \$1,000 scholarship, which is sponsored by the club.

At a time when it is easy for journalists to rely on emails, texts and social media, it was refreshing that Dorothy says she embraces face-to-face communication," said Chi. "As she noted in her application, Dorothy planned to drive, rather than fly, to Washington for her quarter in D.C. because she wanted 'to stop in several towns and talk to people of every political party.'"

## Medill Club of D.C.

The Medill Club of D.C. hosted a book event Oct. 10 in D.C. with Medill D.C. Bureau Chief and Professor Ellen Shearer, co-author of the new book "Truth Counts: A Practical Guide for News Consumers." Shearer and Matt Mansfield, her co-author and former executive vice president of CQ Roll Call, were joined by Temple University Professor Bryan Monroe and AP Washington Bureau Chief and Medill alumna Julie Pace, who reviewed the findings of the book and offered guidance on navigating today's media landscape of factual reporting, misinformation, deliberately phony information and propaganda.



On September 25, Medill partnered with The NU Club of the United Kingdom on the Northwestern Alumni Association's annual NU Neighbors event, which welcomes recent grads and new residents to the Northwestern community. Medill made a strong showing at the event held at the Union Ludgate Restaurant with the addition of 25 current IMC graduate students and one faculty member who were spending four weeks as part of a fall quarter class in London. The course is called Global Brand Communication and includes traditional classroom teaching along with visits to leading brand consultants, clients and retailers in London.



Medill hosted its annual free alumni tailgate on Saturday, Oct. 13 prior to the NU vs. Nebraska game. Interim Dean Charles Whitaker was joined by approximately 250 alumni, including many reunion attendees.

From left: **JEFF BOYNES (COMM77, MSJ78)**, **MIKE WILBON (BSJ80)** and **LEON MARTIN (WCAS78)**

FROM LEFT: **INTERIM DEAN CHARLES WHITAKER (BSJ80, MSJ81)** and **DRAKE HILLS (MSJ19)**

## Alumni in Atlanta

On October 17, Medill alumni in Atlanta gathered to mix and mingle with prospective graduate students downtown at the Legal Sea Foods oyster bar.



FROM LEFT: **DARRAN SIMON (MSJ04)**, **KELLI GAVANT HARRAN (MSJ06)**, **MALLORY HUGHES (MSJ15)** and **RICHARD BRESSLER (MSJ80)**



FROM LEFT: **THOMAS SMITH (MSJ95)** and **CHRIS DEATON (MSJ10)**



FROM LEFT: **HANNAH GEBRESILASSIE (MSJ16)** and **JACLYN BIVINS (IMC14)**



## Medill Club of the Bay Area

The Medill Club of the Bay Area, Medill Alumni Relations and Medill Career Services hosted a careers panel on October 25.

◀ **ALAN WU (WCAS11)**, associate at McKinsey & Company; **HANRIS WU (IMC14)**; data scientist at Airbnb; **JENIECE PETTITT (MSJ10)**, senior producer at CNBC; Lawrence Patrick III, director of Medill programs, San Francisco; **SIDRA ZIA BUTT (IMC15)**, director of content strategy at J. Walter Thompson; **MANUEL RAPADA (BSJ15)**, UX manager at Adobe

Medill and the Northwestern Alumni Association partnered in D.C. on Nov. 9 at the National Press Club for a panel to discuss the outcomes of the 2018 midterms. Lynn Sweet (MSJ75), Washington bureau chief and columnist, the Chicago Sun Times, moderated the panel. Panelists were Chris Deaton (MSJ09), deputy online editor, The Weekly Standard; Lori Montgomery (BSJ84), deputy national editor, The Washington Post; Susan Page (BSJ73), Washington bureau chief, USA Today; and Sabrina Siddiqui (BSJ08), political reporter, The Guardian.

» FROM LEFT: **LORI MONTGOMERY (BSJ84)**, deputy national editor, The Washington Post; **LYNN SWEET (MSJ75)**, Washington bureau chief and columnist, the Chicago Sun-Times; **SABRINA SIDDIQUI (BSJ08)**, political reporter, The Guardian, **SUSAN PAGE (BSJ73)**, Washington bureau chief, USA Today and **CHRIS DEATON (MSJ09)**, deputy online editor, The Weekly Standard



# COVERING THE PITTSBURGH SHOOTING: HOW MEDILL PREPARED ME

BY ALEXIS  
WAINWRIGHT  
(MSJ17)

**ON SATURDAY, OCTOBER 27 ANOTHER** mass shooting occurred, this time in Pittsburgh. I don't work in the Pittsburgh market but my station is a little over an hour away. I started my shift at work with the Hillel on Penn State's campus, where I talked to the Jewish community. There were moments I wanted to hesitate because the questions were tough, but then I thought back to Medill and realized I had to ask the hard questions in a sensitive way. I just started a regular conversation and worked my way from there.

tional. I'll never forget the day after the 2016 presidential election. Everyone came into the Medill newsroom with a range of emotions. We started class and our professor wanted us to speak on the Election Day coverage. Students began speaking up about what they saw but then it became an emotional debate.

From that experience, I learned to leave my opinions and feelings at home...until this shooting happened. I've covered somber events before but at that moment, I'm watching people cry in front of me, or choking on tears trying

“

**Over time, I learned I still have  
to ask the awkward questions because  
I still need to know the answer.**

Alexis Wainwright

”

At one moment I caught a woman who recognized me from my TV station and we began talking. She later agreed to an interview and after the first question she began to cry, and it hit me—I wanted to cry too. She later revealed that she had family and friends who are from Pittsburgh and the Tree of Life Synagogue.

Sometimes when you're working as a journalist, it's hard to separate your personal feelings while you're on the job. You want to be sensitive, but one thing we don't touch on often is whether or not a reporter can be emo-

to explain how this hurt them. I can be a very emotional person, so I was fighting back my tears while just watching the women who I interviewed cry. I came to realize some of these people just need an outlet where they can talk to someone about how they feel. After that, I had to take a moment to talk to myself and say “You can't be emotional out here, save that for later.” I expressed condolences to her and her family, and I left.

Medill Explores was another experience that prepared me to cover tragedy. Traveling to

South Africa and just being able to talk to people and ask questions helped. One story I covered, about African refugees migrating to South Africa, made me feel strange about asking questions, especially to get the answers I needed. Over time, I learned I still have to ask the awkward questions because I still need to know the answer.

It can be difficult when it comes to breaking news and meeting deadlines, because you want to take your time to get all the information you can get, but at the same time you want to beat the clock and possibly the competition. Well, I learned ahead of time that accuracy beats timeliness.

Accuracy is something that has always stuck with me since school. I used to get nervous about getting anything wrong, but because my Medill instructors were so tough on me, I learned early. Two of them would give an automatic zero if we had one word spelled wrong, whether it was a person's name or an address. With this tragedy so close to home, inaccurate facts would be insulting. So sometimes I asked something twice. No matter how obvious things were, I asked and then asked for the spelling and recorded that too. You can never be too sure.

I'll never forget the experience covering of a tragedy. My prior experience with Medill and being out in the field before my first job couldn't have prepared me more. ♦

ALEXIS WAINWRIGHT (MSJ17)  
IS A REPORTER FOR WJAC IN  
JOHNSTOWN, PA. SHE JOINED  
THE SINCLAIR STATION IN  
OCTOBER OF 2017.





# FACES OF 2018

Each Medill graduate has a unique experience to share. Here are a few “My Medill Stories” from 2018.



## BASMA AMER, MSJ18, BROADCAST JOURNALISM

### How did you end up at Medill?

I moved to Egypt when I was 10 years old, and lived there until I was 20. I transferred to Loyola, and majored in biology and English writing. My goal at first was to be a doctor, but I decided it wasn't for me. I moved back to Egypt and taught and freelance wrote for about three years for a magazine. I got a copywriting position, was starting to think about master's programs, then applied to Northwestern.

### What have you discovered to be your passion in journalism?

I thought I was going to be a writer, then I fell in love with video! Through Medill Explores, I got to go to the Southwest. Two of my colleagues and I landed a PBS grant to do a short documentary about

one of the smaller Native American tribes in Gallup, New Mexico.

### How does your interest in health interplay with your interest in journalism?

The movies I make are usually science-based. I went to Washington for the summer, and I did a video on how climate change is affecting the homeless population. One of the things I'm interested most in is mental health. I was able to follow two young ladies, and they opened up about their mental health problems.

### What is the most valuable part about your education at Medill?

I think that the most amazing thing I've gotten from Medill is family. I know it sounds corny, but when they say Medill

mafia, it's true! I know I can pick up the phone and call, and they'll be there for me. There's something about that that just puts me at rest.

### What is your dream job for after graduation?

My dream job would be working for National Geographic, doing human interest pieces that revolve around science. After working a little bit in Medill, I see the importance of having a good grasp on production and direction. Hopefully in the future, I'll be able to produce my own videos and sell them. With everything that's going on, people kind of forget journalism is about telling the stories that really matter.

## ANA CORDERA VILCHIS, BSJ18, IMC CERTIFICATE



### Tell me a little bit about you. Where are you from?

I'm originally from the Mexico City area, from a town called Toluca. I actually grew up in Paris; my family moved when I was three years old. I lived in France for about 5 years, before moving to the suburbs of

Detroit. When I came to Northwestern, I wanted to be a broadcast journalist. But as I started to look at other paths, marketing and business topics were the ones that became more interesting to me.

### What did you focus in on while at Medill?

In high school, I had done some broadcasting work and I loved it, so initially, I wanted to join NNN. I started exploring opportunities with Form & Function, which is the marketing club. We worked

with businesses to help them with objectives they were trying to meet. It was a very important part in my career development. Eventually, joining F&F inspired me to take classes for the IMC certificate. Four years ago, I didn't even know I had this interest.

**What was a highlight of the program for you, or a favorite experience?**

Dorina Rasmussen, the assistant dean of student affairs, gave me a ton of oppor-

tunities to speak about my experience at Medill. I would fly to events where Medill had a representation among high school student groups. Meeting these prospective students was meaningful to me, because I remember being in their shoes. I worked at the admissions office when I was a senior, and after one of these events, my manager said a student mentioned me in her application essay. Knowing I was speaking from happiness at being at Northwestern and Medill was valuable to me.

**What are you up to, post-graduation?**

I live in Manhattan and work as a client solutions manager for Facebook. The culture at this company is unique. My favorite part is the strategic element to what my job entails, but I love the creative aspect to it and the people of this company and of my team.



**NATALIE ESCOBAR,  
BSJ18, MAGAZINE JOURNALISM**

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**Where are you from, and how did you come to Medill?**

I'm from San Francisco, and grew up there. I came to Northwestern because my mom is from Chicago, and I have family in Chicago. I loved magazines and reading Time and Newsweek, when it was still in print. I vaguely knew I wanted to do journalism, and took a class in high school. I cared about homelessness and poverty, and I thought, I can write about those topics in a way that feels useful. Northwestern happened to be a 20-minute drive from my aunt's house and they had a good journalism school.

**How did you narrow down your interests once at Medill?**

I wanted to take magazine journalism classes and get more reporting experience. I took a podcasting class with Bill Healy,

which rocked. I'm not doing podcasting right now, but I think those skills really helped me edit stories into a narrative arc. And I took magazine journalism with Patti Wolter. She was probably one of the most helpful and guiding people in my Medill experience. She has always been someone I go to for advice in any situation.

**What experiences at Medill were most formative for you?**

Definitely North by Northwestern, the student magazine. I wrote, I was the photo director for a while, then I became print managing editor eventually. That was kind of my family when I was at Medill. In terms of the realities of producing a magazine, I learned that from NBN.

**Now, you're an editorial fellow at Atlantic Media. Tell me about your work.**

I love it! My editors are a very rare combination of smart and extremely nice, and willing to give their time to get coffee with me and help me learn from my mistakes and grow. I'm on the family and education desk. You can write about anything from weddings to maternal mortality to how childhood has transformed over the centuries. I produce pieces, go through our pitch box, and write our newsletter every week. On election night for the 2018 midterms, I helped in tracking how well certain stories were doing and seeing if there was a way to keep our pageviews up.

## DAVID GERNON, BSJ18, JOURNALISM AND ECONOMICS MINOR



### What are you up to, post-graduation?

I interned in summer 2017 with CNBC, writing articles, mostly. They asked me if I wanted to return. For recent graduates, they have the news associate program. It's 18 months, so you rotate through the different departments. Right now, I work for a show called Power Lunch, from 1 to 3 p.m. every day.

### What brought you to Medill?

I grew up in Kansas, and I knew that the journalism program at Medill was strong, and Northwestern was good at sports!

### Did your economics minor focus your interest in journalism?

I think it helped a lot, especially in applying to a job at CNBC. In terms of a career, I liked that business news is global. Even if you don't think about it or realize it, the price of oil affects everyone throughout the world.

### Is there a defining moment at Medill that stands out for you?

The summer after my freshman year, I went with Medill to Israel, and we met with some foreign correspondents there. I remember sitting at a restaurant, and the sun was setting. Talking to the corre-

spondents and hearing their stories was very interesting. I did Medill on the Hill, so I was there covering the 2016 election night. And doing my journalism residency in South Africa was another highlight.

### Ten years from now, what would you like to be doing?

I think I'd be happy if I was still at CNBC, doing something that I was passionate about. Moving to the political side of things could be interesting, and moving back to D.C. would be cool. Being here, I really like writing for TV, the pace of it and designing graphics for the show.



## GERALD HARRIS, MSJ18

### Tell me a bit about yourself and where you're from?

I grew up in Nashville, and attended Pearl Cohn Entertainment Magnet High School. I graduated as valedictorian in 2013, then went to Jackson State University where I graduated as a student marshal in 2017. Then a couple months later I went to Northwestern.

### After getting your bachelor's degree in communications, why did you decide to pursue your master's from Medill?

I've always wanted to go to Northwestern. Medill is the best journalism program, and I am invested in journalism, especially local news. When I saw the politics and national security track I was attracted to that, and I also wanted to teach.

### What was a highlight of your time in the program?

The overall D.C. program really was the highlight! I was able to do in a matter of months what journalists who have been in the game for many years don't get to do. I reported in the White House and Congress. Reporting in Europe, I flew on an aircraft carrier. I flew to Guam for my senior project. I embedded with the army. In a matter of months, they prepared

me to be a journalist who could take on anything. I would be remiss to just draw it down to one moment.

**You work at WJTV 12 in Jackson, Mississippi now. What is your coverage focus?**

Currently, I am the politics reporter here in the capitol city. I still get a little bit of taste of the national stuff, but I'm focused on telling the stories that matter to everyday Missisippians. Those stories range from roads, which are badly damaged down here, to tariffs that affect the farmers.

**What is your ultimate goal as a journalist, or where do you hope to end up? What do you love about the work you do?**

Growing up, I would always watch the local news and had my favorite anchors in Nashville. It propelled me to want to have a mark in journalism like they did on the local level. Ultimately, I want to deliver news in Middle Tennessee, my home. In between, I want to do some national reporting and in international conflict zones.



## LAUREN HARRIS, BSJ18, IMC CERTIFICATE

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**Tell me a little bit about you. Where are you from?**

I'm from Bessemer, Alabama, but I was born in Evanston. I went to an intensive arts program in Alabama, and my major was creative writing. My mom had gone to NU, and was a harp major in Bienen, so I actually applied early decision. I didn't really know what I wanted to major in, and she told me to do journalism. I got in and never looked back.

**What did you focus in on while at Medill?**

My Medill experience might have been different than others. I never did The Daily Northwestern; I never did NBN; I was involved in WNUR. I gathered a group of friends, and we basically created the WNUR media team. We went out

there with our own equipment and we started teaching ourselves to take photos and write about concerts. I also had an interest in After Effects, and taught myself how to use it. In an internship at the Chicago Reporter, I ended up making an animation that helped their team, then I interned at the New York Times and worked in graphics. I got my hands into a lot of projects outside of Northwestern, freelancing for the Chicago Community Trust and Chicago Family Health Center. I consider myself a multidisciplinary storyteller and creator.

**What was a highlight of the program for you, or a favorite experience?**

I had a great teacher for 201-2, Kerri Pang, and I got really into the projects. At the

end of that entire class, she said, "You're really good at this!" That was a definitive moment, because I came to Medill with an inferiority complex. Her encouragement gave me the authority to own my work.

**What are your post-graduation plans?**

I'm an East Coast page at NBCUniversal Media, which is essentially a year-long fellowship.



## JAMESON SANFORD

### IMC18

#### What was your background before attending Northwestern?

I went to University of Alabama, where I studied theatrical design and computer technology. When I moved to Chicago, I worked for Todd Rosenthal on a Tony Award-winning show. I really enjoy going into an empty physical space and creating an experience. I wanted to move into the digital space, so I worked for the DAC Group before I was recruited by Oracle and joined the Responsys product.

#### Why did you choose Medill's program?

I've got a unique set of experiences. I've always been a storyteller, whether it's from design work, or serving in the Coast Guard, and coming from a blue collar family in Tuscaloosa. I looked at both Kellogg and Booth. MBAs are great and you learn so much from them, but I wasn't afraid to go the marketing route.

#### What was the part time experience like?

I knew what I wanted to get out of school; you need to have a plan going in. I hit the ground running, and wanted to build connections early. While in school, I worked full time for Oracle. I couldn't have asked

for more support from them, and I completed the program in two years.

#### What was the highlight of your time at Medill?

Other than the professors, the global perspectives course and Asia immersion trip. I had never been out of North America, so it was incredible. That comes up in conversations with clients. Having that global perspective, clients are seeking that.

#### Where do you work now?

I received a job as a senior consultant with Deloitte, and I'm based in Austin, Texas.



## DANIELA (DORFZAUN) STERBA

### IMC18

#### Tell me a little bit about yourself. Where are you from?

I'm originally from Quito, Ecuador. I went to Brandeis and majored in psychology and business, before working for Grubhub and Universum in marketing for talent acquisition. I decided to go back to school because I wanted to get the tools and skill set to become a better marketing professional.

#### How did your business and psychology degrees play into your marketing focus at Medill?

I've always been really interested in people, understanding their behavior, and why they do what they do. That is why at Medill I have focused on consumer and shopper behavior, the relationship consumers have with brands, and how this translates into business results.

#### Was there an experience that was a highlight of your Medill program?

My summer immersion quarter at Leo Burnett doing a shopper marketing project because I was able to put into practice

what I learned in class. Also, participating in the Asia global perspectives trip. We went to Shanghai, Beijing and Tokyo. I really enjoyed the culture and experience overall, but my favorite part was the opportunity to visit incredible companies that are revolutionizing e-commerce such as JD.com and Tencent.

#### What is your dream job once you graduate?

My dream job is a role where I get to interact with what's happening with consumers, their needs and their shopping behavior.

# DON E. SCHULTZ SCHOLARSHIP: MAKING DREAMS A REALITY

JOHN CHRISTENSEN MAKES \$1M COMMITMENT TO SCHOLARSHIP,  
OPENING DOORS FOR IMC GRADUATE STUDENTS TO ATTEND MEDILL.

BY KAITLYN THOMPSON  
(BSJ11, IMC17)

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

**JOHN CHRISTENSEN (MSA80) FELL IN** love with marketing early in his career. To him, he says, a life as a marketer guaranteed every day would be riveting, exciting and fun. He was thrilled years ago at the opportunity to dive deep into marketing with a master's from Medill, but remembers it was difficult to balance the demands of the program with the cost all on his own. In his visits to Northwestern after graduation, Christensen said he always thought how nice it would be to do something to help other students have their own Medill experience.

Fast forward to 2015 and Christensen, now a successful marketer, author, business founder and Medill Hall of Achievement inductee, did just that. He created the Don E. Schultz Scholarship for talented IMC graduate students with financial need. This year, Christensen made an additional \$1 million commitment to the scholarship and plans to continue giving to support as many IMC students as possible.

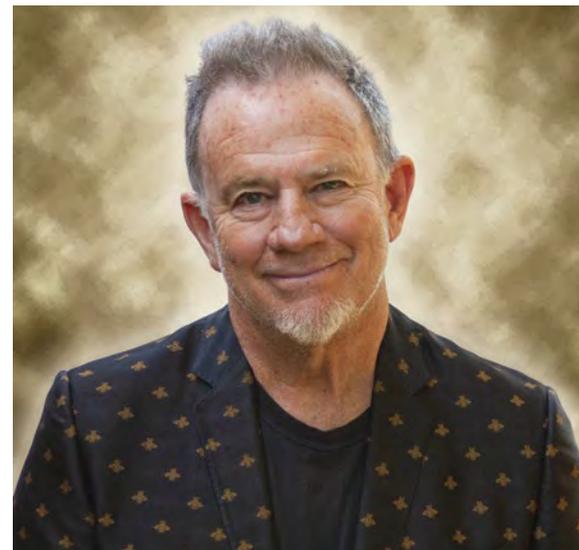
The scholarship was named in honor of IMC Professor Emeritus-in-Service Don Schultz, who founded the Medill IMC approach. IMC has revolutionized the marketing communications landscape.

Schultz recently celebrated 40 years at Medill and inspired many students along the way, including Christensen himself. "Don loves the students, and

that love translates into them listening a little more closely to what he has to say."

Christensen was deeply affected by Schultz's approach to integrated marketing. "Don would always ask, 'What's the marketplace? What's the benefit to the consumer?'" His words echo in my mind constantly," Christensen said.

Schultz's influence combined with learning from Medill's curriculum are what Christensen says created the foundation that launched his own marketing career. He founded chrisad the year he graduated from Northwestern. It is now the largest and oldest dental-only or dental-related vertical marketing organization in the world, with 2000 clients in 11 nations. Driven by chrisad's



John Christensen



LEFT: Alexandra Lawrence (IMC19)  
and Cairo Lewis (IMC19)

“

**So many students are deserving  
but don't have the chance to attend IMC.  
I hope this scholarship inspires  
other alumni to give back.**

John Christensen

”

integrated marketing approach, the company has grown every quarter since its inception in 1980.

Christensen has written several books and many articles and white papers on the marketing-stimulated dental practice growth process. He also co-founded the non-profit CS Foundation with Medill classmate **NARASIMHAN K. (SHEKAR) SWAMY (MSA80)**, which builds health centers and hospitals in impoverished areas of South India. In all these endeavors, Christensen says it's the body of knowledge he gained at Medill that sets him above the rest.

“As marketers, we innovate, we progress, we build extraordinary things, and we think outside the box,” Christensen said. “We understand the benefit of what the target wants and how to reach them, and how to test our thinking through

studies and market research. The principles we adhere to are exactly those that we learned at IMC.”

The power of IMC is not lost on student **CAIRO LEWIS (IMC19)**, a 2018 Don E. Schultz Scholarship recipient. For Lewis, it's the Medill IMC program's expertise in marketing, data analytics and communications combined that made IMC the most attractive graduate degree for her to pursue. She was thrilled to receive the Schultz Scholarship and have the opportunity to attend a program that she says pushed her forward both personally and professionally.

“While researching [the IMC graduate program], I found that Professor Schultz and I share the same passions for marketing, journalism and connecting with people around the world,” Lewis said. “Being a part of this talented group of

recipients means that I have the opportunity to learn from people who will help me become a smarter marketer and a better person.”

Fellow 2018 scholarship recipient **ALEXANDRA LAWRENCE (IMC19)** echoes Lewis's sentiments of gratitude.

“This scholarship helped me make my dream of getting this degree a reality,” Lawrence said. “Knowing someone believes in me and wants to help me get through the program is truly an amazing feeling.”

Christensen says the opportunity to give back to students through a scholarship was life-changing, and he feels fortunate to be in a position where he can help others experience Medill for themselves.

“As time goes on, it's become more and more apparent to me that it's far more enjoyable to give than it is to receive, to change lives and make people happy, and this scholarship is no exception,” Christensen said.

He continued on the impact he sees for the scholarship he created—an impact he hopes extends beyond Medill students to alumni, too.

“The world is changing,” Christensen said. “What we know [from IMC] is a hugely important component of moving society towards positive change, and you can make good things happen with this body of knowledge. So many students are deserving but don't have the chance to attend IMC. I hope this scholarship inspires other alumni to give back.”

Make a gift to support IMC scholarships or another area at Medill at [www.medill.northwestern.edu/giving](http://www.medill.northwestern.edu/giving) ♦



# BEYOND THE FUNDAMENTALS

IMC PROGRAMS IN LONDON AND SAN FRANCISCO INSPIRE STUDENTS TO THINK GLOBALLY.

BY KAITLYN THOMPSON  
(BSJ11, IMC17)

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

**WHAT DO STORYTELLING, CONSUMER** insights, technology and travel all have in common? The topics are cornerstones of two different programs fueling Medill IMC graduate students with learning in cities outside the Evanston bubble.

Medill programs in London and San Francisco give IMC students the chance to study brand strategy and technology in two different cities where the action is happening. While both programs help students learn the underlying marketing principles they need to flex and adapt to any marketing situation, they go beyond the fundamentals in different ways.

The four-week London course, led by IMC Lecturer Ariel Goldfarb, allows students to immerse themselves in brand equity and brand strategy in the backdrop of one of the most international cities in the world. The objective of the London course is for students to learn what brand equity is and how it's used beyond traditional marketing communications. This is achieved through a balance of in-class lecture and discussion, guest speakers from the likes of Amazon and Merkle, and company visits to ISOBAR, NBA Europe, Wimbledon and Oracle.

For Goldfarb, the opportunity to engage with students together in London is particularly unique.

“Typically, full time students are carrying three to four classes a quarter and are stretched to commit themselves across courses and get everything done with the same attention and sense of application,” Goldfarb said. “Having an intensive course, where they only focus on one course every day, creates a wonderful and rare immersive learning experience that balances theory

“  
**What I've learned working in technology is things are changing constantly, so you have to have a thirst for that change and soak up new ideas and perspectives.**

Josh Grau

”

and principles with application, and traditional lectures and readings with real-world interactions.”

Students agree, calling out the combination of coursework and offsite visits as a perfect recipe for learning.

“I’m not even a big fan of tennis... but standing in Centre Court and taking a seat in the press conference room was surreal,” said **KATIE REIGELSBERGER (IMC18)**. “It was so helpful to see how our coursework directly correlated to things happening in the global industry.”

After completing the London program, students say they feel more confident in topics like brand equity, brand architecture, mergers and acquisitions, naming and brand valuation. They also say the opportunity to learn from Goldfarb was a highlight of their entire IMC experience.

“Professor Goldfarb is a brilliant professor in explaining an abstract topic like brand strategy,” said **MALAV NAIK (IMC18)**. “He put everything into very good frameworks and formats that were easy to comprehend. Not to mention his presence in the classroom was very engaging and funny!”

“Each class lecture aligned perfectly with real things happening in real companies,” said Reigelsberger. “Professor Goldfarb’s in-class exercises really

helped things click.”

In San Francisco, students gain first-hand experience in a different topic: the Silicon Valley way of business. Students quickly learn that companies in San Francisco operate at an accelerated pace and seek to fix a consumer or industry problem through technology and scale. This orientation gives students the opportunity to see how brands are built using design thinking, consumer insights, storytelling and creativity.

IMC’s San Francisco program, now in its third year, is not afraid of change. The curriculum recently evolved to include three courses—Media and Technology Innovation, Strategic Storytelling and Advanced Consumer Insights—that were intentionally interwoven to give students a more immersive and valuable learning experience. The goal of the IMC coursework in San Francisco is to help students gain as much exposure into the world of technology as possible.

Students who have studied in San Francisco say it’s incredible to be a part of the hustle and bustle, the determination and the culture that’s changing business.

“You can’t beat learning about technology and digital in the tech hub of the United States,” said **JULIAN WALKER (IMC18)**. “The coursework here in San Francisco places an emphasis on understanding how new technology works in order to tell clear/compelling stories for our audiences.”

“We learned and saw for ourselves how a customer-centric approach to marketing can bring real value to companies in Silicon Valley that can be very product or engineering-focused,” said **DHWANI DESAI (IMC18)**.

Lecturer and Director of Corporate Outreach **JOSH GRAU (IMC04)**, a Medill alum himself, is a faculty member in San Francisco. Grau says he could not turn down the opportunity to help Medill fill

the unmet need for technology-focused curriculum in the Bay Area.

“People give a blanket description of Silicon Valley as technology, but it’s about how these companies are taking a very specific user-centric approach and trying to solve problems at scale,” Grau said. “That’s what our students get to learn out here. How to see storytelling and consumer insights through the lens of these disruptors.”

Students in the London or San Francisco programs say the perspective they gained helped them feel more prepared and capable to enter the workforce after graduation.

“The learnings [from the San Francisco program] are instrumental in not only connecting with consumers,” said Walker, “but in landing jobs and making leaps in our careers to become game-changing marketers and master innovators.”

“While all technologies and techniques can and will change rapidly through time, the principles of marketing remain,” **WEIRU FANG (IMC18)** said. “That’s what IMC teaches us best.”

As for advice, Goldfarb says adaptability and soft skills will be key in the marketing world of the future.

“As work spaces get disintermediated, as some jobs disappear and others emerge, as different functional departments become more interdependent, being able to navigate the world of people via interpersonal communication, group communications and EQ will become more important,” Goldfarb said.

Grau hopes his students continue to exercise the curiosity that motivated them to enroll in IMC in the first place.

“What I’ve learned working in technology is things are changing constantly, so you have to have a thirst for that change and soak up new ideas and perspectives,” Grau said. “Learning is ongoing for the rest of your life. My advice? Stay curious.” ♦



# IMC IMMERSION QUARTER

In their fourth quarter, IMC full-time students participate in the Immersion Quarter Program led by faculty member and Immersion Quarter Director Gerry Chiaro (MSA84). Students work in teams on projects nationwide to solve a marketing challenge or issue identified by company leaders in the project scope. The student teams worked on 28 projects in the summer of 2018 at locations all across the U.S. and London. The IMC students graduated on December 15 at a ceremony in Evanston.

Here are a few Immersion Quarter highlights:



## NISSAN, NASHVILLE, TN

The IMC Nissan team worked together on a communications plan to introduce the Nissan Pro Pilot Assist technology. Their work is being published in various U.S. media outlets.

FROM LEFT: Nissan team leaders Michael Aron, Senior Manager, Market Intelligence, Nissan North America; and **WILLIAM MATTIACE (IMC12)**, creative, content and editorial manager, Nissan North America; with student team members Prayushi Amin, Bo Fu, Iris Zhang and Crystal Chow and faculty advisers Gerry Chiaro and **ERNEST DUPLESSIS (IMC96, KELLOGG08)**

“  
**This research project is the first of its kind so it required a magnitude of creativity, resilience and fresh thinking. The team’s greatest strength was creating the perfect blend of ingenuity using their individual talents. Their work will be used by Nissan in multiple areas of our business, not filed away in a stack of past intern projects.**  
”

William Mattiace (IMC12), creative, content and editorial manager, Nissan North America

## THE MARKETING STORE, T-MOBILE TUESDAYS PROJECT, CHICAGO



LEFT: Student team member Emily Hu presents to executives at The Marketing Store group.

ABOVE: The student team of Sherry Xie, Emily Hu, Lynn Sun, Monique DeZarn and Ali Greco at The Marketing Store, delivering their recommendations.



◀ **FUELX, SAN MATEO, CA**

Two teams of four students each worked at FuelX. One team worked on a machine learning project to derive deep customer insights from the immense data set FuelX owns. The other team worked on a brand development plan to drive highly qualified leads to the FuelX sales team.

LEFT: Team members pictured: Eric Runda, Sofie Xiao, Diana Liang, Eve Qin, Samantha Cao, Prathana Gupta, Sujani Dwarakanath. Not pictured: Margaret Beim. From FuelX pictured: Mary Lou Song (BSJ91) and Alex Kazim



**Our company looks forward to the arrival of the Medill Immersion Quarter teams. The students ask questions, get us to look at our data through a different lens and inspire us to implement changes. They grow from the experience, and we do too.**

Mary Lou Song (BSJ91), Executive Chairwoman, FuelX. FuelX sponsored two teams, one that analyzed sales data and segmented customers and another that analyzed data to predict consumer shopping behaviors.



⤴ **CHRISAD, SAN RAPHAEL, CA**

ABOVE: Student team members working at dental marketing firm chrisad in San Raphael, Calif. developed strategies and ideas to acquire more customers from chrisad clients by leveraging marketing technologies. chrisad was founded by John Christensen (MSA80). From left: Shea Leeyakas, Elaine Su and Daisy Ding



◀ **MIKE'S HARD LEMONADE, CHICAGO**

LEFT: The Mike's Hard Lemonade Team celebrated after presenting recommendations about how to leverage insights from the recently completed customer segmentation study. From left: Bodeline Dautruche, Rachel Weinberg, Shanshan Chen, Daniela Aste, and Hao Hsu



⤴ **WESTERN UNION, ENGLEWOOD, CO**

ABOVE: The Western Union Team celebrated after presenting their recommendations about how to leverage the company's new Domo technology in better anticipating and addressing customer/business needs. Left to right: Faculty team leader Neil Golden (WCAS83), Yidi Xu, Flora Lee, Shivi Kundra, Sanjana Simon, and Western Union Marketing Director Sean Dever

⤵ **SALESFORCE, SAN FRANCISCO, CA**

RIGHT: Students worked with the Salesforce Premier Support Marketing team to develop a plan to improve the customer experience by increasing purchase rates of Premier Support by attaching this important service to Salesforce accounts. From left: Allison Hu, Jocelyn Chen and Cici Cheng. Not pictured here: Dhvani Desai and Sean Hong



# POWER OF A STORY

CHRIS RATHJE (IMC05) HEADS UP NATIONAL WHEELCHAIR BASKETBALL ASSOCIATION JUNIOR DIVISION.

BY CHRIS RATHJE (IMC05)

CHRIS RATHJE HAS BEEN VOLUNTEERING FOR THE NWBA'S JUNIOR DIVISION SINCE 2013.

**HAVING THE OPPORTUNITY TO BE THE** first former player to serve as the President of the National Wheelchair Basketball Association's Junior Division is one of the greatest honors of my life.

When I first arrived in Evanston I was a 22-year-old, fresh out of my undergraduate studies. The 11 years before I came to Northwestern consisted of a life where a large percentage of my focus centered around wheelchair basketball. When I entered Medill, I was ready to leave wheelchair basketball behind and I had no intentions of look-

The National Wheelchair Basketball Association is currently in the middle of its 70th season of competition. It is an organization that was established as a way for veterans returning from World War II to rehabilitate their damaged bodies from the battlefield. Thanks to the visionary leadership of Dr. Timothy J. Nugent, the organization has gone on to help thousands of people, no matter how they acquired their permanent physical disabilities. The Junior Division is currently in its 27th season of competition, building friendships, and changing lives for the better.

The Junior Division consists of more than 80 wheelchair basketball teams for children and young adults. The competition consists of two levels. The Prep Division is played at 8.5-foot baskets for players who have a permanent lower body physical disability who are 13 and under, while the Varsity competition is played at 10-foot baskets. Eligibility for the Varsity Division concludes when a student athlete completes high school. Both the Prep Division and Varsity Division are co-ed competitions.

One team in the Junior Division conducted a survey that stated 83% of parents who took the survey felt their child's self-esteem improved as a result of their participation in wheelchair basketball. At the end of the season in late March or April, the Junior Division gathers for the National Tournament, and one of the most special parts of any Nationals experience is the Junior Division Banquet. Here, hundreds of student athletes gather with their families and celebrate our community. The feeling of community is so high that energy absolutely surges in the room. I have never felt anything like it outside of this one particular

“  
**The lesson that has had the greatest impact on me was the power of a story.**

Chris Rathje

ing back. I was eager to learn the cutting edge of marketing and advertising techniques.

But the greatest lesson that I took away from Medill had nothing to do with metrics or advanced technology. The lesson that has had the greatest impact on me was the power of a story.

The story of each one of our lives cannot be predicted and what brought me back to the wheelchair basketball community was its uncanny ability to improve lives and empower kids with physical disabilities.

event. I wish I could bottle that feeling and give it to anyone who would like to experience it, because I firmly believe the world would be a better, more unified place if it could feel that special combination of charged connection.

There are hundreds of fascinating stories to tell in the NWBA's Junior Division. So please visit the NWBA's website at [nwba.org](http://nwba.org) or feel free to contact me directly at [chris.rathje@gmail.com](mailto:chris.rathje@gmail.com)

If you happen to be in New Lenox, Ill., March 29-31, 2019, come check out the charged connection of our community at Junior Nationals. ♦



LEFT: Chris Rathje

ABOVE: Chris Rathje with three former players he used to coach. From left: Kyle Picchetti, Kyle Gribble, Chris Rathje and Matt Molenkamp



**1970s**

**JIM BORG (MSJ76)** retired in 2018 from the Honolulu Star-Advertiser after more than 40 years in journalism. Most recently, he collaborated with former U.S. Senator Dan Akaka on “One Voice: My Life, Times and Hopes for Hawaii,” the senator’s memoirs, which were released in November 2017. Borg worked as a reporter in Macon, Ga., and Rochester, N.Y., before joining the Honolulu Advertiser as a staff writer in 1979. He later worked as an assistant city editor for the Honolulu Star-Bulletin and the Star-Advertiser after the two papers merged in 2010.

**1990s**

**MELISSA BROTZ (BSJ90)** was promoted to vice president, global marketing & external affairs (chief marketing and communications officer), at Abbott. She was previously divisional vice president, head of public affairs.



**STACEY WILKINS (MSJ91)**, of London, has been named president of the International Council of Teachers of English, or

ICTE. She will also serve as an affiliate liaison officer to the National Council of Teachers of English executive board. The ICTE affiliate will bring international teachers from around the world together, offering support and professional development to further enhance teaching and student learning. Wilkins is an international baccalaureate English teacher at The American School located in Thorpe, a village in England.



**RANDY CLERIHUE (MSJ92)** has been named Chief Communications Officer at MetLife. Clerihue had been previously

the company’s head of Corporate Communications with responsibility for financial, executive, public policy, and corporate responsibility communications. In his new role, he will add responsibility for the company’s global communications teams in the United States, Asia, Latin America, and Europe, the Middle East and Africa.

**INDIRA S. SOMANI (MSJ93)** was promoted to associate professor with tenure in the department of media, journalism and film at Howard University’s Cathy Hughes School of Communication in Washington, D.C. Her second documentary film, “Life on the Ganges,” is now in DVD distribution. Prior to that, it screened at film festivals in the U.S., Berlin, Cannes and Mumbai.

**LAURA DEANGELIS (BSJ95, MSJ96)** was awarded a 2018 Telly Award for her role as executive producer on a web video produced on behalf of Allstate. The video showcased the insurance company’s efforts to raise awareness about the dangers of distracted driving through its “X the TXT” campaign. She is a freelance producer and television host based in New York City.



PHOTO: Medill alum and Flying magazine senior editor, **ROB MARK (MSJ95)**, accepts the 2018 Gold Wing award for outstanding journalism at the National Business Aviation Association convention. From left to right: Rob Mark, editor-in-chief Steve Pope and publisher David Carr.

**DAVID ABEL (MSJ96)** released his 5th documentary film, “Lobster War: The Fight Over the World’s Richest Fishing Grounds.” This fall, the documentary won the Best New England Film award at the Mystic Film Festival and was the

grand prize runner-up for Best Feature Film at the International Maritime Film Festival.

**KATE GREEN TRIPP (BSJ97)** is the managing editor of 1440 Multiversity, a state-of-the art immersion learning center near Santa Cruz, Calif. Heralded as a “spa for the brain”, 1440 offers equal parts learning and vacation in retreat-style programs with thought leaders, including Krista Tippet, Elizabeth Gilbert, Dr. Dan Siegel and Esther Perel.

**STEPHANIE (BURKE) SCUDERI (IMC99)** has been promoted to market president for Centennial Bank’s Florida Keys market. She’s excited to report that Centennial’s holding company, Home BancShares, was named the best bank in the nation for 2018 by Forbes Magazine. Scuderi also serves as vice chair of the Islamorada District Advisory Committee for the Monroe County Tourist Development Council and the chair of the Board of Trustees of the Florida Keys Community College.

**2000s**

**ELLEN CARPENTER (BSJ02)** won the 2018 Folio Award for Editor of the Year. She is the editor-in-chief of “Hemispheres,” the inflight magazine for United Airlines, as well as the editorial director of “The National,” the onboard magazine for Amtrak. She lives in New York City with her husband and son.

**MATTHEW DEFOUR (BSJ03, MSJ04)** was named assistant city editor at the Wisconsin State Journal, where he has been a reporter for 12 years. He previously spent five years covering the statehouse in Madison, including Gov. Scott Walker’s short-lived presidential run. His two sons are now in school full-time, so life is awesome.

**BETH LIPOFF (BSJ06)** received first and second place awards for magazine story, second and third place awards for online story and a first place award for feature photojournalism at the Heart of America Awards from the Kansas City

Press Club. Some of the award-winning pieces ran in the Kansas City Star; others were for Agence France-Presse.

**RENEE KNIGHT (MSJ06)** won the Stephen Barr Award from the American Association of Business Publications Editors. The Stephen Barr Award honors individual writing across feature categories, particularly work that shows inventiveness, insight, balance, depth of investigation and impact on readers. Knight writes and does web work for “Inside Unmanned Systems,” a magazine about autonomous vehicles. She was also a finalist for a Jesse H. Neal Award, which honors specialized journalism, for a story on drones being used during Hurricane Harvey.



**BRITTANY KAPLAN (MSJ07)**

and Evan Kline-Wedeem, members of the Chicago-Kent College of Law moot court competition

team, won first place in the national finals of the 2018 Saul Lefkowitz Moot Court Competition, which was held last March at the U.S. Court of Appeals for the Federal Circuit in Washington, D.C. The team also earned first place for best oral argument and second place for best brief.

**STEVE SILVER (BSJ08)** is an adjunct professor at the University of Maine School of Law this semester, teaching a class on the law of sports betting and daily fantasy sports. He was also recently appointed to the Maine State Board of Property Tax Review.

**PATRICE POLTZER (MSJ08)** was invited to join renowned fashion designer Rebecca Minkoff’s new female founder collective group. The female founder collective group is a network of businesses led by women, supporting women. Poltzer was an award-winning producer on “Today” who launched her own video production agency. She started Patrice Poltzer Creative in 2016 after people asked her to use

her journalism skills as a storytelling producer and apply it to making videos for their brands.

## 2010s

**EMILY GLAZER (BSJ10)** married Kevin Clark May 19 at Saddlerock Ranch in Malibu, Calif. Glazer is a banking reporter in Los Angeles for The Wall Street Journal, and Clark is an NFL reporter for “The Ringer” and a host of “The Ringer N.F.L. Show” podcast.

**JACQUELINE KLIMAS (MSJ10)**, a space policy reporter at POLITICO, got engaged last summer to Kyle Feldscher, a breaking news editor at CNN. The pair met in Washington, D.C., in 2016 while they worked at the Washington Examiner.

**RICHARD WHITE (MSJ12)** has started a podcast called “The People You Meet,” which focuses on the storytelling of people from all walks of life across the world. It’s available on iTunes, Google Play, and SoundCloud.

**LYNDSEY GILPIN (MSJ13)**, a freelance journalist based in Louisville, Ky., launched Southerly (southerlymag.org), an independent media organization that covers ecology, justice and culture in the American South.

**NATASHA S. ALFORD (MSJ14)**, deputy editor and digital host of TheGrio.com, has been selected by the National Association of Black Journalists as the Michael J. Feeney Emerging Journalist for 2018. The award recognizes a black print, broadcast, digital or photo journalist with fewer than five years of experience in the industry.

**NIKITTA FOSTON (MSJ14)** launched Pivotal Moment Podcast, which goes behind the scenes with headliners in news, sports and entertainment to ask, “What was the moment that changed it all?” Recent guests include comedian Michael Colyar; ESPN SVP Rob King; former NFL player, Major Wright; Netflix documentary filmmaker, Dr. Kelly Richmond Pope; and retired female QB

and singer Sami Grisafe, among others. Pivotal Moment is now available on Spotify, iTunes, Google Play Music and Podbean.

## MEGHAN MORRIS (BSJ15, MSJ15)

started as Business Insider’s first asset management reporter in October. She previously was the senior reporter for Private Equity Real Estate magazine, or PERE.

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

# A LOVE FOR ALL SEASONS

## A TRIBUTE TO CHRIS LOCKARD (BSJ99), 41

BY MELISSA LOCKARD (COMM00)

**W**e found out my husband was going to die on June 8, 2018, the same day the Warriors beat the Cavs to close out their second straight NBA title. He passed away on Wednesday, before the start of another NBA season. I always think of time in terms of sports seasons. That is how my mind works.

Earlier that same week was the MLB Draft. I had spent the previous six months covering the lead-up to the draft and had blocked off most of that week to cover this year's proceedings. My husband was admitted to the hospital by then, and I missed most of it.

"I'm so sorry you had to miss the draft," he said.

That is how his mind worked.

Our love was about so much more than sports, but sports always played a central role. We met in October 1997. Both of us were working for The Daily Northwestern, me as a design editor and Chris as a news editor. We had both recently gone through breakups and mutual friends from the paper set us up. No rebound has ever been sweeter.

One of our first dates was a Northwestern football game. Chris was from Green Bay, Wisc., and he told me later that it endeared him to me that I—a California girl—made it through the entire game despite the driving snow and not being able to feel my feet. To be honest, being at the game with him, I would have stood in the snow forever.

Chris was a year ahead of me in school, and he moved to Washington, D.C., after he graduated. I followed him in June 2000. Baseball had always been my first love in terms of sports, but for most of the time I was in college, it took a back burner to other activities. Then the A's went on their magical American League West title run that year, and it drew me back to the sport.

We got married on May 26, 2002, just days after Jeremy Giambi was unceremoniously shipped to the Phillies. We were in the Bay Area then, getting ready for the wedding, and our puzzlement over that trade helped us get through the pre-wedding jitters. Later that summer, we were back in D.C. during "The Streak," staying up late every night to find out if the A's won yet another game.

In 2003, we moved back to the Bay Area so Chris could attend law school at the University of California, Hastings. Law school is an all-consuming kind of thing, and it was soon pretty clear

that I'd need to add a hobby to fill my time when he was studying in the evening and on weekends. There was a new blog network called MVN that put a call out for writers. We had just returned from spring training in 2004, and Chris encouraged me to try out for the spot. I didn't think I had much of a shot, but I was one of two writers they picked to write about the A's.

Suddenly, all of the rambling thoughts I shared with Chris over the years about the A's had another audience.

A few months later, I was approached by what was then called The Insiders and later became known as Scout.com to take over their fledgling A's site. This wasn't a blog but a subscription-based news site where I would have to cover games in person and focus on player development rather than the big league team. I wasn't sure I could do it. Chris encouraged me. "I'll help you," he said. "I'll take photos."

And so began OaklandClubhouse—a name he created—which, until our first son was born in 2010, was our baby. We were always a team—me with my recorder and him with his camera. I would write thousands of articles at Scout, but I was always the most proud of the photo galleries I put together of his shoots at those games.

Over the years, it became harder for us to cover games together as the demands of his job increased, and we had to balance the schedules for our kids with their soccer games and Boy Scout meetings. But Chris encouraged me to keep OaklandClubhouse going regardless, knowing how much of myself I had put into the site over the years. He also encouraged me to reach out to the folks at The Athletic when it was announced they were launching a Bay Area vertical. He was so proud of his wife, the sportswriter.

Chris wasn't diagnosed with angiosarcoma—an extremely rare and aggressive cancer that attacks the lining of the blood vessels—until June 2018, but he began experiencing debilitating pain in his back and later his hip in December 2017. We thought he had a torn labrum in his hip, but cortisone shots and rehab weren't working. As it turned out, the pain was from a tumor. Despite his pain, he still coached our youngest son's T-ball team last spring. Since our boys were old enough to play sports, he was always "Coach Chris," coaching their baseball and soccer teams. He had a lot of clipboards.

While he was sick last summer, we spent a lot of time watching A's games, both in the hospital and during the brief few weeks he was able to be home. He took a lot of inspiration from their comeback style of play last summer, but I think mostly it was a way for us to share something that took our minds off of his diagnosis, much the same way the Giambi trade took the edge off of pre-wedding jitters.

Chris was the most logical person I ever met. If there was a way to get from Point A to Point B, he'd find the most efficient route. I may get from Point A to Point B, but there will be a lot of stops and turns along the way. One of the things he found most amusing about me was how superstitious I am. He loved telling people about how his crazy wife used to wait in the morning in D.C. to watch the scores on ESPN's BottomLine to see if the A's won the night before, and how mad I got if he told me first who won because it was unlucky.

On a recent Wednesday night, while I lay trying to think of anything but the worst loss of my life, I went to my MLB At Bat app to check the day's scores. It wouldn't load. Somehow, I like to think that's his way of saying, "I'm still here."

*Christopher Robert Lockard died Aug. 15, 2018. He is survived by his wife, two sons, his parents, his brother, and a whole world of people who will miss him forever.*

*This is an edited and condensed version of a story that originally appeared in The Athletic on Aug. 16, 2018.*

FROM LEFT TO RIGHT:  
Chris Lockard (BSJ99), Aaron  
Lockard, Josh Lockard and  
Melissa Lockard (COMMOO).



**MARY “MOLLY” M. CHAPMAN (BSJ34)**, 105, of Toledo, Ohio, spent more than a century of life serving others, loving the English language, listening to classical music, playing golf, bowling, and taking three-mile walks. She died May 5. Born Aug. 21, 1912, in Elyria, Ohio, to Ellen and Ralph Murbach, Chapman graduated from Northwestern in 1934 and married her husband, Erie, one year later in a wedding filled with gardenias.

They lived in Los Angeles until moving to Toledo in 1955. There, she spent more than 45 years volunteering at ProMedica Toledo Hospital. She spent much of her time watching birds, completing crossword puzzles and playing Scrabble and Bridge. She loved rainy days.

An avid golfer, Chapman has an 18-hole women’s championship trophy named after her at a local country club. She walked three miles every day until she sustained a fall at age 93.

She was also a dedicated member of Epworth United Methodist Church in Toledo. She sat during services in the same seat in the last pew with her daughter, Martha Chapman, who also became her caregiver in later years.

Her son, Erie Chapman III, says “she left this world the way she lived in it—with the aplomb of an elegant guest who quietly slips out the door, her pink gown flowing, her face wearing a soft smile.”

She is survived by Martha, Erie and daughter, Ann Debes; four grandchildren; and ten great-grandchildren.

**VICTOR J. DANILOV (MSJ46)**, 93, of Evanston, spent his career as a newspaper reporter, college-level journalism instructor, science magazine editor, public relations director, president and director of the Museum of Science and Industry and the author of 28 books. He died July 26.

As a child, Danilov survived polio and became an all-state forward on the 1943 Farrell High School basketball team in Pennsylvania, as well as the editor

of the school newspaper. He attended Pennsylvania State University, graduating with a bachelor’s degree in journalism, before heading to Northwestern for his master’s degree.

After graduating, Danilov worked at the Youngstown Vindicator in Ohio and then as a reporter for the Pittsburgh Sun-Telegraph and the Chicago Daily News. He taught journalism at the University of Colorado and University of Kansas. He also served as public relations director at the Armour Research Foundation at the Illinois Institute of Technology and at the University of Colorado.

He was appointed as the executive editor and vice president of Industrial Research, which published such science magazines as *Oceanology International*, *Industrial Research* and *Electro-Technology*. In 1964, he received a doctorate in education at the University of Colorado.

In 1971, Danilov became vice president of the famed Museum of Science and Industry in Chicago. He became director a year later and in 1978, he was promoted to president and director. Danilov retired from the museum in 1987 and moved to the Boulder, Colo., area with his wife, Toni Dewey. While there, he began a summer short course at the University of Colorado for museum directors and department heads. The class ran for 17 years.

Danilov and his wife returned to Chicago in 2004. The majority of his books covered history, collections, exhibits, programs and the operations of museums.

He is survived by a son, Duane P. Danilov; a daughter, Denise S. Danilov; and a stepson, Thomas Dewey.

**HELEN SLOANE DUDMAN (BSJ46, MSJ46)**, 93, of Blue Hill, Maine, held executive positions with The Washington Post’s broadcasting division and PBS, edited the Washington Post, and brought attention to her husband’s captivity

during the Vietnam War. She died Feb. 19, 2018.

Born Jan. 13, 1925, in Cincinnati, Dudman grew up in Chicago. Her dad worked as a salesman, and her mom as a stay-at-home mom. Two years after graduating from Northwestern, she married Richard Dudman, and they lived in St. Louis before moving to Washington, D.C. in 1954. There, she served as publicity director of the National Symphony Orchestra before editing The Washington Post’s women’s section from 1965 to 1969. This later became the paper’s Style section. She also worked as the director of public relations for Post-Newsweek Stations and as a vice president at PBS.

In 1970, her husband, Richard, who was a journalist with the St. Louis Post-Dispatch, was captured by forces aligned with the Viet Cong while reporting on the Vietnam War. He was held with two other journalists in Cambodia for 40 days, and all the while, Dudman used her press, congressional and diplomatic contacts to bring attention to their plight.

After her husband was released, Dudman threw a block party for him; more than 1,000 people came. Richard Dudman, in his book, “Forty Days with the Enemy,” credited his wife with his release.

Nearly a decade later, in 1979, Dudman bought three radio stations in Maine, where she and her husband moved in 1981. She would operate the stations with a daughter for 20 years. In the 1990s, Dudman also helped establish community radio stations in South Africa as a Knight International Press Fellow.

Dudman also had a reputation as a civic activist and helped implement reforms to Maine’s workers compensation program. She also chaired the State of Maine’s Judicial Responsibility and Disability Committee and was a board member of the Maine Employers Mutual Insurance Company.

Survivors include daughters Martha

Tod Dudman and Iris Dudman, as well as four grandchildren.

*Based on a story that ran in The Washington Post on Feb. 20, 2018.*

**STANLEY PETER ANDERSEN (MSJ48)**, 95, of San Francisco, chaired the Humanities department at San Francisco State University and served as a lecturer, contributing editor, military veteran and Fulbright scholar. He died Nov. 5.

Born Nov. 9, 1922, in Elmwood, Utah, to Elias and Abigail Hansen Andersen, he descended from the original Danish immigrant settlers of the Bear River Valley.

Before graduating from Northwestern, Andersen fought overseas in the United States Army Air Corps during World War II, flying 35 missions over Germany, attaining the rank of first lieutenant and earning the Distinguished Flying Cross and Purple Heart.

During his career in newspapers, he was night copy editor for the Examiner in San Francisco. As a Fulbright scholar, Andersen spent time on the faculty at the University of Helsinki in Finland in 1961-1962 and returned in 1970.

After serving as chairman of the humanities department at San Francisco State, Andersen was a lecturer at the Fromm Institute of Lifelong Learning at the University of San Francisco—where he tied humankind's achievements great and small into his talks—and a contributing editor to the West Portal Monthly and to the Miraloma Life newspaper.

Andersen was a season ticket holder of the opera, a world traveler, a San Francisco Giants fan and a supporter of the Chinese Historical Society of America. He is survived by his wife, Irene Poon Andersen, daughters Ellen Reid, Cameron Egan, Jordan Goldstein and Adrian King; seven grandchildren and three great-grandchildren.

**ROBERT E. RYAN (BSJ48)**, 93, of Charlotte, grew up during the Great Depression, served in the military during World War II and worked as a corporate marketing manager. He died April 19.

Born Sept. 27, 1924, to Benjamin E. and Mary Donna Ryan, he grew up in Chicago in the 1930s during the Great Depression. Though Ryan's father had a job with the U.S. Postal Service, wearing worn shoes and used clothes and feeling hungry were all a part of his childhood.

At age 18, Ryan entered the military in 1943, training as an aviation cadet and being commissioned as a navigator/gunnery officer as part of the U.S. Army Air Corps. He served on B-17 and B-29 combat crews until 1946.

The G.I. Bill helped usher Ryan into higher education, and he was the first in his family to earn a college degree when he graduated from Northwestern in 1948. He married his wife, Rita, in 1947, and after graduation, they spent a few decades in Deerfield, Ill., raising two sons and five daughters.

Ryan held several marketing management positions for large U.S. corporations before joining Gist-Brocades of Delft, the large Dutch chemical firm, in 1977. He served at its headquarters in Charlotte as an officer and director until he retired in 1988.

When he wasn't working, Ryan and his wife were founding members of the St. Matthew Catholic parish in Charlotte and were appointed the first Eucharistic ministers there.

Ryan is survived by his sons, Robert Ryan and Daniel Ryan; daughters Donna Balducci, Paula Ryan, Kate Ryan, Elizabeth Ryan and MaryAnne Pryde; and several grandchildren and great-grandchildren.

**ROBERT ECK (BSJ50)**, 89, of Winnetka, Ill., served in the U.S. Navy, worked as a corporate executive and authored a book about toilet seat etiquette. He died Feb. 17, 2018.

Born July 9, 1928, to Michael and Theresa Eck in Cleveland, he graduated from Lakewood High School, where he was editor of the school newspaper, before attending Northwestern. It was there he met his wife, Patricia Carolan, and they married the year after he graduated, in 1951.

After graduation, Eck was commissioned in the U.S. Navy and served on destroyer ships for three years during the Korean War. Afterward, he and his wife settled in Winnetka, Ill., and Eck worked as a corporate executive, providing input into advertising and public relations.

Eck added some levity to his life accomplishments by publishing a book, "The Ups and Downs of Toilet Seat Etiquette," and writing a song, "Hey, I'm Italian." An avid golfer, he also shot a hole-in-one.

He is survived by his daughter, Carolan Page; his son, Robert Eck; and several grandchildren and great-grandchildren.

**JOSEPH W. KATZ (MSJ51)**, 91, a reporter who turned into a top New Jersey political insider and founded his own contract lobbying business, died July 13.

Katz served in the U.S. Navy during World War II before graduating from Rutgers University in New Jersey and then Northwestern. After graduating from Medill, Katz worked as a reporter for the Newark Evening News, covering statewide campaigns, as well as the campaigns of President Dwight Eisenhower. He also wrote a political column for the Sunday newspaper called "All About Essex," which covered New Jersey's largest county.

Katz left the Newark Evening News in 1961 to join the campaign of Superior Court Judge Richard Hughes, who was running for governor. Katz helped Hughes pull off an upset victory, in part by convincing the Democratic State Committee to purchase mimeograph machines that would allow the campaign to churn out flyers Katz wrote.

On winning, Hughes named Katz his special assistant, which entailed communications, policy and deputy chief of staff roles. After helping Hughes get re-elected, Katz opened his lobbying firm, at one point representing more than 40 clients that included both a medical association and a cemetery association.

Katz is survived by four daughters, including a lobbyist, and 10 grandchildren.

*Based on an obituary that ran July 14, 2018 in the New Jersey Globe.*

**CONSTANCE MAY (COLLIER) SHANOR (BSJ51)**, 88, of Edgartown and Chappaquiddick Island, Mass., a writer, magazine editor and consultant to the Chinese National News Agency, died Feb. 19, 2018.

Born in New York City on Oct. 9, 1929 to Raymond and Elsie Collier, she and her family moved to Lakewood, Ohio, where she went to high school. During her time at Northwestern, Shanor studied abroad at the University of Edinburgh in Scotland. She also met her husband, Don Shanor, while studying at Medill.

They married shortly after graduation and took a freight boat from Boston to Liverpool, England. They spent the next 16 years in Europe, where they had three children and Shanor edited an English-language magazine in Germany. She also worked for a radio station, providing information about the West to Communist parts of Eastern Europe.

She and her family returned to the United States in 1959, settling in New Jersey. Shanor worked as an editor and writer for the American Heart Association's publications, as well as for the National Kidney Foundation newsletter. She also received a master's degree in public health from Columbia University's Mailman School of Public Health.

In 1983, Shanor and her husband moved to China, where she was a consultant to the Chinese National News Agency. They

collaborated on two books, "China Today: How Population Control, Human Rights, Government Repression, Hong Kong and Democratic Reform Affect Life in China and Will Shape World Events in the Next Century" and "After the Russians: Eastern Europe Joins the West." Shanor had also been working on a biography of an early women's rights advocate.

She is pre-deceased by a son, Donald Jr., and survived by her husband, Don; two daughters, Rebecca Shanor and Lisa Shanor; and a granddaughter, Zoe Shanor.

**LESTER "BUDDY" WELLS (BSJ54)**, 83, of Dallas, worked as a reporter, a press aide for President Dwight Eisenhower and in public relations before starting his own firm. He died Feb. 4, 2017.

Born Aug. 23, 1933 in Terre Haute, Ind., to Lester Sr. and Wilma Wells, he was raised in the Washington Heights neighborhood of New York City. He went to school at Stuyvesant High School in New York City before attending Northwestern, where he wrestled and was also a member of Alpha Tau Omega fraternity.

He served in Germany for the U.S. Army before writing for United Press International and then moving to Washington, D.C., to work as a press aide for Eisenhower.

Wells joined the Philip Lesley Co. in New York City before moving to Dallas and working for The Bloom Agency. He spent some time in Pittsburgh, handling public relations for PPG, and returned to Dallas, where he was a founding partner of Hopkins & Wells and the owner and principal of Wells & Associates.

A member of the National Press Club, Wells also wrote speeches for such politicians as W. Paul Thayer, U.S. Deputy Secretary of Defense in President Ronald Reagan's administration.

An athlete and sports fan, Wells also played minor league baseball and tried boxing in the Chicago Golden Gloves tournament. He also traveled the world,

and in his 60s, he bungee jumped off a bridge in New Zealand.

Wells is survived by his daughter, Colleen Wells, and sons, Kenneth Andrew Wells and Charles Bradford Wells.

**BARBARA "BOBBIE" LEE NOWLEN BEYE (BSJ55)**, 84, of Rockville, Md., who taught journalism and special education and wrote newspaper stories, died March 18, 2018.

Born on July 25, 1933, in Denver, Colo., to Charles and Melva Nowlen, Beye grew up in Methodist parsonages around Wyoming, including in Laramie, Cody, Sheridan and Casper. In the summer, she attended Methodist camps. Her father was a Methodist pastor, and her mother was an organist and choir director.

A graduate of Casper High School, Beye attended Casper College, graduating in 1953 and went on to study and graduate from Northwestern, where she met her husband, Eugene Dale Beye, whom she married in 1955.

She taught high school journalism in Grand Island, Neb., until her oldest son was born. Upon moving to Holdrege, Neb., Beye wrote for the local newspaper. She later earned a master's degree in special education from Wayne State College in Wayne, Neb., and taught in rural schools around Chadron, Neb. She also served for a year as head of the United Methodist Women's School of Christian Mission.

After divorcing her husband and moving to Rockville, Md., Beye became a member of United Methodist Women and of Rockville United Methodist Church. She spent the last 12 years of her life at the Sandy Spring Friends Home.

She is survived by three sons, Eugene, Dale and Jeffrey; several grandchildren; and two great-grandchildren.

**HELEN NEAFSEY (BSJ73)**, 66, spent two decades as a local photographer with Greenwich Time, often toting a dog with

her on assignments. She died Feb. 10, 2018.

Born Aug. 23, 1951 in Long Island, N.Y., to William and Lillian Brickell Neafsey, she grew up in the suburbs of New York City before attending Northwestern. Neafsey also studied photography at Columbia College in Chicago. She began working for newspapers in Connecticut in the 1990s, also contributing to the regional section of *The New York Times*, and didn't stop until 2014.

She was so devoted to her job that while on assignment in 1996, according to *Greenwich Time*, she walked in the dark for two miles after a long day of work in order to photograph a truck accident. She later said a group of volunteer firefighters chatted with her and offered her ginger ale.

Neafsey's friend, Carol Mazza, told the *Greenwich Time* Neafsey "had a loving, generous heart, and a beautiful smile that won her friends everywhere she went."

A dog aficionado, Neafsey once traveled to Puerto Rico for a project on street dogs and came back with a mutt named Tango. She also loved to sing and joined the Greenwich Choral Society and sang in choruses at local churches, including her own at the First Congregational Church of Greenwich.

*Based on a story that ran Feb. 21, 2018 in Greenwich Time.*

**JOSEPH ZOLLER (BSJ63, KELLOG65)**, 76, died June 30. He is survived by his wife, Dottie; children Elizabeth Cohen and Jessica Kaplan; and grandchildren Daryn Kaplan, Asher Kaplan and Mia Cohen. In addition to Medill, Zoller also graduated from the Kellogg Graduate School of Management.

**STEVE LAWRENCE (MSJ66)**, 75, of West Covina, Calif., mentored and edited a bevy of financial journalists in Canada and the United States—sometimes while wearing cowboy boots—and owned his

own newspaper in New Mexico. He died Jan. 17, 2018.

Born April 7, 1942 in New York, Lawrence graduated from the University of California at Santa Barbara before he attended Northwestern. His father, Jerome Lawrence, worked as a prominent radio announcer on Frank Sinatra's program and became the overnight voice of World War II in New York.

After graduating from Northwestern, Steve Lawrence wrote news for a talk radio station before moving to New York to study law. But he soon abandoned that plan and went to work for the *New York Post* before joining the *New York Daily News* as a consumer affairs reporter. He later went to *The New York Times* to work as a business editor before heading to Time Inc. to become an editor for *Forbes* magazine.

In 1991, Lawrence moved to Toronto to edit the *Financial Times of Canada* and mentor financial journalists, showing up wearing cowboy boots on his first day of work.

He then roved around as a kind of quality control editor for smaller papers owned by Thomson, which owned the *Financial Times of Canada*, by working to improve the writing and editing at those papers.

After moving back to the United States, Lawrence bought a community newspaper, *Crosswinds*. He changed it from a monthly publication based in Santa Fe and Taos, N.M., to an alternative weekly based in Albuquerque. After the newspaper closed in 2006, Lawrence moved to Los Angeles.

He is survived by his wife, Vera, and his brother, Tony.

*Based on a story that ran on Feb. 18, 2018 in The Globe and Mail.*

**KEVIN MOORE (BSJ68, MSJ71)**, 71, of Wilmette, shaped the Chicago Tribune's

features and entertainment sections for decades and also edited the *Chicago Sun-Times*. He died in April.

Born in Cleveland, raised in Texas and a student at a Missouri-based prep school, Moore spent his summers working in a circus owned by his great aunt. After graduating with his bachelor's degree from Northwestern, Moore enlisted in the U.S. Army and served in Vietnam from 1968 to 1970. According to his family, he was awarded a Purple Heart after suffering a serious ankle injury.

After serving in the Vietnam War, Moore returned to Northwestern, earning his master's degree. Afterward, he worked as a general assignment and political reporter for "Today," a newspaper in Cocoa, Fla., where he covered the 1972 Democratic National Convention.

He worked as a copy editor at the now-defunct *St. Louis Globe-Democrat* and in 1974, Moore joined the *Chicago Sun-Times* as editor of *Weekend Plus* and as the Sunday features editor, opinion section editor and late editor.

In 1986, Moore headed to the *Chicago Tribune*, expanding the newspaper's entertainment and features coverage and editing the paper's critics. He served as deputy editor of the *Tribune's* Sunday Arts section, as the deputy entertainment editor, and he also helped edit the *Tempo* features section.

"He loved to read and he loved to write," his wife, Constance Moore, told the *Chicago Tribune*. "And because of his Northwestern education, he loved newspapers, and he loved news."

He retired in 2008 and studied film noir at Northwestern's Osher Lifelong Learning Institute and served on the board of *Opus 327*, a nonprofit group working to preserve and promote a historic pipe organ at St. Luke's Episcopal Church in Evanston.

*Based on an obituary that ran April 13, 2018, in the Chicago Tribune.*



**RICHARD ELDEN (WCAS56)**, 84, of Chicago, became a journalist-turned-investor manager, founder of Grosvenor

Capital Management, which helped fuel a hedge fund boom, and served as a member of the Medill Board of Advisers. He died June 27.

Elden grew up on the North Side, and while at Northwestern, took a three-week trip so notable behind the Iron Curtain that it was documented in a January 1954 issue of *The Daily Northwestern*. Elden and his group of American student journalists traveled throughout what was then the Soviet Union, to cities including Moscow, Odessa, Kiev and Baku.

Elden told the paper the Americans drew a crowd of 300 cheering onlookers when they challenged the locals to a basketball game. (The Americans lost.) Elden, who was chronicling his journey for the International News Service, added that he and fellow Northwestern student, Greg Shuker, stayed in the same room during their travels that Vladimir Lenin once lived in after the Russian Revolution.

After graduating from Northwestern, he worked at the City News Bureau of Chicago before moving to the Chicago Sun-Times. He received a master's in business administration from the University of Chicago instead of taking job offers from the New York Times and Newsweek, and became a financial and securities analyst, following a path that led through a division of IBM and A.G. Becker & Co., an investment bank.

Elden started Grosvenor (whose name was suggested by Elden's wife, Gail, during a trip to London) with Irving Harris in 1971 with \$500,000 in funding, starting a fund in which managers bought certain stocks and bet against others, creating a hedge on their risks and tap-

ping such strategies as derivatives. By the time Elden left Grosvenor, now known as GCM Grosvenor, in 2005, assets at the hedge fund had shot up to \$13.4 billion. Recently, the firm's assets under management were valued at around \$50 billion.

The fund lost just 3 percent in the early recessionary period of the 1970s at the same time the Standard & Poor's 500 index dropped by 37 percent. After leaving Grosvenor, Elden and his son, Thomas, started a multimanager fund with famed investor Carl Icahn.

He is survived by his wife, Gail; his son, Thomas, and his daughter, Cindy.

*Based on stories first published July 3, 2018, in Crain's Chicago Business, and on Jan. 7, 1954, in The Daily Northwestern.*

**IVAN DOIG (BSJ61, MSJ62)**, 75, of Seattle, a prolific author who captured the Western United States, a National Book Award finalist, author of 16 books and an inductee into the Medill Hall of Achievement, reminded people of the ordinary, hardworking heroes about whom he wrote. He died April 9, 2015.

Born June 27, 1939 in Montana to Berneta Ringer Doig and Charlie Doig, a ranch hand, Doig earned his bachelor's and master's degree at Northwestern and met his wife there while teaching in a summer journalism program.

Doig worked at several newspapers after graduating, including a newspaper in Decatur, Ill., and he and his wife moved to Seattle while he earned his Ph.D. in history at the University of Washington.

Doig believed ordinary people deserve to have their stories told, according to Glory Anne Plata, publicist at Riverhead Books, and he followed that in his nonfiction and fiction books, starting with "This House of Sky: Landscapes of a Western Mind," a memoir of his upbringing in Montana, which was also a finalist for the National Book Award.

His wife, Carol Doig, said her husband

always had his notebook with him, recording conversations and seeing the potential to weave them into his work.

In addition to being inducted into the Medill Hall of Achievement, Doig also won the Western Literature Association's lifetime Distinguished Achievement Award. He won the Center for the American West's Wallace Stegner Award, which is given to "those who have faithfully and evocatively depicted the spirit of the American West." He also received more awards from the Pacific Northwest Booksellers Association than any other writer.

He wrote his last four novels, including "Last Bus to Wisdom," which was published posthumously, in the eight years after being diagnosed with multiple myeloma.

David Laskin, an author and friend of Doig's, told *The Seattle Times* Doig "was the consummate professional writer—a man of infinite imagination and equally infinite conscientiousness."

*Based on a story published April 9, 2015, in The Seattle Times.*

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

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

ERIN CHAN DING IS A FREELANCE JOURNALIST WHO LIVES IN SUBURBAN CHICAGO AND ENJOYS DOUSING HER HUSBAND AND TWO KIDDOS IN NORTHWESTERN PURPLE.

“

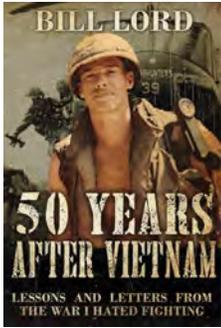
**My Medill journalism education gave me a powerful professional skill set that's still very relevant today. In the content marketing world, understanding audience needs, asking good questions and crafting a compelling message are keys to driving engagement and sales. Journalists are the original content strategists, UX researchers and brand storytellers rolled into one.**

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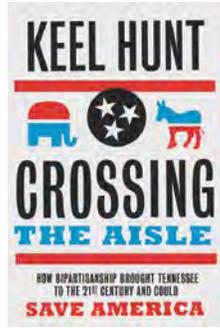
**MARIA C. HUNT (BSJ89)**

CONTENT DIRECTOR  
MH MEDIA  
LIFESTYLE BRAND CONTENT + EXPERIENCE DESIGN



**50 YEARS AFTER VIETNAM: LESSONS AND LETTERS FROM THE WAR I HATED FIGHTING**  
**BILL LORD (MSJ73)**

In “50 Years After Vietnam: Lessons and Letters from the War I Hated Fighting,” Bill Lord (MSJ73) pens an irreverent but poignant memoir about his and his fellow draftees’ experiences as 19- and 20-year old soldiers in the Vietnam War in 1968. As casualties mounted and the anti-war movement grew back home, Americans increasingly directed their anger at the very soldiers who were fighting the war. The book features letters Lord wrote home from the war, which grew increasingly cynical, and gives a brutally honest assessment of what he and other young soldiers did to survive. After serving in the Vietnam War and graduating from Northwestern, Lord had a long career as a television news reporter and news manager.



**CROSSING THE AISLE: HOW BIPARTISANSHIP BROUGHT TENNESSEE TO THE 21ST CENTURY AND COULD SAVE AMERICA**  
**KEEL HUNT (MSJ75)**

In this era of seemingly unprecedented partisanship, Keel Hunt (MSJ75) writes “Crossing the Aisle: How Bipartisanship Brought Tennessee to the Twenty-First Century and Could Save America.” Hunt explores how the latter third of the 20th century was a time of fundamental political transition across the South as increasing numbers of voters began to choose Republican candidates over Democrats. Even so, in the 1980s and ‘90s, reform-focused policymaking—from better schools to improved highways and health care—flourished in Tennessee. This was the work of moderate leaders from both parties who had a capacity to work together across the aisle. This Tennessee story, as the Pulitzer Prize-winning author Jon Meacham observes in his foreword to Hunt’s book, offers striking examples of bipartisan cooperation on many policy fronts—and a mode of governing that provides lessons for America in this frustrating era of partisan stalemate.



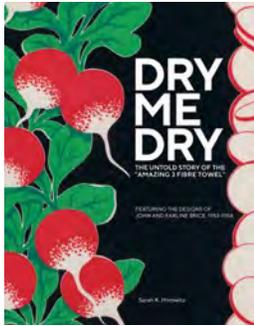
**PERFIDIA**  
**DAWN ZINSER CHURCH (MSJ78) PUBLISHING AS D.Z. CHURCH**

On the last Saturday in August 1974, DEA agents inform Olivia Lassiter that her father, Del, is missing. He hasn’t been seen since he stumbled upon the wave-battered body of Aaron Maddock washed onto the rocky shore of Taddys Cove in Barbados. According to the DEA agents, Maddock is Olivia’s cousin. But, Olivia *has* no family. There has only ever been Del and her...unless Olivia’s gauzy memories of a mossy plantation and a blowzy old woman mean something. Then a courier arrives with an envelope for her sent three days earlier from Perfidia, St. Philip, Barbados. It contains a note from Del asking her to bring him a key kept in his safe deposit box. Olivia is intrigued by her cousin’s death and her not-so-missing father. Research on Perfidia charms her with tales of sugar and treachery. Still, she is unsure what she brings to the mix other than Del’s key. Until a telephone call from a stranger dares her to come to Perfidia.



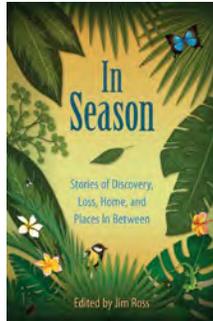
**DOWN AND OUT IN LATE MEIJI JAPAN**  
**JAMES L. HUFFMAN (MSJ64)**

James L. Huffman (MSJ64) recreates the life of the *hinmin*, or poor people, of Japan in the late 1800s and early 1900s by drawing on newspaper articles, official surveys and reminiscences. He describes how the *hinmin* lived—pulling rickshaws, building structures, raising sugar in Hawaii and providing sex—and explores the ways they struggled and thrived outside of work and across time. He concludes that despite massive challenges, the *hinmin* confronted them in much the way more affluent people did.



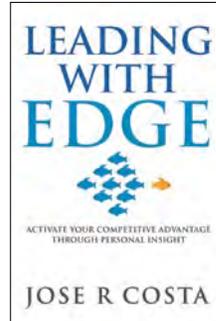
**DRY ME DRY: THE UNTOLD STORY OF THE "AMAZING 3 FIBRE TOWEL"**  
**SARAH HOROWITZ (MSJ91)**

More than just a gorgeous guide to these special mid-century dish towels, "Dry Me Dry: The Untold Story of the 'Amazing 3 Fibre Towel'" charts the cultural, technological and economic forces that shaped them. To document the journey, Sarah Horowitz (MSJ91) dips into the archives of the Museum of Modern Art, reintroduces industrial designers John and Earline Brice, and treats readers to more than 150 full-color photos of "Dry-Me-Dry" dish towels and the delightful advertisements that hawked them.



**IN SEASON: STORIES OF DISCOVERY, LOSS, HOME AND PLACES IN BETWEEN**  
**EDITED BY JIM ROSS (BSJ89)**

When you venture into Florida you won't find what you expect...and what you do find will stay with you forever. That's the truth found by essayists who write about the state in the book "In Season: Stories of Discovery, Loss, Home and Places in Between," edited by Florida resident Jim Ross (BSJ89), who also contributes, as do writers like Lauren Groff, Rick Bragg and Susannah Rodríguez Drissi.



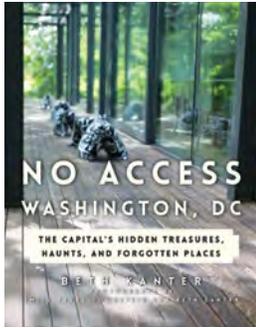
**LEADING WITH EDGE: ACTIVATE YOUR COMPETITIVE ADVANTAGE THROUGH PERSONAL INSIGHT**  
**JOSE COSTA (IMC04)**

In today's business world, there's a growing problem: Strong, effective leadership is in high demand and low supply. Companies are suffering as a result. More and more executives and managers are finding what it takes to succeed personally and what it takes to be an effective leader of others—teams, employees, companies—seem to be in conflict. But that doesn't have to be the case. Good leadership is, in reality, the key to the sustained success of your company, team or project. And in "Leading With Edge: Activate Your Competitive Advantage Through Personal Insight," Jose Costa (IMC04) draws upon his experience as a Fortune 500 CEO to provide a philosophical and practical path to developing the relevant leadership skills you need to give yourself and those you work with the advantage.



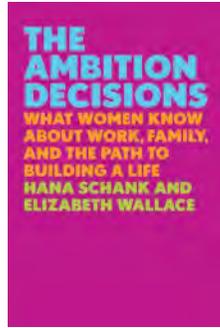
**MEMPHIS BLUES**  
**CHERYL MATTOX BERRY (BSJ75, MSJ76)**

It's spring of 1968 in Memphis, and sanitation workers are striking. The Rev. Martin Luther King, Jr. would be invited to stand with the workers, a trip that would ultimately lead to his assassination on the balcony of the Lorraine Motel. That's the backdrop of Cheryl Mattox Berry's (BSJ75, MSJ76) novel, "Memphis Blues," which focuses on a prominent doctor named Cyrus, his wife, Nadine, and his mistress, Carrie. The doctor, who looks good and talks smooth, still wants to live the high life and is frustrated at feeling forced to marry Nadine after she got pregnant during what he had intended to be a one-night stand. He meets Carrie, but mistreats both her and Nadine, and they get caught up in his controlling tendencies. After finding themselves working to help the sanitation workers in their strike, each woman finds her voice, passion and independence.



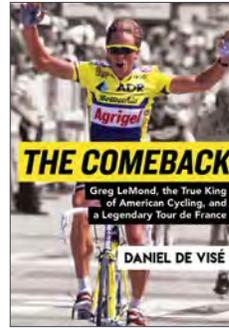
**NO ACCESS WASHINGTON, D.C.: THE CAPITAL'S HIDDEN TREASURES, HAUNTS, AND FORGOTTEN PLACES**  
**BETH KANTER (MSJ97)**

Beth Kanter (MSJ97) takes readers through a collection of spaces in the nation's capital most people don't see, can't see, rarely see, haven't seen or don't know how to see. They include a massive undercroft below the Lincoln Memorial, a secret sauna club at the Finnish embassy and a neighborhood home that's a thriving habitat for plastic dinosaurs. "No Access Washington, D.C.: The Capital's Hidden Treasures, Haunts and Forgotten Places," serves as a tribute to a side of the city not shown on postcards.



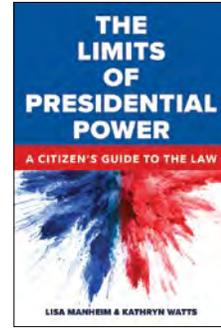
**THE AMBITION DECISIONS: WHAT WOMEN KNOW ABOUT WORK, FAMILY, AND THE PATH TO BUILDING A LIFE**  
**ELIZABETH WALLACE (BSJ93) AND HANA SCHANK (WCAS93)**

Elizabeth Wallace (BSJ93) and Hana Schank (WCAS93) wondered what happened to the women they graduated alongside in 1993, the women who seemed set to reap the rewards of second-wave feminism, who might just take over the world. Where did their ambition lead them? How did they end up? Wallace and Schank found out, reconnecting with their classmates and conducting several hundred hours of interviews to gather data that has been missing from our conversations about women and the workplace.



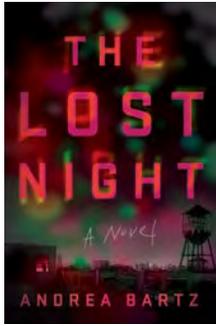
**THE COMEBACK: GREG LEMOND, THE TRUE KING OF AMERICAN CYCLING, AND A LEGENDARY TOUR DE FRANCE**  
**DAN DE VISÉ (MSJ90)**

In July 1986, Greg LeMond stunned the sporting world by becoming the first American to win the Tour de France. Nine months later, LeMond lay in a hospital bed, his life in peril after a hunting accident, his career as a bicycle racer seemingly over. And yet, barely two years later, LeMond mounted a comeback almost without parallel in professional sports. In summer 1989, he again won the Tour—arguably the world's most grueling athletic contest—by the almost impossibly narrow margin of 8 seconds. It remains the closest Tour de France in history. "The Comeback" chronicles the life of this great American athlete.



**THE LIMITS OF PRESIDENTIAL POWER: A CITIZEN'S GUIDE TO THE LAW**  
**KATHRYN A. WATTS (BSJ98, JD01) AND LISA MANHEIM**

Amid the talk these days of presidential power—and its limits—two law professors provide a crash course in the laws governing the president of the United States. Kathryn A. Watts (BSJ98, JD01), the Jack R. MacDonald Endowed Chair at the University of Washington School of Law, and Lisa Manheim, associate professor at the University of Washington School of Law, explain principles informing everything from President George Washington's disagreements with Congress to President Donald Trump's struggles with the courts. "The Limits of Presidential Power: A Citizen's Guide to the Law" provides essential information every civic participant needs to know about the laws that govern the president—and what those laws mean for those who want to make their voices heard.



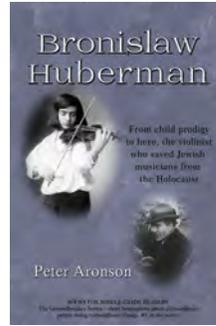
**THE LOST NIGHT**  
**ANDREA BARTZ (BSJ08,**  
**MSJ08)**

Lindsay Bach is content with her life: She has a solid magazine job, devoted best friends, and her own cozy apartment. She's certainly come a long way from the horrible, drunken night in circa-2009 Brooklyn when her best friend was found in her apartment with a suicide note on her computer and a bullet in her head. But a chance reunion leads Lindsay to discover an unsettling video from the hazy night of her best friend's suicide, and she starts to wonder if her friend, Edie, was actually murdered—or if she herself was unwittingly involved. As she rifles through those months in 2009—combing through case files, old technology and fractured memories—Lindsay is forced to confront demons of her own violent history to bring the truth to light. “The Lost Night,” a novel that will be published this winter, asks, “How well do we really know our closest friends? And how far will people go to protect their own dark secrets?”



**THE RABBI WORE BELL-BOTTOMS**  
**ART NOVAK (BSJ68)**

Drafted into the U.S. Army straight out of grad school at Northwestern University, Dan Berman questions organized religion. He feels ambivalent about his Jewish faith. It's 1970, and Catholics and Protestants are fighting in Northern Ireland while Muslims and Jews kill each other in the Middle East. Berman, assigned as Jewish chaplain's assistant at Fort Leonard Wood in Missouri, begins a relationship with Harriet—Lutheran daughter of the post's head chaplain. Growing religious strife at the fort makes it a microcosm of the war-torn world. As heaven and hell break loose, Dan relies on his kindhearted rabbi's wise and witty advice to navigate religion and romance. He and Harriet also deal with the ways religion colors our perceptions and feelings.

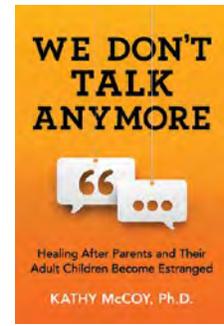


**BRONISLAW HUBERMAN:**  
**FROM CHILD PRODIGY TO HERO**

**JEANNETTE RANKIN:**  
**AMERICA'S FIRST CONGRESSWOMAN**

**MANDALAY HAWK'S DILEMMA: THE UNITED STATES OF ANTHROPOCENE**  
**PETER ARONSON (MSJ83)**

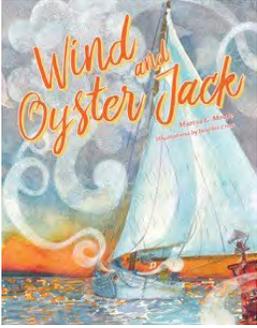
First, Peter Aronson (MSJ83) spent time as a print and television journalist, and then as a practicing attorney. Now, he's an author of the following children's books: “Bronislaw Huberman: From child prodigy to hero, the violinist who saved Jewish musicians from the Holocaust”; “Jeannette Rankin: America's First Congresswoman,” which chronicles the journey of Rankin, the first female to reach U.S. Congress in 1916—four years before women had secured the right to vote; and a novel, “Mandalay Hawk's Dilemma: The United States of Anthropocene,” meant to inspire kids to take action against global warming.



**WE DON'T TALK ANYMORE:**  
**HEALING AFTER PARENTS AND THEIR ADULT CHILDREN BECOME ESTRANGED**

**KATHY MCCOY (BSJ67,**  
**MSJ68)**

In “We Don't Talk Anymore,” Kathy McCoy (BSJ67, MSJ68) explores estrangement between parents and adult children. She provides compassionate, practical insights focused on what these two groups can do to find the courage to reach out to each other, understand conflict, discover new ways to connect or, if reconciliation is impossible, of letting go and rebuilding one's life.



**WIND AND OYSTER JACK**  
**MARCIA GOELZ MOORE**  
**(BSJ67)**

Oyster Jack and his boat, Dinah, sail out to the Chesapeake Bay in late fall to gather oysters. They have a friend, Wind, who helps them sail by pushing Dinah along. But Wind is cold. Oyster Jack has a coat and blanket, but he won't share them. When Wind hears of a coat of frost in Chestertown and a blanket of snow on Deal Island, she rushes off to find them—but Oyster Jack and Dinah can't sail without her. This picture book by Marcia Goelz Moore (BSJ67) not only shows readers how Oyster Jack must both find Wind and keep her warm and with him, but also the importance of looking out for your friends.

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Alex Presha (BSJ09) and Monica Dean (MSJ01) prepare to anchor the afternoon news at NBC 7 San Diego.

