

Jnotes

UNIVERSITY OF NEBRASKA-LINCOLN
VOLUME 1 • NUMBER 2



Thanks, Will



Nebraska will long remember the dean who guided, nudged, inspired and entertained us

By CHARLYNE BERENS

Will Norton hired me in 1990, only a few months after he had arrived in Nebraska, to be assistant to the dean. I became full-time faculty in 1995 and have been teaching ever since. I also was editor of the J Alumni News from the time Will founded it in 1991 until the current issue. I'm honored to write this farewell story about Will and beg your indulgence of its personal tone.

On his first day on campus in summer 1990, Will Norton parked behind Avery Hall, then the college's home. When he came out of Avery some hours later, his car was gone – towed because he didn't have a UNL parking permit.

Nineteen years later, as he prepared to leave UNL for Ole Miss, Will still spluttered about that incident. "My first day on campus and someone has my car towed!" he cried.

That half serious, half joking rant was just one of Will's characteristics that became familiar to journalism faculty, staff and others in the UNL community – along with a tenderheartedness that sometimes brings Will to tears, a laugh that can get totally out of control, a love of puns that borders on the manic, a work ethic and energy that won't quit and a determined vision for what this college can and should be.

Will Norton became the founding dean of the journalism school at the University of Mississippi this summer. He insists he is an ordinary, innocent, straightforward man. His friends and colleagues know better. He is a complex visionary, a leader who has fostered the college's traditional commitment to its students and has pushed, pulled and inspired the program into international prominence.

Will had a hard act to follow. Neale Copple, the dean he succeeded, had taken the program from department to school to college. When Will came, he repeatedly told everyone he wasn't going to change a thing. But, of course, he did. He recognized and built on the foundation Neale had laid for the college. He knew if we didn't keep moving, the world would leave us behind. So he planned ahead.

He also took full advantage of opportunities that dropped from the sky or popped out of the ground in front of him. For example, Oyvind Aadland, then with Gimlekollen University in Norway, was looking for a U.S. journalism school to help develop journalism education in Ethiopia and Kosovo.

Aadland had attended Wheaton College in Illinois as an undergrad and remembered a professor named Will Norton – Will Norton Sr. Aadland got in touch with the retired professor to ask which schools would be likely partners. Not surprisingly, Dr. Norton told Aadland his son, Will Jr., was dean of the journalism college at Nebraska. Aadland got in touch with Will, who saw the opportunities the partnership presented. Off we went on this new, international adventure to make the world safe for journalism.

While the university's capital campaign of 2000 didn't exactly pop out of the ground, Will took full advantage of the chance it offered to revolutionize the college's physical facilities. The goal was to purchase the Security Mutual building on Centennial Mall between P and Q streets and get it renovated. Will joined with the University of Nebraska Foundation and community leaders to raise the bucks.

Will was known in the college and elsewhere on campus as a prodigious fundraiser, although he liked to

◀◀ Dean Norton visiting with students in the newsroom; at CoJMC annual honors convocation; at a visit to Addis Ababa University. ▶▶

Norton leaves Nebraska to return to Mississippi

Will Norton, dean of the UNL journalism college since 1990, told the faculty on May 26 that he would be leaving Nebraska this summer to become founding dean of the Edwin and Becky Meek School of Journalism and New Media at the University of Mississippi.

Norton came to Nebraska from Ole Miss, where he had taught and had been interim chair and then chair of the journalism department from 1977-90. He earned a bachelor's degree from Wheaton College in Illinois, a master's degree in journalism from the University of Indiana and a Ph.D. in journalism from the University of Iowa.

His professional journalism experience includes: three years as a copy reader in the sports department of the Chicago Tribune; managing editor for Christian Life Publications in Wheaton, Ill.; managing editor and then publisher of the Daily Iowan at the University of Iowa. He is part owner of The South Reporter in Holly Springs, Miss.

He was president of the Association of Schools of Journalism and Mass Communication from 1989-90 and president of the Association for Education in Journalism and Mass Communication in 2000-01. He was vice president of the Accrediting Council for Education in Schools of Journalism and Mass Communication from 2001-07 and has served on multiple accrediting site-visit teams or as a consultant to programs readying for accreditation or reaccreditation.

Norton was named the 2004 Scripps Howard Foundation Journalism Administrator of the Year.

He was a member of the board of trustees of The Freedom Forum First Amendment Center, Nashville, Tenn., from 1996 to 2003. He has been a member of the board of trustees of The Freedom Forum, Inc., Washington, D.C., since 1998.

He and his wife, Susan Langdon Norton, have two children, both of whom are UNL graduates. William graduated from the NU College of Law in May 2009. Laine earned a Bachelor of Journalism degree in news-editorial and a Bachelor of Arts degree in history in 2008. She is special events coordinator at the Newseum in Washington, D.C. ■

Will Norton became dean of the J school in 1990. Some of the highlights of his tenure can be found at <http://www.unl.edu/journalism/cojmc/alumni/jnews.shtml>



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say he thought people gave to the college just because they felt sorry for him. Regardless of the reason, they did give. The building was purchased, renovated and furnished entirely with private money.

We moved here in August 2001, awed by the quality of our new surroundings. We hadn't realized how ratty things were over in Avery Hall until we got to Andersen. Thanks to a major donation from and other donations in support of Harold and Marian Andersen, the building was named Andersen Hall. Even eight years later, Will still eagerly showed visitors around our college's first-class home.

Under his tenure, faculty numbers increased from 18 to 33, allowing us to offer more classes and more intense instruction. We're among a dozen journalism programs in the nation that are part of the Carnegie Knight Initiative to help journalism schools help their students adapt to the new media world. This fall we'll become part of ABC News' campus news bureaus network. You can see more of Will's achievements at www.unl.edu/journalism/cojmc/alumni/jnews.shtml.

As emeritus faculty member Bud Pagel said in a note to Will, "There's not a single category in the college that you haven't lifted to a new level — the building, the equipment, the endowment, the curriculum, faculty publication, faculty governance, the caliber of our students, the caliber of our teachers, our national and local reputation, our sense of institutional pride, our ... well, you know the list."

As Pagel notes, one category that has risen to a new level is faculty research and publication. But it's research and publication on our own terms, not those imposed from on high. This faculty does some traditional academic research but mostly not. We write books and magazine articles, we

mount photo exhibits, produce video documentaries and advertising campaigns. And, thanks to Will's tenacity, the university looks at that as evidence that we know how to practice what we teach and says it qualifies a faculty member for tenure and promotion.

Rick Edwards became UNL's senior vice chancellor in 1997, arriving with what he calls "a great spurt of enthusiasm for ramping up high-powered research on campus. ... Will, wily dean that he was, knew to keep his head down in the midst of this administrative storm, because he had a different idea. Will had perhaps the most definite vision for his college of any dean I ever worked with, and it did not turn on the research model." Will kept insisting that "it is quality, not its form, that matters," Edwards said. And that notion prevailed.

But it wasn't just chancellors and vice chancellors who felt the strength of Will's vision and determination. During his 19 years, Will has built strong partnerships with other parts of the campus. Jack Oliva, dean of the Hixson-Lied College of Fine and Performing Arts, said he has appreciated Will's "willingness to forge new and interesting collaborations with others, and of course, in particular, our college. He is a terrific colleague."

Mary Garbacz, head of Strategic Discussions for Nebraska, housed in the J school, seconded that notion. "His leadership style allows individuals to develop their own abilities, providing guidelines as necessary," Garbacz said. "He is able to see individuals' abilities and helps to cultivate those abilities beyond the individuals' wildest dreams."

All that takes time, of course, and at UNL Will was in his office pretty much every day, including weekends — when he was in town. He conscientiously answered

Norton with J school alumnus Johnny Rodgers (left), Heisman trophy winner, and emeritus faculty “Bud” Pagel (right); in China; and at an advertising campaigns presentation. >>

his e-mail from airports and hotels and international universities and from various time zones and at various times of day and night. Always full of ideas. Always excited about the next thing. Always in a hurry.

Faculty member Trina Creighton traveled with Will to Ethiopia in 2005. She remembers changing planes in Frankfurt, Germany, in a huge, crowded airport thick with cigarette smoke. Both she and Will were loaded with video equipment and luggage, but the dean snaked his way through the crowds so quickly that Creighton could barely keep up. “Thank goodness he was wearing a red Nebraska baseball cap,” she said. “I never took my eyes off that red cap.”

Barney McCoy, another faculty member, also has fond memories of that red Nebraska cap. McCoy had landed in Kosovo on a cold, drizzly night, prepared to teach a stint at the journalism program in Pristina. He was waiting outside the airport when “it suddenly dawned on me that I could barely speak any Albanian. I had only a vague idea about how I’d get to my hotel,” McCoy recalled.

But then, “From across the airport street, I spotted this bright red baseball cap. It was emblazoned with a big Nebraska “N” logo and appeared to be floating and bobbing its way through the crowd.

“When the baseball cap was about 12 feet from me, the man beneath it was revealed. He broke through the crowd and welcomed me to Kosovo. He had a big, toothy grin and sturdy handshake. That man was Will Norton. Suddenly, Kosovo became a familiar place.”

For Will, Memorial Stadium was also a familiar place. The man fell head over heels for Nebraska football. Not that it always made him happy. In fact, it often led to some of his famous rants about what was wrong or what should be fixed, who should

go and who should stay.

Faculty member Joe Starita remembers those discussions: “My conversations with Will ultimately ended, without fail, in discussions of Nebraska football. They may have begun with a brief overview of the Coptic Church in Ethiopia, wandered across the evolution of rhetoric in ancient Greece, slipped into First Amendment issues pending in Kosovo or slid through the contemporary economic policies of Kyrgyzstan, but in the end, all roads led to Memorial Stadium — where it wasn’t unheard of for him to spend hours, sometimes days, analyzing the potential impact of a fifth-year, fourth-string walk-on tight end from Benkelman.”

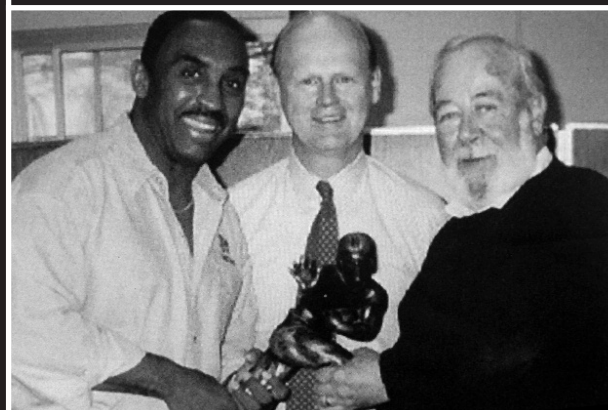
Ah, the energy required to be a Husker fan! But energy is something Will does not lack.

It was when she accompanied the dean to Ethiopia that Creighton realized just how much energy Will has. “He just kept going and going,” she said. “I never saw him tired. I never saw him pause. I never saw him turn down an invitation. This man has more energy than 10 men.”

Will was known for arriving in Nebraska from Kyrgyzstan or Ethiopia at midnight and showing up in the office before 8 the next morning. Michelle Hassler, assistant to the dean, said she was always amazed by Will’s ability to bounce back from international travel.

“One time when we were discussing the difficulty of sleeping on long flights,” Hassler said, “he related how he once took four Benadryl to ensure some shut eye. But when it came time to disembark, he had a very hard time walking and — as he described it — he did a slow-motion, high-step march off the plane and into the terminal.”

Undoubtedly, Will told that story >>



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with plenty of self-deprecating laughter. He loves to laugh and to make other people laugh.

Dane Stickney, an Omaha World-Herald reporter, was a freshman in 1998. He said he thought the dean would be a serious, academic sort of guy. “I did not expect someone who always had a smile on his face, who told jokes, who seemed to love every single second of his job. But with Will, that’s exactly what I got. ... What we do is serious, to be sure, but Norton helped remind everyone journalism is supposed to be fun.”

So Will Norton has vision, determination, fundraising skill, energy, the leadership abilities of a successful politician and a boundless sense of humor. But those of us who have worked with him will also miss Will, the character:

■ The man who sings hymns — or “There Is No Place Like Nebraska” — as he works in his office, sometimes loudly enough to be heard in the lobby.

■ The man who is constitutionally unable to pass up a chance to make a pun.

■ The man who takes your pile of mail and, while you’re talking to someone else, moves it to a different part of the office and then can’t keep a straight face when you confront him about it.

■ The man who chokes up when he talks to the seniors at the graduation reception about the education they received here and what they must remember for the future.

■ The man who doesn’t cuss and so, instead, has to wave his arms, wrinkle up his face and rant to show his frustration.

■ The man who can get so caught up in something funny that he laughs until he doubles up and can barely breathe.

■ The man who gets teary-eyed just hearing about an act of kindness or com-

passion.

■ The man who adores little kids and will immediately get on his knees to talk to any little person who comes to Andersen Hall.

■ The man who does an outlandish imitation of the Hunchback of Notre Dame.

■ The man whose office is loaded with photographs of friends and family from, literally, all over the world.

■ The man who simply cares, deeply, about people near and far. As Trina Creighton said, “He has one of the biggest hearts I’ve ever seen.”

Matthew Hansen, now an *Omaha World-Herald* reporter, graduated from the J school in 2003. He remembers an incident from that year’s graduation reception:

“My grandmother was there, and Norton always remembered her because she had an identical twin. Except her twin, my great-aunt, had just died. Norton heard that news, and he stood with my grandma for a long time.

“There were a million other people there Norton needed to gladhand. I would’ve forgiven him had his eyes been darting around, looking for a way out. Instead he held her hand and he listened.

“I’m sure Norton doesn’t remember this. I bet my grandma doesn’t either. I do, though, and it’s weird how a simple act of compassion can stick with you forever.”

Compassionate, driven, talented, funny, visionary and sometimes just a little weird. Will is all of that, and it is all of that that we will miss. But as he leaves Nebraska, he takes with him the gratitude of hundreds who have benefitted from his leadership, his humor and his kindness.

Thanks, Will. And we’re really sorry your car got towed. |

Berens named interim dean

Professor Charlyne Berens was named CoJMC’s interim dean, effective July 1.

Berens has taught journalism full time at UNL since 1995. She holds a bachelor’s degree from Concordia University in Seward, and an M.A. and Ph.D., both in political science, from UNL.

In announcing the appointment, Barbara Couture, senior vice chancellor for academic affairs, noted Berens’ long tenure in the college, her leadership style and strong reputation among faculty and media professionals. Berens’ connections with students and strong teaching credentials also are important for the college’s future, Couture said.

“Having served as a sequence head in the college, Charlyne has demonstrated her commitment to the success of the college,” the vice chancellor said in an e-mail to faculty. “She will bring to the position a broad knowledge of the college’s programs, challenges and opportunities.”

Berens replaced Will Norton Jr., who is leaving for the University of Mississippi. The search for a permanent replacement for Norton will begin in August.

“I’m honored but also maybe a little bit shell-shocked,” Berens said. “I appreciate the confidence the chancellor and senior vice chancellor have shown in me, and I also appreciate the support I’ve received from my colleagues in journalism. This was not something I sought, but I’m very happy to do what-



ever it takes to help the college continue to move forward.”

Her colleagues lauded the appointment. “Dr. Berens embodies all the characteristics of a great leader,” said associate professor Barney McCoy, who taught a class with Berens last year. “She is hard-working and talented, firm, yet fair. She brings people together.”

Professor Joe Starita called Berens “the consummate team player.” She “is superbly well-organized, has a ridiculous work ethic, genuinely loves the profession and the students and has the patience of Job — a critical quality when called upon to oversee a herd of high-strung, overwrought adrenaline junkies posing as journalism professors,” he said.

1997 J school grad pulls in a Pulitzer

By Matt Waite

Honestly, winning a Pulitzer was something I used to tell girls and potential employers I was going to do someday. Like so many things you say to impress, I never really believed I'd actually do it. The odds were really, really long.

I've been asked what was going through my mind the day the Pulitzers were announced. My answer is everything. My brain was on fire. I thought about all the people I had told I wanted to win a Pulitzer. I thought about how absolutely improbable the whole thing was. I tried to work. I really did. But when a day you've dreamed about arrives, you can't concentrate on anything else.

Word had been getting around the newsroom, and we were all told to come together at 3 p.m. Everyone gathered, and executive editor Neil Brown announced that the *St. Petersburg Times* had won not one but two Pulitzers. One went to Lane DeGregory for feature writing. The other, in national reporting, went to PolitiFact, a Web project of the *Times* that fact-checked statements from the presidential candidates on the campaign trail. (Check the site: <http://www.politifact.com/truth-o-meter/>)

The speeches, the celebration, the champagne — it still feels like it wasn't real, like it was a dream, or a movie or hallucination. If you only knew where we'd come from, you'd understand how spectacularly bizarre it was for us.

In April of 2007, I was taking a break from being an investigative reporter to learn how to put data on the Web. My specialty since I was in college was database journalism. I'd been gathering huge databases of public records and analyzing



them for stories for a decade at that point. I made a pitch to my bosses earlier that year that I should learn how to put this data on the Web so readers could see it, too. I got an out-of-the-way desk that

didn't have a phone and went to work.

While I was banging my head against the wall, struggling to learn it all, I got a phone call. It was Bill Adair, the *St. Petersburg Times* Washington bureau chief, and he had an idea about how to cover the election differently. It involved databases and the Web and making a call about whether someone was telling the truth or not. He had no clue how to do it, which is why he called me.

I was immediately drawn to Bill's idea and began adding my own.

PolitiFact isn't new. Lots of newspapers have done "ad watch" style stories fact checking campaign commercials or stump speeches. What set PolitiFact apart, on first blush, is that PolitiFact would call a liar a liar. (In fact, to indicate really blatant lies, PolitiFact's "Truth-o-Meter" bursts into flames and reads "Pants on Fire.")

But it went deeper than that. PolitiFact was going to take that newspaper story, the one that usually ran on 3B, and blow it apart into its atomic particles. From the parts, we'd rebuild it, applying structure to the parts and then using that to build a product specifically for the Web.

What does that mean? If you think about it long enough, you can find the

inherent structure in many of the stories a newspaper does in any given day. A murder story has a date and a time and a location. It has a victim, who has an age, a race and a sex. There's a suspect, who also has an age, race and sex. Crimes, fires, accidents, city council votes — they all have an underlying structure that newspapers utterly fail to capture and use to their advantage.

PolitiFact uses the structure of a statement from a politician: who, what, where and when. And, in the end, PolitiFact tells readers whether the statement is true or not. All of that is in a database, and everything has a URL. URLs are the fundamental building blocks of the Web. The Web rewards URLs. So every candidate in PolitiFact has a URL that doesn't change. Every subject does, too. So does every ruling, statement and story. It seems so simple, yet few news sites truly take advantage of the inherent structure of both news and the Web. That's where PolitiFact is different.

It's easy now to make it sound as if we knew what we were doing and that we had complete confidence. Not so. We had no idea. PolitiFact was the first application I ever built. It was made on a computer that was supposed to be thrown away and on a platform that our corporate IT staff didn't support. We had no idea if readers would like it or if we could sustain it with enough content, so we made plans to quietly kill it after the Florida primary if it wasn't working out.

All this was going through my head the day PolitiFact was awarded the Pulitzer Prize for national reporting, as well as being recognized as a finalist in the public service category.

PolitiFact is the first Web site to be awarded a Pulitzer. And I built it.

It's still weird for me to write that. ■

Students also were pleased. "I think Dr. Berens was a smart choice," said Emily Ingram, a senior news-editorial and advertising major. "She will no doubt keep things running smoothly and continue the progress made by the college to adjust during a time of great change in our industries."

Berens has taught news writing and reporting, editing, freedom of expression and writing for online publications as well as a media survey course for majors and non-majors. She helped produce "Renovating the Republic," the depth-reporting magazine about Germany published in August 2007, and "Fabric as Narrative," a magazine about international quilting published in 2008. Berens was editor of the journalism alumni magazine from 1991 until this spring and is director of UNL's Dow Jones Newspaper Fund editing internship boot camp each May.

She taught junior high English before spending 14 years as editor and co-publisher of the community newspaper in Seward.

Her 2006 book, Chuck Hagel: Moving Forward, is a biography of Nebraska's former U.S. senator. She has also written two books about the Nebraska Unicameral Legislature. ■

Read the full stories at <http://www.unl.edu/journalism/cojmc/alumni/jnews.shtml>

abc NEWS ON CAMPUS

ABC News is coming — to CoJMC.

The college will open the newest ABC News On Campus bureau in August, offering students the opportunity to work with and learn from professionals at a national broadcast news network. The On Campus program is a partnership between the ABC television network's news division and six leading journalism schools.

"We're thrilled to be partnering with UNL's College of Journalism and Mass Communications because the school represents the very best in journalism education," said John R. Green, executive producer of special programming and development at ABC News. "The multi-disciplinary approach to journalism education and the outstanding caliber of faculty and students at UNL are just two of the reasons we knew we wanted to bring ABC News On Campus to Lincoln."

The bureau, located on the second floor of Andersen Hall, will be modeled on a network news bureau with full multimedia newsgathering responsibilities and its own state-of-the-art camera equipment, computers and editing software. ABC personnel will visit the college again in August to train students, whose work will be featured across all ABC platforms.

Green and Susan Caraher, Midwest bureau chief for ABC news in Chicago, vis-

ited the college in April to interview students for the bureau. Emily Ingram will be bureau chief, and the three bureau members for the fall semester will be Elicia Dover, Brandi Kruse and Alina Selyukh.

"This will give our students the opportunity to be mentored by seasoned professionals at a national broadcast network," said Tim Anderson, journalism sequence head at CoJMC. "It's hard to think of a more valuable experience."

All four CoJMC bureau members are seniors and bring a wide variety of broadcast, print and online experience to their new assignments. ...

Other journalism colleges in the ABC program are at Arizona State University, Syracuse University, the University of Florida, the University of North Carolina at Chapel Hill and the University of Texas at Austin. ■

Read the full stories at
[http://www.unl.edu/
journalism/cojmc/
alumni/jnews.shtml](http://www.unl.edu/journalism/cojmc/alumni/jnews.shtml)

Students join News 21 to bring innovation to news

By Tawny Burmood

Astrid Munn constantly clashed with her high school journalism instructor.

Munn said the teacher would often push her to write stories she didn't want to write. But after interviewing people, Munn would understand a story's significance.

"On paper it looks predictable. On paper it looks boring," Munn said. "But when you actually go out and talk with people, you see there is more to the story."

Now Munn, a senior news-editorial major, is one of three J school students chosen to participate in a program aimed at redefining journalism education... The other two students are Ford Clark and Courtnee Lowe.

The program, called News 21 or News for the 21st Century, is a national fellowship sponsored by the Carnegie and Knight foundations. ...

This summer, they'll join 90 journalism students from 12 top U.S. universities to produce in-depth news coverage on critical issues facing the nation. They'll receive a \$7,500 stipend and the program will pay all of their expenses.

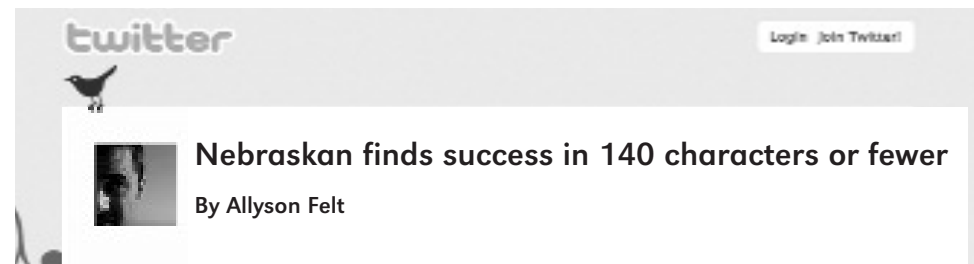
The students will use innovative digital methods to develop news on multiple platforms. News 21 students will be based at eight universities, called incubators.

The incubators will function much like a typical newsroom. Each student will have a main role whether it is reporting, video or photography. ...

Each incubator will focus on a national topic. The work will be published online and could potentially be picked up by other news organizations.

Jody Brannon, national director of News 21, said the program is different from other internships because students are able to develop a comprehensive multimedia news project. ...

Munn chose to participate at the



Thanks to Evan Williams, millions of people are exchanging information in 140 characters or fewer.

And "tweeting" has become part of the daily lexicon.

Williams, a Nebraska native who attended UNL for a year and a half in the early 1990s, returned in April to speak to J school students.

Williams co-founded Twitter, a social networking Web site, in March of 2006 as a quick communication-messaging site.

Now millions of visitors use the site each month. And Williams and his Twitter partners were listed among Time magazine's 100 most influential people of 2009.

Although the 37-year-old never graduated from college, he has found great success as an entrepreneur. ...

He acquired enough skills to do freelance Web development and eventually started several companies, including Blogger, a Web publishing tool used for creating and managing blogs. In 2003, he

CoJMC CALENDAR

University of California, Berkeley, which will focus on developing online news sites and experiment with content and delivery for underserved communities. ...

"America is a tapestry," Munn said. "And from a journalistic standpoint, the better we understand it, the better we can serve its residents."

UNL's News 21 students participated in seminars via distance technologies last spring so they could better understand their topics and their audience...

Lowe, a senior broadcast major, used Skype, which allowed her to participate in a seminar class at Syracuse University in New York. ...

The focus at Syracuse is "Teenage America and Technology." Lowe said she hopes students will be able to report stories that would ... make a difference.

Clark, a graduate student, said the ultimate goal ... is to provide innovative journalism....

Clark, whose experience has been primarily in broadcast, said he chose Northwestern University in Illinois to

expand his experience with Web and print journalism.

"The face of news itself, the whole aspect of journalism, is being turned on its ear," Clark said. ...

Journalists today, Clark said, need to understand it's not just broadcast or print anymore. Online technology has merged print and broadcast. ...

Clark's News 21 project will focus on "The Changing Face of American Youth—A New Generation Faces the Future."

This fall another group of J School students will be picked to participate in next summer's program. ...

Michelle Hassler, assistant to the dean and the J school's coordinator for the program, said News 21 offers students the opportunity to work on a project with national scope and learn the latest Web, newsgathering and presentation skills.

"It will make our students very marketable in a really competitive job market," Hassler said. ■

sold Blogger to Google and worked for Google for two years.

Then he and a friend started Odeo, a podcasting company. As a side project, they created Twitter. ...

The idea was it would allow friends and co-workers a quick way to keep up with what each other's activities – all in messages or tweets of 140 character or fewer.

The partners tried it out and found out how much fun it was, and Twitter was born. ...

The company has grown, and so has Williams' role in it. He is now chief executive officer of Twitter and is excited about the direction the company is headed, though he isn't quite sure where it will end. ...

Mainstream news sources have begun to use Twitter to pass on information that is happening live.

Williams said he realized Twitter had made it big when the Los Angeles Times used it to disseminate information on California wildfires.

"We thought, 'Oh, this is a whole different type of thing,'" Williams said. "This is people really sharing valuable information, and they're using it because it's efficient." ...

Twitter's growth has been explosive, more than 1,689 percent year over year, according to Nielsen Online.

So tweets may be small by nature, but most would agree Williams' impact on technology and culture has been big already. ■

24 FALL SEMESTER BEGINS **AUGUST**

14–18 DIGITAL STORYTELLING
A POYNTER SEMINAR **SEPTEMBER**

19 HIGH SCHOOL PRESS ASSOCIATION
FALL CONVENTION **OCTOBER**

23 NEBRASKA PRESS ASSOCIATION
HALL OF FAME

4–7 MASTER'S WEEK
HONOREE DEB FIDDELKE **NOVEMBER**

6 DIGITAL ETHICS WORKSHOP
AMERICAN PRESS INSTITUTE

18 SENIORS & GRAD STUDENTS'
RECEPTIONS
GRAD COMMENCEMENT **DECEMBER**

19 COMMENCEMENT

A full listing of events at the CoJMC can be found at <http://events.unl.edu/journalism/>

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SUMMER 2009

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THE ISSUE

Transition: Norton returns to Ole Miss; Berens named interim dean

Twitter: Nebraska native co-founds popular social media network

Profile: Former journalist Sarah Chayes helps to rebuild Afghanistan

Indian journalist: Samir Pal's love of journalism began in Lincoln

Living in the Governor's Mansion: Alumna tells her story here and in a new novel

J Days: The college's annual week-long event celebrated the achievements and excellence of its students, alumni and media professionals in April

Masters Week '08: UNL honors Dan Nelson, advertising alumnus

Covering the president: Jeff Zeleny's "enchanting" question

COLLEGE NEWS

The college has new advertising faculty; CoJMC co-sponsors workshop in entrepreneurship; the *Omaha World-Herald* offers students a taste of real life; students join a prestigious news program that reshapes journalism; ABC News to open bureau on UNL campus; the college revamps its core curriculum; we remember former associate dean Wilma Crumley and reprint a profile on emeritus professor Mike Stricklin



Photojournalism

Photojournalists traverse the state to document recession in Nebraska

ALUMNIFY

Send us your news to:
cojmc@unlnotes.unl.edu

NOTEBOOK

Remembrances: Jack Pollock and Barbara Burbach

JNews & NOTES

Faculty Notes

Alumni Notes

Student spotlight