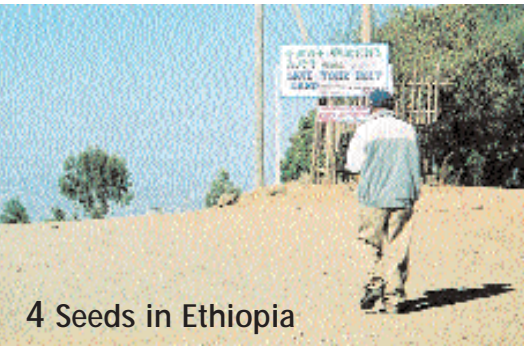






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30 'In Cold Blood'



36 Studying abroad

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Journalism students tackled the state of Franco-U.S. relations and will produce a documentary film and a magazine that will analyze their findings and impressions, much as an earlier group of students analyzed Cuba after a trip there in January 2003.

32 UNL in Paris: Four faculty and 11 students from the University of Nebraska-Lincoln traveled to Paris, France, on an 11-day depth-reporting mission in September 2004. In an effort to apply the principles of media convergence students from all three majors in the college — advertising, broadcasting and news-editorial — were present on the trip.

Cover photo by Alyssa Schukar

CoJMC

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Jnews

J Alumni News is a biannual publication of the College of Journalism and Mass Communications at NU in cooperation with the College of Journalism Alumni Association.

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From the Dean

J school partners with Ethiopians, Norwegians

By WILL NORTON JR.



Photo by Peter Levitov/International Affairs, UNL

Dean Norton, Peter Levitov, Dr. Asrffa Medhane, dean, and Zenebe Beyene.

Dean's Note: The Norwegian embassy in Ethiopia reported that Dr. Asrffa Medhane, dean of the Graduate School of Journalism and Communication and its first director, died of a heart attack Dec. 28, 2004. He was 66. Assistant Dean Zenebe will serve as interim director until a new person is selected.

The sound of waves lapping against the shores of Lake Awassa accented the lilting sounds of a flute from the veranda of the hotel bar as the sun set beyond the western shore of this resort in the Great Rift Valley in southern Ethiopia.

I sat in a wicker chair next to Abiyi Ford, a professor in the department of film at Howard University and a Fulbright Fellow at Addis Ababa University. Nearby were Dr. Asrffa Medhane, dean of the Graduate School of Journalism and Communication at

Addis Ababa University — who died in December 2004 — and Mesfin Belachew, assistant director of distance learning at the school. The three of them talked in Amharic as I soaked in the sounds of the evening.

There is something haunting about African nights, and I reflected on the fact that I was in the land of Lucy, whose remains are those of the oldest human. This is the cradle of humankind, and Africa is a continent that brings one face to face with his roots.

My thoughts went back to my childhood in the Belgian Congo in the 1940s: the names of Congo friends and the chaos many of them face each day. My father's former students and their children struggle daily to provide education and medical help to the people of the Equatore Province of the Republic of Congo.

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DEAN | from page 3

Now I have been introduced to Ethiopian education through the acquaintance of Oyvind Aadland, another former student of my father's. Through his initiatives, the Norwegian Ministry of Foreign Affairs had provided funding for 10 years to establish a graduate school of journalism and communication at Addis Ababa University.

The first cohort of students began classes in March of 2004, and I was asked to join a team of instructors to teach the introduction to journalism class for the second cohort.

The 27 students were men and women from all regions of Ethiopia and from a variety of tribes and ethnic groups. Many were experienced journalists with exceptional intellect. They were selected from 188 applicants, and their goal was to enhance the movement of Ethiopia toward democratic structure and processes.

During our time in Ethiopia, Peter Levitov, associate dean of international affairs at UNL, and I, visited Aksum, the capital of the ancient Kingdom of Aksum. It had been an empire as grand as the Inca and Aztec empires of Latin America. It is now at the southern edge of the United Nations buffer zone between Eritrea and Ethiopia.

One evening Peter and I walked up a mountain toward an ancient Ethiopian Orthodox monastery on the edge of the city. Halfway to the top, we stopped and looked north and east. In the distance the setting sun was shining off the Adwa Mountains where the Ethiopian forces were the first in Africa to repel a European invasion when General Ras Makonnen led his forces to victory over the Italians. This battle is only one of the many achievements of the Ethiopian people. They form a confident and proud nation that, with the possible exception of Liberia, is the only African nation never to submit to colonial rule.



By ERYNN HERMAN
J Alumni News staff

Seeds planted in Ethiopia

Photo by Peter Levitov/International Studies, UNL

Students walk to school in the ancient capital of Aksum while Orthodox believers return from an early morning service at a church on the hill.

Not having submitted to colonial oppression has positioned Ethiopia for leadership as African nations steadily move toward democracy. Clearly, the journalism college at the University of Nebraska-Lincoln is fortunate to be a partner with our Ethiopian and Norwegian colleagues.

We are energized by the Ethiopians' commitment to enhancing journalism. We believe the sun is rising on a new day for Africa and that Ethiopian leadership is preparing the best and brightest of that nation for a new kind of African journalism.



But the price isn't the only problem with news in Ethiopia. Years of repression by a socialist military government created a climate of fear and censorship that is only now beginning to ease, 12 years after the regime was ousted. Journalism in Ethiopia is developing along with democracy, and the College of Journalism and Mass Communications is one of the factors in that development.

The college is working with the Gimlekollen School of Journalism in Norway to develop a professional graduate journalism program at the Addis Ababa University in the Ethiopian capital. It's an interesting combination: a Nebraska school working with a Norwegian school to improve journalism in Africa.

It all started, Norton said, when a graduate of Wheaton College Graduate School in Illinois approached Norton's father, who had been the man's teacher during his undergraduate years. The Wheaton graduate, now working with the United Nations Commission on Human Rights, told the senior Norton that Gimlekollen was working to develop journalism programs in Africa and asked

the senior Norton what American university Gimlekollen might work with on the project.

Will Norton Sr. recommended UNL, where his son is dean, and the planning began. The Norwegian attaché in Addis Ababa convinced the Norwegian Ministry of Foreign Affairs to provide a \$15 million grant to situate the premier program in his

nation, and Nebraska's Norton and Oyvind Aadland, director of international programs at Gimlekollen, worked out the details.

Last August, the president and the dean of the Graduate School of Journalism at the Addis Ababa University as well as Aadland and the president of Gimlekollen came to the United States to make final arrangements for the second year of the program.

Dean Norton was scheduled to teach the principles of journalism to bright, experienced people who had not taken journalism courses. It wasn't long before the plan turned into action.

Norton spent three weeks in Addis Ababa at the end of October and beginning of November, teaching 30 Ethiopian students who had been accepted into the graduate program. "They are the best and the brightest in a country that has many of the best and brightest students in Africa," Norton said.

He explained that Ethiopia is an ideal place for a cooperative program like the one at AAU because of the nation's history: It is the only African nation never colonized by a European state. Although the Ethiopians have suffered under repressive regimes at various times in their nation's history, "there's an independent spirit there," Norton said.

Ethiopia, he said, is "moving toward democracy." UNL's participation in the journalism program at AAU means the students can become acquainted with American principles of free expression and mass communication so the students "can develop an Ethiopian version of free expression as a model for Africa."

Terje Skjerdal, academic coordinator of the AAU journalism program that began in March 2004, also expressed optimism about the impact the students can have in their nation. "I hope the program will equip Ethiopia with much needed journal-

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Bet Giyorgis (the place of George) is the most famous of 11 rock-hewn churches in Lalibela, the capital of Ethiopia during the 12th and 13th centuries. This church is considered to have the best workmanship from this era. Its size can be estimated by noting the people in the right-hand corner of the trench.

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Photo by Peter Levitov/International Studies, UNL

ists who can critically assess the state and the civil society,” Skjerdal said.

Tsegaye Tadesse, a research associate at UNL’s School of Natural Resources and a native of Addis Ababa, said he thought the program would be a boon for his nation.

Ethiopian journalists, Tadesse said, operate under standards that are very different from those applied by American journalists. Sometimes quotes are taken out of context. Sometimes information presented as fact conflicts with other information presented as fact. Because citizens are confused by differing accounts of the news, they are unable to hold their government accountable, he said.

“I hope the program will equip Ethiopia with much needed journalists who can critically assess the state and the civil society.”

— Terje Skjerdal
Academic coordinator
Addis Ababa University journalism program

Norton said he thoroughly enjoyed his opportunity to teach at AAU where he and his students discussed issues related to public discourse and the role of media in a democracy. The dean said he plans

that other Nebraska faculty will teach in the program, sometimes by distance and, he hopes, sometimes on site.

The experience will have benefits on both sides of the Atlantic, Norton said. “It will broaden our college as our faculty experience new cultures.”

Peter Levitov, associate dean of international affairs at UNL, accompanied Norton to Ethiopia last fall, helping to cement the connection between the two institutions and develop other partnerships.

Journey to advertising success leads to UNL

By JILL HAVEKOST
J Alumni News staff

When Dr. Pamela Morris applied for an entry level position at Foote, Cone & Belding, her résumé could not have looked more impressive if it had been embossed in gold. The young applicant had it all. She possessed enthusiasm, talent and a stellar education. Yet she almost didn’t get the job.

“In those days,” Morris said, “you had to start at the bottom. And I had to type. And I couldn’t type.”

Typing was the one skill the recent graduate had not acquired at California State University, but she would not let a little keyboard stand in her way. Morris made a promise that left the interviewer with such an impression that she got the job.

“I told the personnel person that I would practice typing over my lunch hour,” Morris said with a smile.

Morris never has been one to let obstacles discourage her from pursuing her goals. An advertising trailblazer,



Photo by Luis Peon-Casanova

PAMELA MORRIS

Morris brings her passion for art and her knowledge of business to the University of Nebraska-Lincoln this year as an assistant professor. It is the latest step in her journey to advertising success.

Morris began her creative journey when she was born in LaGrange, Ill., in 1959. She was raised in nearby Downers Grove, a village situated between the serenity of the countryside and the cul-

ture of Chicago.

The unique positioning of her hometown allowed Morris to experience both city and country living. A short ride on the train allowed Morris to “go down to the city and go to the art museums and see the Cubs.” Three blocks in the other direction took her to her grandparents’ farm where she could “milk the goats and feed the chickens ...”

Morris’ creativity flourished in this unique setting as it was nurtured by her loving and innovative parents, Robert and Gretchen Morris. Morris was also close to her younger sister, Jennifer. Morris’ caring family would serve as a compass during her journey, providing her with guidance but never forcing her to choose a path.

“My childhood was about creating, being independent and seeing your own way in life,” Morris said.

Morris kept her childhood philosophy as she sped down the highway of life, always on the fast track. She graduated from Downers Grove South Public High School in 1976 after just three years of study.

The next phase of Morris’ journey took her to Long Beach, Calif. As a college student at California State University, Morris’ artistic versatility would have made Michelangelo jealous. Morris painted signs, boats, posters for fraternities, sororities, businesses and college associations, made flyers and table clothes and worked on the student newspaper.

“It never really seemed like work,” Morris said, “because I was always lucky to do what I wanted to do.”

Morris continued to do what she loved as she continued to blaze new trails with impressive speed. After earning her bachelor of art degree in fine arts in 1979, she immediately entered an MBA program. After finishing her business education in 1981, Morris was advised to go into advertising.

Fueled by her new purpose, Morris continued to gather speed on her chosen career track. After some smooth talking and vowing to learn to type,

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In addition, beginning in fall 2005, two Ethiopian students will come to Nebraska and enroll in Nebraska’s master’s program. UNL, which does not offer a Ph.D. in mass communications. In addition, another student will enroll in a Ph.D. program in the United States. The intent is to enable the Graduate School of Journalism at the Addis Ababa University to have an Ethiopian faculty as soon as possible.

Norton and Aadland hope the program under way in Ethiopia is only the beginning. Plans are under consideration for similar programs in other African nations. “We’ll be part of planting the seeds of democracy there,

preparing people for a more open media in East Africa,” Norton said.

Norton and Aadland met on the last afternoon before Norton returned to Nebraska. The two men, both of whom were born in Africa, talked about all the pieces that had fallen into place to make the collaboration possible and how pleased they were with the potential impact it could have.

“Nebraska has an opportunity to be good stewards of the skills and development we’ve experienced in journalism and to pass them along to African professionals who will lead a free media in African form that will enhance Ethiopia’s democratic movement,” Norton said. □

Johnsen combines skepticism, curiosity

By JOEL GEHRINGER
J Alumni News staff

Deep in the classrooms of Andersen Hall, journalism students rhythmically punch keyboards and telephone buttons, gathering quotes and writing stories, hardly thinking about how these machines work so quickly and efficiently. Imagine the looks of bewilderment on their faces when computer science and engineering majors invade their classrooms and, while sitting in class, try to explain the science behind the technology.

When grouped together in a new writing class, science majors explain the sciences for aspiring journalists, and, in exchange, the journalism majors help the aspiring scientists to express themselves in writing. The

exchanges create a strange connection between two fields that lie on seemingly opposite ends of the academic spectrum.

Blame it all on Carolyn Johnsen. Johnsen, the newest new-editorial professor at the University of Nebraska-Lincoln College of Journalism and Mass Communications, brings a new dimension to the college by coupling the technical aspects of science with the explanatory concepts of writing.

“There’s a reason to put journalism and science students together,” Johnsen said. “Both are curious about the world, and both have to be skeptical about what they hear and see. It’s these two ideas that draw scientists and journalist together.”

Born in Sioux City, Iowa, and raised in Cedar County, Neb., Johnsen attended UNL and earned her bache-



Photo by Luis Peon-Casanova

CAROLYN JOHNSEN

lor’s degree in education in 1966. After earning a master’s degree in English, Johnsen taught high school English one year in Iowa and five years in Hay Springs, Neb., before accepting a position at Lincoln Northeast High School. After four years at Northeast, Johnsen traveled to England to teach as part of the Fulbright Exchange program.

and curator, Rolf Achilles. With similar interests and like drives to succeed, Achilles and Morris have been racing down life’s highway together for 11 years. They simply have not been able to slow down enough to get married.

After working with Imaginings for about a year, Morris took a new job as a product manager with Health-O-Meter/Mr. Coffee, which was followed by a job as an account supervisor with Gams Advertising. After a year with that agency, Morris took another dramatic turn.

In 1996, Morris took a job with Draft Worldwide in Chicago, one of the premier advertising agencies in America. She would eventually become the agency’s vice president. Morris worked with famous brands like Kellogg’s, the United States Postal Service, Nintendo/Pokémon and Disney.

Morris left Draft Worldwide in 2000 to work as a marketing manager with B2BWorks. After a year with the dot-com company, Morris decided to leave

In 1984, Johnsen began working as a writing coach for various media outlets, including the *Lincoln Star*. She coached public employees, including judges and attorneys, who needed help with writing in their fields.

In 1994, Johnsen became a general assignment reporter for Nebraska Public Radio. She specialized in covering environmental stories and even had her work broadcast by National Public Radio and the BBC.

However, Johnsen still harbored a love for teaching.

“I always liked to teach,” she said, “and I wondered, ‘Where can I return to teaching?’”

Johnsen returned to teaching last fall. Bringing an understanding of the sciences and a skill for reporting to her position, she introduced a science writing course for journalism and science majors.

“I still have the instinct and skills of a reporter, and I’m interested in getting students to develop these skills,” she said. “I wanted to help them focus on communicating complex science to readers. It can be hard, but it’s a skill to learn.”

The class became popular with both types of students. Johnsen said the class filled quickly when registration began for spring 2005 courses. The registered students included a mixture of journalism, physics, computer science, agronomy, biochemistry and fisheries and wildlife majors.

Johnsen said UNL science professors have also expressed interest in helping their student to develop better writing skills.

“Students in the sciences are surprised at how much they have to write,” she said, “so there does seem to be a lot of enthusiasm across the board in the science department for the class.”

John Janovy, a professor in UNL’s School of Biological Sciences, said he thought Johnsen’s class was “a wonderful idea.”

“I think that scientists in general need to learn to communicate better with the public,” Janovy said. “I’ve already informed my biology class that the course is available.”

In addition to the science writing class, Johnsen will release a yearly

special report; this year, her report will discuss water issues.

“It sounds easy, because it’s water,” she said. “It’s something everyone knows. But actually, there’s a lot more to it than someone might think.”

Johnsen is asking students from her class to help with the report and is hoping to publish it in a local magazine or newspaper.

Johnsen is also helping the university develop workshops for science writers. She has scheduled a workshop on the science of water for April 7 and 8, which will feature Knight Center for Environmental Journalism head Jim Detjen.

“He’ll be talking about the role of journalism in framing environmental debate,” Johnsen said. “It should be interesting for both the scientists and the journalists.”

Janovy said he, as well as others in the sciences, appreciates Johnsen’s work.

“I think her efforts are very laudable,” Janovy said. “Any effort to bring the sciences and writing together is to be encouraged.” □

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she was hired by the prestigious advertising agency Foote, Cone & Belding in Los Angeles in 1982.

During her tenure with Foote, Cone & Belding, Morris worked with such major brands as Universal Studios Tour, Yosemite Park, Universal Amphitheatre, California Milk Advisory Board, Embassy and Orion Pictures, Mattel and Pizza Hut.

She traveled from exotic Mexico to historic England as well as to other intriguing locales many people see only on the Travel Channel. Morris’ job was not a vacation, though. She worked on film shoots, researched, managed account efforts, marketing and more. Though Morris enjoyed her job, she was ready for a change after seven strenuous years.

“I didn’t want to be in Los Angeles anymore, period. I loved my job, but I didn’t want to be in L.A. anymore,” she said.

So Morris took a slight detour from the fast track. She opted to take a position as account director with Bauerline Advertising in New Orleans, La., in 1989.

“It was an amazing experience,” Morris said of her time with Bauerline. But when the Gulf War forced several clients to consolidate, she decided it would be a good time to slow down and take in the scenery she had been blazing past.

With art and architecture books and maps Xeroxed from *National Geographic*, Morris trekked across Europe. For one year, she absorbed various European cultures while she explored her interests in art, architecture, music, language, food and wine.

When she returned to the U.S. in 1992, Morris resumed forging ahead. She began as a product manager for Imaginings 3/Diamond Publishing in Niles, Ill.

In the same year, Morris met her current boyfriend, architecture historian

the Chicago business world for a college library.

“I wanted to go back for education,” Morris said. “It was something I had always planned to do.”

So Morris went east to Syracuse University in New York to pursue her doctorate. While Morris was pursuing her doctorate at the University’s S.I. Newhouse School of Public Communications, she met friend and colleague Kathy Hughes.

“She’s a great individual,” Hughes said as she described Morris’ intelligence, work ethic and affability. “She was extremely hardworking. She always had her nose to the grindstone,” Hughes recalls.

Hughes said Morris was very focused during her doctoral candidacy. Morris was busy, serving as a teaching assistant in 2001, a teaching associate in 2002 and a research assistant in 2003 and 2004. For her service during the 2002-2003 academic year, Morris received the Outstanding Teaching

Associate Award.

In 2004, after working for three years as she “had never worked before,” Morris earned the title of doctor of philosophy in mass communications. With her experience and a Ph.D., she could do anything and go anywhere. She chose the University of Nebraska-Lincoln

When a flyer advertising her current position came in the mail, Morris said she initially laughed. But after doing some research, Morris said “the combination of professional skills and academic research” at UNL won her over. She was also smitten with the appearance of the university and with its personnel. “When I came here, I loved the buildings and the offices, the facilities and the other faculty,” she said.

This fall, Morris continues to stay busy as she races ahead. During the first semester, she taught visual and aural literacy, advertising media strategy and advertising and public relations campaigns.

Morris also pursues a wide array of research interests, which, according to her curriculum vitae, include effective advertising, determinants for advertising content, international advertising, policies and regulations, global media and branding implications, and international consumer cultures and behaviors.

Besides an incredible resume, Morris brings high aspirations to Nebraska. She wants to “make advertising better. Bring it back to the standard (where) it started.” She wants to do away with the “cheap advertising that promotes stereotypes — just ugliness, aggressiveness. It doesn’t have to be that way.”

Morris also hopes to educate advertising’s future practitioners. She hopes to provide them with “a glimpse, sort of a link to the real advertising world and what it’s like.”

Morris’ students follow a woman who has always believed the purpose of life is “to forge a new trail, not to follow people but to respect people, to make up your own mind.” □

Dark shadow falls over media credibility

Damaging wounds are self-inflicted

By JOHN SEIGENTHALER
Founder
First Amendment Center
Vanderbilt University

What's gone wrong with American journalism? Professional journalists ask the question today more than chronic critics of the news media do. That is hardly surprising, given the damaging, self-inflicted wound the news media have suffered in the too-recent past.

First the *New York Times* and then *USA Today* disclosed separately that they published news stories that were fabricated and plagiarized. After separate independent investigations, these two daily newspapers acknowledged that two staff members (Jayson Blair of the *Times* and Jack Kelley of *USA Today*) had relied on “confidential sources” that were invented — which is to say they simply did not exist.

In each case, the disclosures seemed all the more disturbing because staff members on each paper had sought to warn news executives that the two reporters were dishonest. The warnings, for too long, had been ignored.

Any theory that the problems were limited to these two high-circulation dailies with large, difficult-to-manage staffs was knocked down by further revelation that some two dozen other newspapers serving communities both large and small also had published fabricated or plagiarized news articles.

There was more. At the height of the 2004 presidential campaign, CBS News, after standing for too long

behind a “Sixty Minutes” story supposedly based on President Bush’s National Guard records, acknowledged that it had relied on dubious documents provided by a disgruntled and unreliable source.

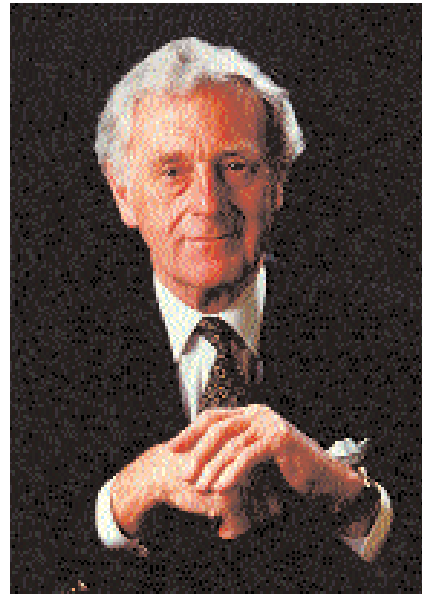
More recently, Tribune Media Services fired its syndicated columnist Armstrong Williams after he accepted \$240,000 from the U.S. Department of Education to promote the agency’s programs on “The Right Side,” his radio/television talk show. That touched off investigations inside Congress and the Administration to discover whether other news organizations had been tainted by similar situations.

While individual journalists and/or individual news organizations were responsible for these episodic events, the effect of it all cast a long, dark shadow over the credibility of the entire news industry.

For most of the last decade, public opinion surveys already had reflected growing reader and viewer disenchantment with the news media. Triggered by massive news coverage of such events as the O.J. Simpson trial, the child abuse allegations against Michael Jackson, the Jon-Benet Ramsey murder and the Clinton-Lewinski presidential impeachment scandal, almost half of the citizens interviewed two years ago expressed the opinion that the news media enjoyed too much freedom. More than 40 percent of those questioned opposed news media criticism of the military.

Faced with that obvious lack of trust in their work, no wonder journalists finally joined the chorus, asking “What’s wrong?”

Looking at months of soul-



Courtesy photo

JOHN SEIGENTHALER

searching by most major news organizations, an observer has little trouble finding a litany of expert opinions detailing what’s wrong:

— The suggestion that the drive for larger audiences of viewers, listeners and readers, combined with a penchant for titillation, has replaced hard news with infotainment.

— The suggestion that cable television news outlets with their pervasive 24-hour news cycles that include contentious news/talk programs with their instant “expert” opinions that are often ill-informed have changed public perceptions of “news.”

— The suggestion that changes in the culture of newsrooms have demeaned traditional values of fairness, accuracy, balance and proportionality.

— The suggestion that an outmoded model of newsroom management has inhibited communications — often even conversation — between those who report the news and those who edit and produce it.

— The suggestion that public perceptions of news “bias” have eroded trust in journalistic objectivity.

— The suggestion that economic pressures and tight newsroom budgets have put undue stress on newsrooms, resulting in diminished and

weakened news coverage.

— The suggestion that the screening and training of journalists by news organizations have been faulty.

— The suggestion that all of the above have contributed to what’s wrong.

The search for other answers goes on. Some experts are convinced that, in a nation so sharply divided along political differences, successful news organizations will move toward niche marketing concepts that feed the ideological convictions of viewers and readers.

Other communications theorists express confidence that the answer to many of these difficulties will be found in the evolution of the “new media” world of the Web. Both concepts are enticing. The first depends upon political and ideological attitudes to remain static, unmoved by economic or generational shifts.

And, for all its promise, much of the most reliable news content now found on the Internet is produced by traditional news organizations, presented on their Web sites — and often relied upon by other Weblog entrepreneurs.

The current edition of Nieman Reports asked 15 journalists from diverse news media backgrounds to respond to the question of whether journalism can survive “this era of punditry and attitude.” For the most part, the contributors conclude that it can but offer a fascinating array of ideas as to how — and why.

They suggest that technological, generational, cultural and political changes all will play a role in shaping the journalism that survives. Perhaps the most intriguing projection comes from Michael X. Delli Carpini, dean of the Annenberg School for Communications, who concludes with the thought — “only a little bit of an exaggeration” — that “tomorrow’s journalist will need to be a blend of Ted Koppel, Chris Matthews and Jon Stewart.”

Perhaps she will. But she will have to be credible. And her credibility will depend upon an audience of

viewers and readers who understand the difference between news and opinion and satire.

In fact, the problems that journalism confronts in 2005, for the most part the result of multiple self-inflicted wounds of the last two years, all boil down to a crisis of credibility.

Effectively responding to that crisis is the challenge facing the news industry.

Journalists seeking to answer questions must evaluate whether the changing culture of an evolving, multifaceted, all-pervasive communications marketplace has caused a creeping erosion of traditional journalistic values within themselves or in their newsrooms.

They must examine whether their news organizations, dedicated to communicating effectively and insightfully with the reading and viewing public, somehow have failed to find ways to communicate effectively and intelligently inside their newsrooms.

They must acknowledge that the role of editor or producer as “gatekeeper” is understood, appreciated and supported.

They must make sure that the First Amendment mandate to monitor public and private institutions in society is honored and protected.

They must understand that under the rubric of “the news media” there now are “journalists” who do not subscribe to their values, standards and codes of conduct — and they must seek to draw clearly defined lines between themselves and those who are not bound by enduring standards of professionalism.

They must listen more seriously to concerns about bias and balance; about whether a news story that is factual meets journalistic standards of fairness; about whether errors are corrected in a thorough and timely way; about whether confidential sources are relied on excessively or frivolously or fraudulently.

This last “must” means, of course, that journalists, at least for the present, cannot afford to simply

brush aside or ignore criticisms that, in the past, have been disregarded as niggling or needling press bashing. Public opinion polls make it clear: The bashers have made their case. News organizations in recent months have helped them make it.

A case can be made in the present news media environment that public criticism of the news media — press bashing, if you will — can provide a vital curative even if the critics are ill-informed or common scolds.

Press bashing, more appropriately called “news media bashing” in today’s wired world, is an American tradition dating back to the day the very first newspaper hit the street in Boston. As every young and old student of journalism must know, *Publick Occurrences*, published Sept. 25, 1690, was immediately bashed to death by Colonial government critics.

A story about the king of France sleeping with his daughter-in-law and another about Indian allies of the British brutalizing French captives provoked authorities to kill the newspaper. A “good news” feature about Christianized Indians celebrating a day of Thanksgiving was not enough to save it. Benjamin Harris had planned *Occurences* as a monthly publication, but its demise after a single edition farcically marks it as American history’s first “daily.”

It was 14 years before another publisher risked starting a newspaper in America. Then, in 1704, John Campbell launched the *Boston News Letter*. Anxious to escape Harris’ fate, Campbell proclaimed high on the *News Letter*’s front page that it was “Published by Authority.” He submitted copy to the government for pre-print censorship. And the *News Letter* survived for 72 years.

That hardly saved Campbell from press bashing by readers. He had promised to provide timely news from Europe, but sometimes reports of events in London and Paris appeared a year late, and readers had reason to complain that they were

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Changing scene: Nebraska athletic traditions

Turmoil nothing new at dear old Nebraska U

By DON BRYANT

Bryant is the retired NU sports information director and associate athletic director. He currently teaches part-time in the J school.

Do you know what the player revolt was about that ended with the Athletic Board being abolished?

Historians know that college football started at the University of Nebraska in 1890. Historians of the future will also note that the athletic department and the football team, in particular, have not always had smooth sailing.

Current Cornhusker fans and the state and national media have been uneasy about the changes on the football scene that had their start in

2001 when Colorado upset Nebraska, 62-36, in Boulder. Despite that stunner, Coach Frank Solich’s Huskers finished number two in the Bowl Championship Series standings and wound up in the Rose Bowl where they lost the national title to a strong Miami team, 37-14.

Still smarting from that late-season tailspin that took them from an 11-0 record to 11-2 in 2001, Nebraska finished 7-7 and fourth in the Big 12 North Division in 2002, prompting Solich to shake up his coaching staff before the 2003 season. Net result was a 10-3 recovery but one that could not have been foreseen when the Big Red won five straight games before losing at Missouri, 41-24.

Subsequent road losses at Texas (31-7) and Kansas State (38-9) lodged the Huskers in the No. 2 spot in the

Big 12 North division. After taking the Huskers to a 31-22 victory over Colorado at Boulder, Solich was fired, and the defensive coordinator, new assistant coach Bo Pelini, was named interim head coach for the Alamo Bowl game, which saw Nebraska whip Michigan State, 17-3.

Nebraskans have seldom been exposed to turmoil, surprising coaching changes or divided opinions in regard to Husker football. After all, the coaching turnovers from Bill Jennings to Bob Devaney in 1962, from Devaney to Tom Osborne in 1973 and from Osborne to Solich in 1998 had been smoother than artificial turf. But the fans reacted to Solich’s firing with amazement, cheers, anger, support, opposition and worry that carried through a month-long search for a new head

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ambivalence because “there is so much good and so much bad ...”

As always, Rooney pulled no punches when pointing to the flaws that have become so obvious. But he offered a considered opinion that “reporters, editors and producers of news are more concerned with ethical standards of their profession than the people in other businesses on earth ...”

And he praised the work of most journalists, with both newspapers and networks, who perform with unappreciated journalistic integrity.

As to the future, he saw hopeful signs. Journalism educators, he found, are doing a good job, and “the young people coming into news are brighter and better educated than they have been in the past.”

As disheartening as the past months have been to caring news professionals, the news industry legitimately can look back over the three

centuries since Ben Harris and John Campbell started it all and point to the dramatic progress that has wrought a communications wonderland capable of timely reporting of important events by talented journalists from virtually any point on the globe.

Whatever societal changes shape the nation’s technology, culture and politics, a widespread public demand will remain for professional journalists who provide informed, insightful, enlightening news, information and (clearly labeled) opinion.

The challenge for those who work in the news media 301 years after John Campbell founded the nation’s first viable news company is to make the media more credible than ever before. Every professional journalist has a stake in that — and very journalism educator and student as well.



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coach.

Finally, in January, after many anxious and nerve-racking news reports, athletic director Steve Pederson and Chancellor Harvey Perlman announced that Bill Callahan, recently fired coach of the Oakland Raiders, would be Nebraska’s new head coach.

Callahan, who took the Raiders to the Super Bowl in 1992, and his new staff went to work in February and started installing a new and little-understood West Coast offense to replace Nebraska’s time-honored option offense (lots of running, little passing) employed so successfully by Osborne and Solich until 2002.

As the 2004 season wound down, fans were still worried. The Huskers had piled up a 5-5 record and a 3-4 North Division record after 10 games. Adding to the tension was the prospect of having to beat Colorado at home in the final regular-season to have a chance at the North title and to avoid a losing season for the first time since 1961. Winning the North also meant a rematch with Oklahoma at Kansas City for the conference championship, while a loss to

Colorado would mean no bowl bid for the Huskers for the first time since 1968.

The “20 somethings” among Nebraska’s football fans have never experienced this kind of statewide jitters over the status of the program. But a look at history indicates this isn’t the first time Nebraska athletics have struggled. Since 1890, the university has experienced joyous years, decades of disappointment and plenty of problems, successes and failures.



The Omaha World-Herald reprints program covers from Nebraska’s 35 bowl appearances.

Courtesy Omaha World-Herald

The Athletic Board served as governing body for the athletic department from the 1890s until 1953, when it was abolished after a player revolt against Coach Bill Glassford. The board’s records reflect the sometimes painful growth of NU’s program.

Today, of course, NCAA legislation demands institutional control of athletics, but no such restrictions applied in the early years of Nebraska football. The first mention of any kind of mandate came in 1896 when the Athletic Constitution was amended by the board to read, “Permission for any team to leave town must be obtained by (I’m sure the secretary meant ‘from’) the Chancellor.”

The most influential member of the board in those early years apparently was Dr. Roscoe Pound. According to legend, Dr. Pound and his sister, Louise, also a distinguished faculty member and active in the movement for women’s rights, had a disagreement. He was a strong proponent of college football and a strong opponent of the women’s movement; she opposed football in return.

Fund-raising was important in the early days as it is today. At one meeting, Roscoe Pound persuaded the chair of a committee to “work up a benefit show for the football team.” Another item worth noting: “The financial secretary was authorized to spend \$5.00 for smoothing of the track for the sophomore-freshman contest on Oct. 7.”

An important cornerstone was laid in an 1899 meeting — the inau-

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guration of a “training table.” Dean Pound moved to “allot \$10 a week for a training table for the football team,” and his motion was approved. In November, “Mr. Colette (football manager) “reported a very successful season financially and anticipated from \$50 to \$75 profit for the season.”

That same year, the board approved “Mr. F.H. Yost’s bill for \$340 for coaching the 1898 football team.” Yost’s team went 8-3, and he departed for Michigan where his 1901 team became a legend as the “Point-a Minute Team,” insuring Fielding Yost charter membership in the Football Hall of Fame.

In 1900, Lincoln sportswriter Charles “Cy” Sherman started calling the Nebraska team the “Cornhuskers” after Iowa switched to the “Hawkeyes.” That same year the board selected Walter C. Booth from Princeton to become Nebraska’s coach on a unanimous vote. Minutes show “Dr. Lees moved to offer Mr. Booth \$500 and railroad fare one-way,” and approval brought a real bargain to Nebraska.

Revered today as “Bummy” Booth,” the coach compiled the second-best record in Nebraska history. During his six-year stay, his Cornhuskers won 46 — including a 24-game win streak — lost only eight and tied one. His 1902 team was 9-0 and unscored upon, and Bummy’s .845 winning percentage is behind Jumbo Stiehm’s .913 and ahead of Tom Osborne’s .836.

In another 1900 move, the board raised ticket prices for the Thanksgiving Day game to 75 cents for general admission and \$1 for reserved seats. And the board established a 50-cent charge to park “vehicles” to watch the games and decided to increase the price of football letter sweaters from \$13 to \$15 for the season.

A fund-raising committee reported “about \$60” was raised for foot-

ball. The committee would probably have found the size of today’s football budget incomprehensible.

As the 20th century unfolded, Nebraska began to receive national acclaim with victories over Notre Dame in 1922 and 1923, the sophomore and junior years of the immortal “Four Horsemen.” But the Horsemen came back to whip Nebraska, 34-6, in 1924, the year they were given their nickname by Grantland Rice. Nebraska returned the favor in 1925. Led by Ed Weir,

Nebraska beat the Irish for the third time in four years, 17-0. The series did not resume until 1946.

After the turn of the century, college football started to capture the interest of the nation, and as the game grew, so did violence and excesses — on the field and off. President Theodore Roosevelt stepped into the controversial football arena and demanded national reform. As a result, the National Collegiate Athletic Association was formed to serve as a governing body



Photo by Luis Peon-Casanova

Rimington honor survives 9-11

Dave Rimington took some hits when he played center for the Cornhuskers in the late 1970s and early 1980s, but they were nothing compared to the hit his Academic All American plaque took on Sept. 11, 2001.

Rimington, who had an office in the World Trade Center, was in Omaha to attend a high school reunion on the day the terrorists struck the twin towers, and his employees had gone to a seminar. Their office was empty, but they

thought they would never recover any items they had left there.

But Rimington got his plaque back in November after it was recovered by the New York Police Department’s property department. He sent it to Don Bryant so

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for college athletics in 1906.

As the years passed, colleges began forming conferences, and the University of Nebraska became a member of the Missouri Valley Conference in 1907. The Cornhuskers remained in the MVC through 1927, except for a two-year sabbatical in 1919 and 1920.

During the Mo-Valley years, Nebraska won nine championships, including five straight from 1913

through 1917 under Jumbo Stiehm and E.J. Stewart, and won three straight titles under Fred Dawson, 1921-23.

In 1928, Nebraska, Missouri, Kansas, Kansas State, Iowa State and Oklahoma departed from the MVC to form the Big Six Conference. D.X. Bible led NU to seven of the nine titles the Huskers won before World War II with Ernie Bearg’s 1928 team winning the first and Biff Jones’ Huskers winning the last in 1940 enroute to the Rose Bowl. Nebraska

lost to Stanford, 21-13, at Pasadena, but a hunger to become a bowl-class program was sparked in Nebraskaland.

Nebraska struggled throughout the World War II years but managed to keep football and basketball afloat with the aid of 18-year-old freshmen and physically impaired students who received draft deferments. Following the war, most schools in the nation began to rebuild toward pre-war levels, but Nebraska trailed in providing athletic scholarships. And then Chancellor Reuben Gustafson, a nuclear scientist on the A-bomb project, became a leader in the movement to de-emphasize college athletics. Nebraska would not win a conference championship in football until 1963, 23 years after its Rose Bowl season.

Bernie Masterson, a former Husker and star of the Chicago Bears, tried to get things rolling with little success in 1946-47, and George “Potsy” Clark, who had coached the 1945 team after Navy service, returned to lead the 1948 team. He remained as athletic director when the Athletic Board enticed Bill Glassford, former Pittsburgh All-American guard under Jock Sutherland, to move to Lincoln from the University of New Hampshire and take over as coach.

Glassford brought the Huskers into the national spotlight in 1950, thanks to a veteran-studded squad that featured halfback Bobby Reynolds. The Grand Island sophomore led the nation in rushing, scoring 157 points, and earned All-American honors.

When Colorado joined the conference in 1947, it became the Big Seven, and Oklahoma and Nebraska were its most successful teams. The Sooners won all 12 titles, while the Huskers finished second three times, third twice and fourth twice. The Huskers’ 1954 runner-up finish earned the team a trip to the Orange

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Bryant could add it to the Cornhusker memorabilia on display at the stadium.

Bryant, retired sports information director, teaches a class on sports and the media at the J school, and he showed his students the battered remains of Rimington’s plaque during a class in early December. Rimington now serves

as president of the Boomer Esiason Foundation.

Pictured are the plaque itself, Don Bryant and associate dean Linda Shipley and the plaque in the NYPD wrapper in which it arrived. □



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Bowl, Nebraska's first post-season game since 1940. A player revolt after the 1953 season ended when the Regents backed Glassford and abolished the time-honored Athletic Board.

Bill Orwig, an assistant at Michigan, was named athletic director in 1954, and the strong-AD model continues at Nebraska. Glassford followed the 1954 success with a disappointing opening loss to Hawaii in 1955, and after a tough struggle led the Huskers to a 5-5 season and another second-place finish in the conference.

Orwig then recruited Pete Elliott from Bud Wilkinson's Oklahoma staff, and he brought Bill Jennings with him as backfield coach. Elliott lasted one season and then made a fast exit and headed for California. Orwig promoted Jennings to the head coaching post in 1957, and Jennings led the Huskers to the low-water mark of their history: a 1-9-0 season record.

Jennings would not have a winning season during his next four years in what had become the Big Eight Conference with the addition of Oklahoma State. But Jennings' teams pulled off some unforgettable upsets before he was replaced by Bob Devaney in 1962. The 1959 team shocked Oklahoma in Lincoln, 25-21, ending OU's 74-game conference win streak and 36-game overall win streak, and the Huskers beat the Sooners again in 1960 in Norman. Jennings' teams also beat Penn State and Pittsburgh in 1958, Minnesota in Minneapolis in 1959 and Texas at Austin in 1960.

Years of frustration came to an end in 1962 with the arrival of Devaney from the University of Wyoming. Chancellor Clifford Hardin, spurred by Regent Clarence Swanson, a former Husker and Hall of Famer, sought a winning head coach to succeed Jennings and found the right fellow: a former Michigan State assistant who had five winning

seasons at Wyoming and who would bring his top assistants with him to Nebraska.

In 11 years, Devaney would win nine Big Eight titles and two championships (1970 and 1971) and play in nine bowl games. He also became the athletic director and played a huge role in building the Nebraska athletic program after the advent of Title IX, which mandated that women's sports be funded and supported equitably. His men's and women's teams won conference all-sports titles before his retirement.

Even though Devaney wound up in the College Hall of Fame and won numerous Coach-of-the-Year awards, his tenure was not without its tense moments. There were legislative battles to gain funds for what would become the Bob Devaney Sports Center, and fans launched a petition to get Devaney fired when the Huskers went 6-4 in 1967 and 1968. He also battled to gain funds for continued Memorial Stadium expansion, Coliseum renovation, the Ed Weir Track and Buck Beltzer Field.

After the 1971 national championship season, Devaney announced 1972 would be his last as head football coach and tabbed assistant head coach and receivers coach Tom Osborne as his successor. That decision came up aces in a big way.

Osborne had one of the most phenomenal careers in the history of college football: a 255-49-3 record for .831 percent. He was the only coach to record 250 wins in 25 years, 13 conference championships, three national titles, 25 consecutive bowls (17 major) and numerous individual awards for his players. The record Osborne compiled in his last five years — 60 wins and only three losses — was the best in college football history.

Throughout the Devaney-Osborne years, other Husker teams and athletes also won championships and individual honors, and NU athletes set records for the largest number of Academic All-Americans and

for improved graduation rates.

But Osborne also had speed bumps to clear during his career. He was slowed by open heart surgery, and his teams suffered distress when tragedies struck. Quarterback Brook Berringer died in a plane crash. Quarterback Tommie Frazier battled blood clots. Other players were seriously injured.

And Osborne endured the fans' displeasure over his teams' inability to beat Oklahoma during his first five years as head coach. Fans were also unhappy over seven consecutive bowl losses. Osborne concluded his coaching career with an unbeaten season and a conference championship in the second year of the newly-formed Big 12 and handed the reins to assistant head coach and running backs coach Frank Solich.

A former Husker star under Devaney from 1963 to 1965, Solich coached the Huskers for six years (1998-2003), posted a 58-19 record and won the Big 12 title in 1999. Solich's teams went to post-season bowls every year and, in 2001, got the BCS nod as the nation's number two team and played for the national championship against Miami in the Rose Bowl.

Like his predecessors, Solich did not have clear sailing all the way. A 62-36 loss at Colorado, a season of road losses, a 7-7 season and a shake-up of his veteran coaching staff ended in his departure with one game left in the 2003 season.

Enter Bill Callahan and some tough sledding in 2004 as the Cornhuskers continued to meet misfortune on the road.

Fans may think the current football team's struggles are unlike anything else that's ever happened in Nebraska athletics. But as prior athletic directors Bill Orwig, Tippy Dye, Bob Devaney, Bill Byrne and present AD Steve Pederson — as well as all the football coaches since 1890 might observe — "Not much is new at dear old Nebraska U!" ■

People helping people

By BROOKE METSCHKE
J Alumni News staff

"It's not about me," says UNL alumna Sriyani Tidball. So who is it about, you wonder? It's about people helping people. In the slums of Sri Lanka, to change the world one person at a time, you just have to be available.

Sri Lanka is an island just south of India, a Third World country where Tidball grew up. She remembers beggars digging in her trash and knocking on her door, asking for food. Her concern for people in the depths of poverty inspired Sriyani and her husband, Tom, to found the Community Concern Society, a child-centered, Christian, non-governmental organization in 1980.

The Tidballs became CCS when they encountered a 2-year-old Sri Lankan girl who was nearly starving. When they asked a friend where they could find food for this child, the friend told them they would be eligible to receive free milk packets through the Red Cross — if they were an organization, not just private individuals. So they became an organization.

From its humble beginnings in a Sri Lankan beach slum, CCS has grown to reach more than 1,000 Sri Lankan people. It also reaches the hearts of many around the world, provoking foreign volunteers to join the Tidball family to make a difference in the lives of others.

"CCS is committed to make a loving difference, and we are blessed to be a part of the team," Tidball said.

Five outreach programs cater to different needs: Dehiwela Outreach



Photo courtesy Tidball Photography

Sri Lankan survivors seek shelter after the Dec. 26 tsunami.

Centre, Lotus Buds Children's Home, Power House, Save Lanka Kids, Lak Daruwo Child Sponsorship Programme. Each has a mission to empower people through education, rehabilitation, vocational development, communication, intervention, mobilization and direct assistance.

Tidball considers how mass communication concepts she studied in the College of Journalism can be used to inform people.

"When they make decisions, they are making an informed decision rather than an emotional decision, because every decision has a consequence. You need to use the knowledge you have to inform the people," Sriyani said.

Tidball loves people and considers serving and ministering to them a privilege.

"I have so much fun it is unfair. Don't pat me on the back; I am just doing the best I possibly can," she said with a laugh. "I need to question myself every once in a while and ask, 'Am I using my time efficiently or effectively?' Sometimes you can be so busy you are not getting anything done, but I am having fun."

This family is guided by spiritual lessons. Govinda Tidball, Sriyani's son, explains one of them: "To whom much is given, much is expected."

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“She is an amazing woman; I have yet to meet a woman who can take on as much as my mom,” Govinda said.

Sriyani Tidball uses her gifts in development, planning, grant writing, publishing, copywriting and journalism, supplementing her husband’s photography talents.

“She loves people; it is what God has given her to do,” Govinda said of his mother. “Her satisfaction in life is given without expectation, investing life into someone else.”

Her experiences have shaped her family, bringing them closer through shared experiences as they lead two lives in different worlds. They live for six months each year in Lincoln and six months in the slums of Sri Lanka.

“Many people are afraid of exposure to different world views. I grew up with that,” Govinda said.

“You have a responsibility to your community and to the world on more issues than what makes money for you,” Sriyani Tidball said.

Sriyani’s father, Reggie Candappa, was the first executive president of CCS from 1982-2003. The successful chairman of two major American advertising agencies, he is known as the father of Sri Lanka’s advertising industry. After he died, Sriyani and her sister stepped into his footsteps running the largest agency in Sri Lanka, the fifth largest in the world.

But family involvement does not stop there. Sriyani’s daughter is now working in advertising as well as volunteering at CCS in Sri Lanka. Govinda, Sriyani’s second son, earned the master’s degree in advertising at UNL in December. The family’s oldest son, Rama, met his wife at UNL and now lives in Indonesia, teaching English at a University in Surabaya. Luke, the youngest, is 14 and attends school in Sri Lanka.

Sriyani herself decided to earn a graduate degree to help support her

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Photos courtesy Tidball Photography

‘Life will never be the same’

BY TOM TIDBALL
Lincoln Journal Star

Tom and Sriyani Tidball divide their time between Lincoln and Colombo, Sri Lanka, where they operate the

Community Concern Society. Tom Tidball first sent the Journal Star and others an e-mail a few days after the tsunami. He sent this update and photos a week after the disaster.

COLOMBO, Sri Lanka — Sri Lanka is still reeling from the effects of the giant tsunami that slammed the island one week ago.

Life here will never be the same. It has become hard to get

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work.

“I was being published, and I felt kind of strange about it being published when I didn’t feel trained,” Sriyani said.

She graduated from the J school with a master’s degree in 1991.



“When I think of a journalism degree, it is a lot more than just writing; it is kind of communicating anything you want, any message.” she said.

It takes six months for Sriyani and Tom to make enough money in Lincoln to go back to Sri Lanka and volunteer for CCS. While in Lincoln,

Sriyani sells advertisements for *The Lied*, a magazine for performing arts. She also publishes *Lincoln Today*, an annual magazine that received a 2004 award.

Tidball takes her passion for people to two different continents. However, the foundation is the same in both of her home cities: people helping people in word and deed.

But Tidball doesn’t want the credit for the success of CSS. “If you take one thing from this, it is not about me,” she said.



LEFT: A destroyed village in Sri Lanka.
OPPOSITE PAGE: A woman attempts to sort through the debris left by the tsunami.

recently been compounded by the arrival of monsoon rains on the East Coast.

Those who survived all have amazing stories to tell.

The themes are always heartbreaking tragedy, heroism and miraculous escape. The people of our fishing village lived in water’s-edge shanty huts along the coast of Mount Lavinia, just south of Colombo. Every one of the makeshift homes along a two-mile stretch was swallowed by the sea.

However, not a single life was lost. Though the degree of difficulty of these poor lives has been multiplied, a wave of gratitude has swept over their camp. They realize they all were spared that day.



up in the morning, bracing for another 24 hours of living in a bad dream that just won’t go away.

The loss is colossal.

Finding the lifeless, bloated bodies and burying them, sometimes in mass graves, is ongoing. An accurate death count will never be known because they have stopped keeping track. Some estimate a final toll of 100,000 in Sri Lanka to be conservative.

One million are said to have been directly affected by the disaster on this

island, which is one-third the size of Nebraska.

The fishing and tourist industries are devastated; countless other businesses are on the brink of collapse.

But the order of the day is saving lives. Refugee camps have been set up all around the island. Government and international aid organizations have made themselves visible, appealing for funds. But so far, the most apparent and effective aid has come from indigenous locals rolling

up their sleeves and answering the cry for help, highly reminiscent of New York citizens during the Sept. 11 tragedy. That is very encouraging on every level because ethnic, political and religious pride has polarized these people for a long, long time.

In addition to the immediate task of burying the dead, locating and delivering food, water and medical help to stranded survivors is ongoing. The difficulty of these efforts — with time becoming a crucial factor — has

J grad follows Husker great in storied UNL tradition

By JOEL GEHRINGER
J Alumni News staff

A widely respected and well-known University of Nebraska-Lincoln legend retired in 1997, leaving enormous shoes for his successor to fill. In order to continue the storied UNL tradition, the UNL athletic department needed to find someone who had the experience and drive to fill the gap.

Luckily for the department, that legend had someone in mind. He knew his successor would do well. After all, the Husker great had worked with this person for years, passing along his wisdom and experience to a new generation.

So when former associate athletic director Don Bryant stepped down, he knew his successor, Chris Anderson, would do just fine.

Anderson, a 1983 graduate of the UNL College of Journalism and Mass Communications and a 19-year veteran of the UNL athletic department, stepped into Bryant's shoes when she became assistant athletic director in 1997. Recently, though, she took another step along her career path, leaving her job as sports information director to devote all her time to her position as associate athletic director of communication, to which she was promoted in May 2003.

"It's been difficult following a legend like Don Bryant," Anderson said. "He's known across the country in sports information. But he was helpful and so positive. I owe him everything because he taught me how to do my job."



CHRIS ANDERSON and KEITH MANN

Photo by Mike Nichols

Anderson's connections to Bryant started long before she went to work for the UNL Athletic Department.

Born and raised on a farm near Panama, Neb., Anderson first experienced the world of journalism while working as a high school stringer for Bill Bryant — Don Bryant's son — at the *Hickman Voice*, a weekly paper in nearby Hickman.

After graduating from Norris High School, Anderson had no difficulty choosing a major.

"I always knew I wanted to go into journalism," she said. "When I came to Lincoln, Don started me in the sports area, which I always knew I wanted to do."

Anderson worked as a student assistant in the sports information office under Bryant for four years. After earning a bachelor's degree in journalism, Anderson worked as assistant sports information director at Kansas State University for two years before returning to work in the UNL athletic department in 1986.

In 1993, she became sports information director, taking over for Bryant a first time when he moved to associate athletic director of communications. "As sports information director, the majority of my time was spent coordinating media relations and publicity for the sport of foot-

ball," she said.

At the time, Anderson said, she was one of a few females in a field dominated by males.

Bryant agreed. "There just weren't a lot of women sports writers," Bryant said, nor were there many women on the other side of the microphone and note pad. "When I was sports information director, there were probably 200 of us, all males. Now, there are probably over 1,000, and a large number of them are women."

As sports information director, Anderson worked on a number of campaigns, including three national championship football seasons and a campaign to promote Eric Crouch for the Heisman trophy.

Not that Crouch's Heisman was a direct result of the university's sales pitch. The credit goes to the quarterback and his performance on the field, Anderson said. All the university did was make sure everybody noticed.

"We did what we could to get him the best interviews and the best publicity."

But her job as SID wasn't always easy, as Anderson found out early on.

Husker quarterback Brook Berringer died in a small-plane crash during Anderson's first year as sports

information director. "I was the one who had to deal with the media during that time," she said, "and it was really hard."

When Bryant retired in 1997, Anderson again took over for Bryant when she assumed a second role with the athletic department as assistant athletic director for communications. In 2003, she was promoted to associate athletic director of communications, and in August 2004, she stepped down as sports information director after holding both positions for 15 months.

"It's pretty amazing that she managed both jobs and did such a great job at both," said Keith Mann, who took over as sports information director after Anderson stepped down.

As associate athletic director for communications, Anderson oversees media relations for all varsity sports. She also organizes media events and takes requests for athletic department interviews.

"I felt that in recognition of the work Chris had done as sports information director that she was the logical choice for communications director," said Steve Pederson, UNL athletic director. "Chris has done a great job. She's well respected, honest and straight-forward, and I think those are qualities that people in the media respect."

Anderson said she is enjoying the new arrangement and the extra time she now has to focus on her work.

"It gives me a chance to think more in the future rather than just day-to-day," she said.

Anderson said her job can make it hard for her to find time for her husband, Don, and two children, Jake, 9, and Daniel, 3.

"Sports information doesn't take place 9 to 5, Monday through Friday," she said. "It demands a lot of time. We miss a lot of things as a family, but we also have a lot of family fun at events."

Bryant said he is confident in Anderson's abilities to manage her new position.

"Chris has a wealth of experience," Bryant said. "She's highly respected across the nation. She'll do a very fine job." □

Quadriplegic activist dies at 49

By MATTHEW HANSEN
Lincoln Journal Star

William Rush once wrote about the overwhelming desire to get out on the dance floor and shake it for all he was worth.

He was always writing.

He contributed articles and wrote op-ed pieces and letters to the editors of the *Omaha World-Herald*, the *Lincoln Journal* and the *Lincoln Star*.

In print, he fought for accessible Lincoln schools, movie theaters, bars, restaurants, hotels, buses and sidewalk curbs.

He sat, strapped in his wheelchair and wearing something resembling a welder's helmet, and struck one letter at a time with a stick attached to his forehead until he finished an autobiography, "Journey out of Silence," published in 1986.

The first quadriplegic to graduate from the University of Nebraska-Lincoln, the guinea pig for voice synthesis technology allowing him to speak, the subject of a *Life* magazine cover story and the most well-known Lincoln activist for the disabled was first a writer.

But a dancer?

Bill Rush's cerebral palsy, which could cause him to shake violently, "a muscle spasm throughout my body," as he put it, gave him pause during a 1984 article about sexuality and people with disabilities.

"I wondered why I was trying," Rush wrote then. "After all, a dance floor was the last place some people would expect to see me. ... I had always tried to be careful not to alarm others around me too much; my disability both-



ers other people more than it bothers me.

"But the band was playing rock 'n' roll and I wanted to dance. ...

"Push me out on the dance floor."

Rush died Dec. 13, 2004, at age 49, falling victim to pneumonia and severe neck injuries originally sustained when he was struck by a car, according to his wife, Christine Robinson.

He didn't live or die a victim of cerebral palsy, she says, despite the inability to walk, move or talk normally since birth.

Instead, he kept typing with the stick attached to his forehead.

"He wanted to use the power of language to show they're not saints and not subhuman," Robinson said Tuesday. "Just human."

The humanity of people with disabilities wasn't well understood in the late 1970s, she said, when Rush's mechanized wheelchair first rolled onto the UNL campus.

The Omaha native had graduated from J.P. Lord School, done well on the SAT and then entered a world where no one like him had previously succeeded.

In print, Rush remembered the then-head of affirmative action at UNL telling him he'd be the first and last quadriplegic to attend the university.

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Grad develops appreciation for ‘sacrifice’

By AARON WYATT

First Lieutenant Aaron Wyatt earned a broadcasting degree from the J school in 2003. He writes about his experiences in Iraq, where he has been stationed since June 2004.

I remember fearing for the 18-year-olds I knew at the time when Operation Desert Storm began in 1991. Would they have to go fight in a war? What would that be like? I never imagined 13 years later I would be living firsthand what I previously wondered about.

I joined the Nebraska National Guard in 1997, motivated by the tuition assistance program. I completed basic training at Fort Leonard Wood, Mo., and accepted a two-year ROTC scholarship at Kemper Military Junior College in Boonville, Mo. After receiving a commission in the Army and an associate’s degree in 1999, I returned to UNL to pursue a broadcasting degree.

As my May 2003 UNL graduation date approached and the U.S. involvement in Iraq deepened, I knew it would be just a matter of time before I landed in the Middle East. After months of Army training and an assignment to Fort Riley, Kan., I learned in May 2004 that I would be deploying in June.

We arrived in the desert of Kuwait on June 18. I quickly forgot what trees looked like. Vegetation sparsely covered the sand and dirt. The wind blew all the time, and, of course, it was hot. We lived in canvas tents that did have air conditioning. It wasn’t perfect, but it was better than nothing. We used showers located in trailers and portable johns. One nice thing about the desert is you’re guaranteed a warm toilet seat.

In the early days, we ran around all day trying to get things to do our



1st Lt. Wyatt (left) poses with Spc. Spangler (second from left), Pfc. Rufo (third from left) and Spc. Eastman (far right). Spangler and Rufo built a grill out of scrap metal, and Eastman established himself as the resident cook.

Courtesy photo

It was hard to find certain things here, so we made friends with other people and crafted “drug deals” to get things. We also would “relocate” things. It got really exciting one day when we found an extension cord.

Living in the desert during the summer months is a constant catch-22. Obviously it’s hot here, so I must drink a lot of water to stay hydrated. However, if I drink too much water, I’m up every two hours during the night (when I’m trying to sleep) back in the john. And john doesn’t have a night-light, so I’m fumbling around in the dark — and I have to pinch my nose.

The showers here smell as bad as the latrines. The showers are OK, though I took only three showers in the first 12 days. No one here to impress. Plus, it’s just a pain. I remember looking forward to a COLD shower because all the water was hot from baking in the sun all day. I guess hot water is better than nothing at all. Just never thought I’d be complaining about a hot shower. Now that the temperatures have dropped dramatically, I’m complaining about the cold showers that typically await me in the mornings.

I carry an M16A2 rifle with me everywhere I go. Chow. Shower. To sleep. It gets old carrying that thing around. And you need to clean it every five minutes because the wind constantly blows dust, dirt and sand into it. I don’t get the wind. Sometimes it blows hard and the sand sits still. It’s close to what the Reverend Billy Graham once said (I think he’s the one who said it.): I’ve never seen God. I’ve never seen the wind. I’ve seen the effects of the wind. There’s a mystery to it. Definitely is mysterious to me.

A fellow soldier once told me, “Every time we go out (outside the gate), we accept that we could die at any moment. And we’re OK with that.” That’s reality. That’s how I’ve lived for six months.

My friends always ask, “Are you safe over there?” I don’t know how to answer that. A soldier’s definition of safe and a civilian’s definition are not the same. Roadside bombs and mortar shells pose the biggest threats to us. Growing up in Unadilla, Neb., part of tornado alley, I could expect several times a summer to be in a tornado watch. Serving in Iraq, I’m in a constant “mortar watch.” However,

there are no warnings for mortars. Our camp gets hit daily. If you’re lucky, you can actually hear the “thud” as the shell is fired. That gives you approximately 10 seconds to run for cover. I’ve made the dash once. Never heard an explosion. Several people laughed at me as I huddled close to the foundation of a building. Rookie mistake.

Our lives over here depend so much on variables we have no influence on: peace talks, elections, changes in missions and other fronts in this war. Most soldiers I talked to did not vote. The recent surge on Fallujah slowed down the mail, for instance. Pile on the changes in our lives from the way we lived back home and this place can quickly drive one into another state of mind. We face plenty of other challenges each day that can influence our attitudes as well.

Getting a hair cut can be a nerve-racking experience. Well, maybe not that bad. But how many of you have had a foreign national hold a sharp object close to your head as you sit defenseless, trying to explain how you want your hair cut? But first you have to find the barber. Posted hours of operation are merely a guideline and not set in stone.

And if the communication between barber and soldier weren’t enough of a challenge, maintaining relationships back home is another whole story. Baghdad is nine hours ahead of Nebraska. When I wake up, you all are going to sleep. When you’re waking up, I’m going to sleep. Mail is inconsistent, though we do get mail on Sundays if the mail truck gets through to us.

Finally, there is the electronic warfare — the battle of 110v and 220v appliances. I recently blew a radio because I plugged it into the wrong outlet.

So many things I overlooked during a day back in the states now catch my eye. Try going through a major city intersection without functioning streetlights. Or driving down a major street without the lanes marked and no should-

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He remembered the stares from classmates, frustration at the inability to communicate and the belief that his cerebral palsy would never allow him to find love.

But the university was also where he met Mark Dahmke, a shy computer analyst who approached him in the Selleck Quadrangle and told him he’d like to help design a system so Rush could speak.

Dahmke’s computer wizardry and Rush’s cooperation eventually resulted in a modified voice synthesizer that allowed Rush to type words phonetically and have them emerge from a speaker for others to hear.

Finally, he had a voice, albeit one that fast friends agreed sounded somewhat Swedish.

In 1983, he graduated from the university’s journalism college with honors.

“What he was doing then, it just wasn’t done,” Dahmke said Tuesday. “People like him didn’t go to college or make it through college. He did, of course.”

The story drew *Life* editor Anne Fadiman to campus a year before Rush’s graduation. She found a 24-year-old man making classmates’ howl with laughter even though they sometimes had to wait minutes for him to type the punch line.

She also found a UNL student who was still convinced no woman could love him.

Then, in 1988, he went to Disneyland.

A conference there about alternate ways to communicate led to a chance meeting with Robinson, a presenter at the conference.

Two years later the Canadian moved to Lincoln, eventually wedding a man who always

wanted to be a husband and father.

“We got the first one done,” Robinson said, taking a break from her late husband’s viewing at Roper and Sons Funeral Home.

Rush, of course, will be remembered as more than a family man.

He wrote a manual for the nation’s newsrooms, instructing them on how to refer to people with disabilities.

He fought to allow people with disabilities to get married and keep their Medicaid — the resulting Nebraska legislation is one-of-a-kind, his wife says.

He testified before Congress about the Americans with Disabilities Act.

His autobiography served as “sort of a handbook about how to live independently,” Dahmke said.

And always, the William L. Rush newspaper pieces with headlines like “Bus not meeting everyone’s needs,” “Getting to cabaret not easy,” “Failure to pass Americans with Disabilities Act too costly,” and “‘Selleck Quads’ not so different from most students.”

That last story shows the similarities and differences of three quadriplegic students all living in Selleck the year after Rush’s graduation.

The goal is the same as a T-shirt Rush wore for the *Life* photo shoot. The words “No I’m Not” are stenciled above a picture of Superman.

He wanted readers to realize that people with disabilities were just regular people, his wife says.

He just wanted to be a regular guy, too. Problem is, he wasn’t.

“He really was the voice for the voiceless.”



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ders. There is trash everywhere. And the amount of carbon monoxide is unreal.

As I drive through Baghdad, I'm humbled to see all the western billboards mixed in with their culture. It's also amusing to me to see businesses seeking out English-speaking customers on the streets of Baghdad. I can take a "taksi" to grab some "take away" food (not take-out) but the "taksi" can't park by the restaurant because there is a "No Anytime Parking" sign posted. And there is very little color here, mostly a drab sand color. Kind of depressing. The bright colors I do see are usually spray-painted on the herds of sheep grazing in the medians and on the polluted sidewalks. I guess they've never heard of ear tags.

I've been on the road a lot the past couple weeks. No matter what part of the city we drive through or what time of day, the lines for gasoline blow my mind. I've seen lines stretch at least a mile, with two rows of cars waiting to fill up. I learned this morning that there is a lot of price gouging at the pumps and what one pays depends a lot on who you are. I think I'm going to quit the Army, move back to Baghdad and open up a chain of Seven Elevens. Any willing investors out there?

While the layout of Baghdad's major roads is OK, I finally noticed earlier this week why the traffic is so terrible: There are no traffic signs. In the states, we have a decent arterial layout combined with traffic signs to tell us about one-way streets, right-turn only, no U-turns and other signs I've already forgotten about because I take them for granted. Also, there are no traffic lights that function over here either.

Chaos! Rolling down the streets of Baghdad and Sadr City is. If there is a traffic jam, we simply jump the curb and go against oncoming traffic in the other lanes. We do what we want, when we want and how we want. But we have to. Otherwise we are sitting

ducks, prone to getting attacked.

The looks we get from the locals differ. The children usually applaud and smile. The women look on with curiosity and wonder. And the men mostly glare with resentment. I can't help but sympathize with them to an extent. While we romp through their streets, I often wonder how our forefathers felt about the Red Coats roaming through the villages in the 13 colonies.

I'm sure we've maybe ruined a few street curbs and taken out some bushes in the medians to deserve unkind looks, but we are doing a lot for this place. One street in Sadr City I've seen is typically covered with raw sewage and water. One of the main projects of my battalion is to suck up waste and water to clean the streets.

The Muslim holiday Ramadan recently ended. Some of my guys went into Sadr City to give away sheep and chickens. At the end of Ramadan, Muslims celebrate with a huge feast. So we helped feed them.

Baghdad could be a beautiful city, but there is so much trash on the streets. People dump their trash on the sidewalks, burn trash in the streets, herd sheep through the streets. As we drive along, groups of boys play soccer on dirt fields. Like a child living in the South who has never seen snow, those boys have probably never seen a field of grass. Some streets are lined with tall palm trees. The Tigris River is wide like the Mississippi and Missouri Rivers. Plant some green grass and get rid of the trash and this place would be very nice.

In our company headquarters, we monitor the radio traffic in our battalion. Some traffic is daily business, but other traffic details the patrol missions. One morning I listened in as a tank in our brigade was hit with a mortar round. Different crews were transmitting aspects of the attack, trying to figure out what was going on. Thoughts began rustling through my mind as I listened in: "Do I know anybody on that tank? Did they get hurt? What if ..." A feeling of help-

lessness.

It's amazing to me to watch 18- to 22-year-old men and women perform the jobs they perform. With such little experience of life, they are laying theirs down so you can continue to enjoy the freedoms you have. These soldiers operate and maintain pieces of equipment worth millions of dollars. And sometimes they're only 19. Only 19. And I could be sending this young man or woman into a situation that may or may not turn out well. I fail to remember that I myself am only 25. It's easier for me to relate to those soldiers younger than I. But it's also important for me to realize the responsibility I have to guard their lives. And I'm only 25.

Each day I develop a greater appreciation of the word "sacrifice." I recently missed my best friend's wedding. I called him the morning of his wedding to wish him good luck and tell him how much I wished I could be there for him. He asked me to call him later that evening at the reception. With the help of a telephone and microphone to Kyle's earpiece, I toasted him and his new bride from Baghdad. It was one of the greatest honors I've ever had. At least they didn't have to see the tears in my eyes that evening.

While there are plenty of other things I'd rather be doing, my time in the Middle East has not been a bad experience. It's opened my eyes, and I now see how blessed we truly are as a nation. I don't know if anyone wants to be over here, but I know I'm willing to return to protect the lifestyle I cherish back home.

As I approach the halfway mark of my tour, however, I'm beginning to relate to Bill Murray's character in "Groundhog Day." During the first several months I was here, each morning brought with it a new curiosity. Now routines have been established, and each new dawn seems to be a repeat of the day before.

Maybe tomorrow I'll get lucky and wake up back home. ▣

Sands sees journalists as stewards

By MARY KAY QUINLAN
News-editorial faculty

Mary Kay Quinlan, former Washington correspondent for the Omaha World-Herald, teaches journalism as the University of Nebraska-Lincoln. She and Deanna Sands have been friends for 35 years, since their student days at UNL. This story appeared in the fall 2004 issue of APME News, the publication of the Associated Press Managing Editors, the organization Sands heads as president for 2004-05. It is reprinted by permission.



Courtesy photo

DEANNA SANDS

Corn stalks 8 feet tall tower over the minimum-maintenance county road that separates two of the fields on Deanna Sands' farm southwest of Nebraska City in Otoe County. It's mid-July and Sands' maroon pickup truck bumps along the ruts.

"It's a pleasure to be out driving around this year," Sands said, pausing to soak in the glossy greens and golds of her farm fields. It's the first time in four years that drought hasn't stunted the crops in the southeast corner of Nebraska, where Sands' great-grandpa sank roots in the fertile soil her family has called home for 112 years.

Farmers in this part of Otoe County might average 100 bushels of corn to the acre in a reasonably good year, and production has been as high as 130 bushels. But Sands, who is managing editor of the *Omaha World-Herald* and the incoming president of APME, knows better than to count her corn until it's in the bin. Farmers understand that their fortunes can change in five minutes, as hail, wind and untimely rain, or the

lack of it, can lay waste to a hoped-for bumper crop.

A nearby farmer handles the day-to-day field work for Sands. But she comes home nearly every weekend to see her mother, who still lives on the home place, and to rejuvenate her spirit among the fields of soybeans and corn. On a still night, she said, you really can hear the corn grow. "It sounds like a breeze through the fields."

Sands, 52, is as much in her element here as she is in her newsroom in the state's largest city, 50 miles to the north on U.S. 75. And she is just as comfortable talking about differences in hybrid corn varieties as she is running a newspaper.

Indeed, colleagues and friends remark repeatedly on her ability to understand the nuances of a thriving metropolitan area as well as on her rural roots.

"She's got common sense. That's the long and short of it," *World-Herald* publisher John Gottschalk said. "She has a keen sense of who our readers are." And she uses that "to help us edit a newspaper for

them."

Sands sees her rural Great Plains upbringing as practical training for her journalism career.

"I just understood a long time ago that I'm a farmer. I like to grow things," she said. And just as she beams over the fields of corn, she delights in the accomplishments of promising *World-Herald* interns and other young staffers. "I like to help people grow," she said.

Jena Janovy, assistant sports editor at the *Charlotte* (N.C.) *Observer*, knows that firsthand.

"She's just an incredibly nurturing person," said Janovy, who worked at the *World-Herald* for 13 years, three of them in sports. "She's helped water me along the way, and thrown a little fertilizer on. ... She has had a huge impact on my career."

Janovy described Sands as an editor who gets out of her office and trolls the newsroom, talking to reporters, taking interest in what they are doing and asking the kind of focused questions that help craft good stories.

Women in newsrooms, especially if they work in sports, occasionally run into what Janovy called "great challenges." But Sands has served as a mentor and colleague, Janovy said, and shines as "one of the most thoughtful, purposeful women in the industry I've met."

Karen Magnuson, editor and vice president for news at the *Rochester* (N.Y.) *Democrat and Chronicle*, echoed Janovy's views. Magnuson, the incoming secretary of APME, said she has benefited from Sands' ability to sense when colleagues are under stress.

"She'll give you a call out of the blue to kind of take your pulse and see if you're OK," she said.

Magnuson said she delights in Sands' dry wit, high personal stan-

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dards and unfailing reliability. “She’s a very down-to-earth kind of person,” Magnuson said. “She has a real sense of people and what makes them tick and how to inspire them to do better work.”

Magnuson said a critical element of Sands’ leadership is her ability to listen. Sands is also well-organized and seems to be “very calm in the middle of any storm,”

Magnuson said.

Gottschalk agreed with Magnuson’s characterization of Sands. “She seems to be unflappable,” he said. In a breaking-news situation in which someone else might panic, “she just seems to play through.”

That voice of confidence and the ability to remember to ask what readers are going to care about helps keep the staff focused, no matter what challenges the paper faces, he said.

Gottschalk recalled the night in 2001 when the *World-Herald* began publishing in its new format (the design of which Sands had led) on new presses in its multimillion-dollar Freedom Center. The old presses were shut down for good, and several hundred VIP guests were there to watch the initial run of the new ones. It came off without a hitch.

“She’s really good in managing what could be chaotic situations,” he said.

Sands remembers that night, too. She’d spent most of a year on the redesign, reveling in the challenge. “I remember walking out that door at 2:30 in the morning when everything was running,” and she recalled thinking: “We did it. We really did it.”

Willie Barney, who was consumer marketing manager at the *World-Herald* during that period, credited Sands with establishing links between the newsroom and the circulation department. “She created some ties that weren’t there before,” he said.

Sands attended circulation

department meetings and made sure staff knew about news-side changes that would affect their ability to serve customers: Where is the puzzle now? Is a feature running on a different day?

Troy Niday, now circulation manager for the *Daily Oklahoman*, worked in circulation at the *World-Herald* for 14 years, and he, too, credited Sands with breaking down traditional walls between the newsroom and other departments. “She was a true partner,” he said.

The *World-Herald*, which takes pride in what it calls its 500-mile Main Street, has unique circulation challenges, Niday said. Its earliest Midlands edition, which goes to press at 6:45 p.m., is trucked westward from Omaha for 14 hours, all the way to the Wyoming border, to serve readers in the western two-thirds of the state. That can complicate things when a Nebraska football game is played at night or when winter weather emergencies create driving hazards.

“She could be stubborn sometimes,” Niday said. “I’d usually draw the short straw in having to go up and talk to her when we needed more time” on the nights a blizzard was in the making.

Sands always focused on making sure readers got the best product possible, he said. “She wasn’t just an editor. She saw the whole playing field.”

Sands is convinced that her farm background taught her the importance of hard work, self-discipline, adaptability and perseverance.

“Work is just something you do,” she said. “You need to have enough self-discipline to just do the stuff you need to get done. You have to be a self-starter about it.”

And news people, like farmers, need “a certain elasticity of mind” when things don’t go the way they hoped they would. “One thing about growing up on a farm in Nebraska — or any of the prairie states — it teaches you to endure,” she said. “The people who make it are those

who don’t cut and run.”

Like generations of rural young people, descendants of those who did not cut and run, Sands attended a one-room school from kindergarten through eighth grade. Maple Grove School, District 29, is about a mile west of her farmhouse. It’s another family’s storage building now, but its outward appearance hasn’t changed much from the days when Sands and her classmates put their lunch pails on shelves near the door, got water from a well and were blessed with a handful of good teachers who focused on basic skills and also on opening the wider world to their young charges, with frequent field trips to Omaha and Lincoln, the state capital.

Sands attended high school in Nebraska City and then, like many young Nebraskans, headed for Lincoln, where she earned a bachelor’s degree at the state university. A history lover, she chose journalism for her major because journalism struck her as “living history.”

After graduating in 1972, she went to Iowa State University, where she received a master’s degree in journalism. In 1974, she signed on as a night copy editor/reporter at the *Omaha World-Herald*.

She hadn’t especially wanted to work at the *World-Herald*, and she hadn’t especially wanted to be a copy editor, but she worked her way up thorough the ranks. She spent time on the wire and regional desks, including as a slot editor, and then became Sunday editor, assistant daily news editor, night managing editor; then, in 1993, she was appointed managing editor.

And although she recalls good editors from her early years at the *World-Herald*, her highest praise is for the late Art Sweet, owner and publisher of the *Nebraska City News-Press*, a six-day-a-week afternoon paper. Sweet gave Sands her first paying newspaper job as a summer intern during college and graduate school.

“Art Sweet was 65 then, and I was a wet-behind-the-ears 19,” she said. “He took me in tow and decided he was going to teach me about journalism. He decided, by golly, I was going to learn how to do it right.”

She tramped around corn fields, covered the county fair and the sheriff’s beat, pinch-hit for Mrs. Duffy on the society page and even delivered papers if that was what needed to be doing.

“One of the most interesting things was watching Art deal with people who came in off the streets,” Sands recalled. His door was always open, and he always listened thoughtfully to everyone.

“I think he taught me how to be committed to something,” she said.

It’s a lesson she’s never forgotten.

What’s important to keep in mind, she said, is that newspapers “are servants of our readers in the best sense of the word. ... We’re not there for us; we’re there for them.”

The cacophony of voices, conflicting agendas and lack of civil discourse in public life make it difficult for newspapers to get at the truth, but that’s their job, she said, adding that she’s looking forward to offering APME the perspective of someone from an independent newspaper, not a large corporation.

“We [at the *World-Herald*] talk a lot about stewardship because we’re here for the long term,” she said. “You have the franchise — or the farm, for that matter — for only a short time before you pass it on. You honor it, protect it and hopefully improve it while it’s your responsibility. It’s personal.”

That perspective has won Sands her colleagues’ respect and admiration.

“She’s a great professional and she loves this business,” her publisher said.

Moreover, said Niday, the former circulation official, she has a passion for the state of Nebraska and the readers of the *World-Herald*. “Deanna has a love for its history, its culture and its people,” Niday said. “It’s a fire that glows from within.”

“She’s truly a Nebraskan.”



E.N. Thompson Forum brings world to UNL

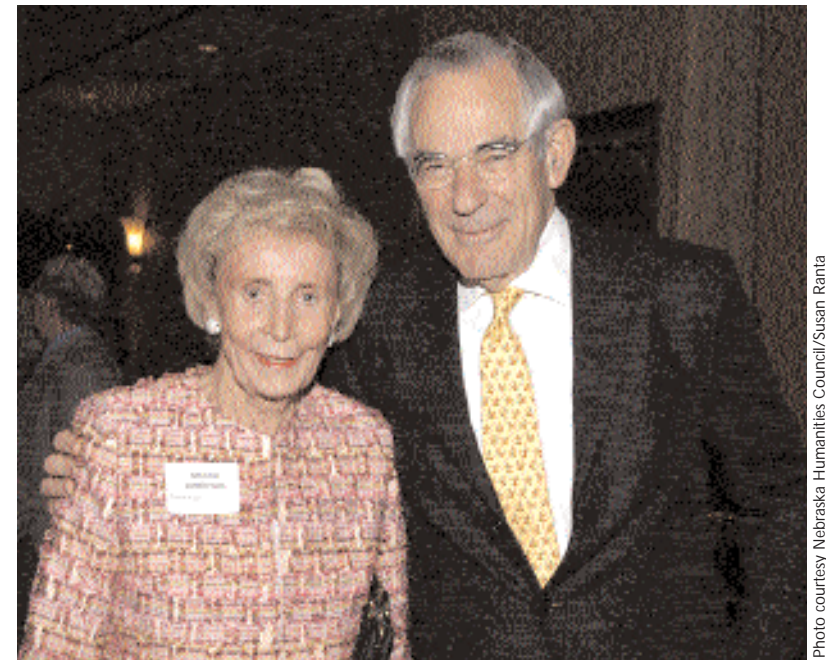


Photo courtesy Nebraska Humanities Council/Susan Ranta

David Halberstam, a Pulitzer Prize-winning author, visits with Marian Andersen at the E.N. Thompson Forum on World Issues Sept. 9 at the University of Nebraska-Lincoln. Halberstam’s lecture was the first of five lectures in the 2004-05 Thompson Forum Series, “The United States in a Divided World.” His topic was “War and the Modern Presidency.”

Pulitzer journalist discusses lessons of Afghan conflict



Photo courtesy University Communications

Roy Gutman, a Jennings Randolph senior fellow at the U.S. Institute of Peace and foreign editor at *Newsday*, spoke on “Afghanistan and Lessons Learned” Nov. 8 at the E.N. Thompson Forum on World Issues at the University of Nebraska-Lincoln.

He met with the media at the College of Journalism and Mass Communications prior to his lecture appearance.

Gutman won the 1993 Pulitzer Prize for international

ROY GUTMAN

reporting for “A Witness to Genocide,” a compilation of his reporting in Bosnia. A book-signing followed his lecture.

Used cars, lab rats and Snowbears

Haskell's creativity takes him down the non-traditional road

By DANA N. SAYLER
J Alumni News staff

“Insane. I’m pretty sure they’d say that.”

Chip Haskell, creative director at Crowell Advertising in Salt Lake City, Utah, says that’s the word co-workers would use to describe him. And maybe that’s not such a bad quality.

Being creative director for an agency that was included in the yearly Advertising Annual of *Communication Arts* (CA) for radio isn’t easy to do. Especially when only 15 entries are chosen from 12,000. Insanity may be a necessary attribute for someone in Haskell’s job.



Courtesy photo

Angela Heywood Bible, a 1998 news-ed grad, took her husband, Chris, to class with her at Duke University Law School in September as part of “Bring Your Significant Other to School Day.” They are pictured with other Duke Law students during an intellectual property law class. The Bibles’ shirts leave no doubt that Angela is enrolled at Duke, despite an alumni note in the summer issue of this magazine that listed her as a student at a rival school.

Haskell, a Burwell, native, graduated from the University of Nebraska-Lincoln in 1994 with a major in advertising. But getting to where he is now definitely wasn’t a simple task.

“It hasn’t been the traditional road, I guess. Bumpy at times. But fun,” he said. This bumpy road didn’t start with a focus in advertising either.

“I was going to join the Army. ... (But) I thought I’d give college a try. I went to Wayne State College and got kicked out. Not because of academics but other things.”

Haskell then took the road to UNL and met Chuck Piper, then member of the advertising faculty.

Piper’s passion for copywriting rubbed off on Haskell, and he discovered what he wanted to do.

“He is an excellent writer and was a very good advertising student. He has a very engaging personality,” says Piper, now vice president of strategic services at Bailey Lauerma & Associates in Lincoln. “We will e-mail a couple times a week — or three months will go by. If I have something funny to share with him or vice versa or he has something he has done or an award, he’ll keep me posted, and I appreciate that.”

Haskell held several different jobs after graduation, including a job with his friend’s lawn care business and as a car salesman.

“It was just for something to do,” he said. “I really didn’t sell any cars, though, because I was just telling people what a racket it was. So that didn’t really work out.”

Haskell found his way back into advertising by working at several agencies around the state. He eventually moved to Utah where he ran into Tracy Crowell and Crowell Advertising.

“He (Tracy) is an interesting cat. He has a great vision and a good business sense. ... he’s just super honest. There isn’t a client we have that doesn’t appreciate that,” Haskell said.

And their clients love the fact that Crowell Advertising is making a name for itself in the business, not just by winning awards but also by taking a non-traditional approach to advertising.

Two of Crowell’s clients that Haskell works with include Utah Tobacco Prevention and Cessation and the Utah Cancer Action Network. These two clients have serious messages to bring to their audiences, and Crowell has presented those messages in a comical, straightforward and yet successful way. Featuring an escaped lab rat, which is actually a fat man dressed in a rat suit, the Utah Tobacco Prevention & Cessation ad sends the message that people already have enough problems in life and don’t need to add another one by smoking. Haskell is very proud of the ads the agency does for this client. The *Utah Business Magazine* thought the ads were good, too; the magazine voted this campaign the Best Advertising Campaign in Utah.

“(The campaign is) just different. When they first started this smoking thing, other ads were all just about death and preaching about why you shouldn’t smoke. And I was like, ‘I used to smoke, and that won’t work with me,’” Haskell said.

And if a guy in a rat suit doesn’t work for you, maybe a guy in a foam



Courtesy photo

Chip Haskell is the creative director at Crowell Advertising in Salt Lake City, Utah, and a College of Journalism graduate.

sun suit will. The Utah Cancer Action Network’s television ads feature a man walking around in a large yellow foam cutout sun, telling people he meets that he’s giving them skin cancer. Again, this comical approach to the topic has won awards for Crowell and put the agency on the map.

Haskell finds many challenges associated with the work he does. One of these is educating new clients that creativity is the number one key to a successful campaign.

“The only thing that differentiates one agency from another is the caliber of their thinking. Utah is fairly conservative, like Nebraska, but what I find is, smart people are very eager to learn about that, and I’m pretty eager to discuss that with them and work that out creatively. It’s a challenge but a labor of love,” Haskell said.

He credits a lot of his skills and drive to the faculty at the College of Journalism. Giving him guidance and a road map in life, the faculty and advisers shaped him to the person he has become.

As for the future, Haskell said he is spending many sleepless nights thinking about his agency’s latest client, the Utah Snowbears, the new American Basketball Association (ABA) team in Salt Lake City. Educating the audience on what the ABA is all about, having a limited budget and working with a not-so-intimidating name — “Snowbears” — are all emerging challenges with this new client. Trying to make people aware the team exists may be the biggest problem, Haskell said. But he has an idea.

“Right now it borders on a 40-year old Chinese guy as our spokesperson or ABA action figures.”

Insane? Maybe they’re right. □

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Omaha World-Herald

publisher,

First Recipient of

The **RED** *Jala*

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Omaha Hilton

Congratulations to

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N

Susan Gage and Jerry Sass read Truman Capote’s “In Cold Blood,” they watched Richard Brooks’ 1967 movie of the same name and they spent months studying newspaper clips and black and white photographs of the 1959 murders in Holcomb, Kan.

When the University of Nebraska-Lincoln journalism professors took 11 UNL students to Holcomb in October for a depth reporting class, they were almost surprised to find the town in color.

“You sort of get this image in your mind from reading the book and watching the movie,” Gage said. “It’s a much more bright, vivid, lively place.”

Capote’s “In Cold Blood,” a critical and commercial success when it was published in 1966, helped create the bleak image for Gage.

Capote’s narrative journalism chronicled the November 1959 murders of Herbert and Bonnie Clutter and two of their children, Nancy and Kenyon, in the Clutter family home in Holcomb, a small town in southwest Kansas. The family was murdered during an attempted robbery by Perry Smith and Dick Hickock, who were later captured, convicted and executed.

About 45 years after the murders in the Clutter house, Gage and Sass brought UNL students back to scene of the crime to talk to community members, to capture untold stories and to find out the impact of “In Cold Blood” on Holcomb residents.

It was a project that Sass and Gage said they were volunteered for by Will Norton, dean of the College of Journalism and Mass Communications. Both professors said they were excited to lead the project.

Seven reporters, one photographer and three documentary students spent fall break, Oct. 15 through 19, talking to sources and



By JOSH SWARTZLANDER
J Alumni News staff

Photo by Kris Kolden

Students seek answers at scene of the crime

tracking down leads in Holcomb. It was the culmination of a project they had been working on since the beginning of fall semester.

“If anything, I think students would have liked to start earlier,” Gage said.

On Monday morning — two days into the trip — the group went to the former Clutter property. Another family lives in the house,

but the students got to walk around on the land.

Sass said a long, tree-lined lane flanked the property, just as it did 45 years ago. The brick house was still in good shape. Some of the old barns had rotted away; others still stood. Holcomb has grown from a few hundred people to more than 2,000 since 1959, and Sass said the town now comes to the edge of the

former Clutter property.

Bright flowers and an expansive, green yard surrounding the Clutter house contrasted with the dreary images brought to mind by “In Cold Blood,” he said.

The depth-reporting trip began two days earlier on Saturday morning. After a seven-hour car ride through Kansas, the group unpacked at AmericInn Lodge and

Suites in Garden City, Kan., just east of Holcomb.

On Sunday, students conducted group interviews with Holcomb and Garden City residents who had special ties to the murders.

The students talked to a former *Garden City Telegram* reporter whose husband had been the Clutters’ lawyer, a radio reporter who was the first journalist on the scene in 1959 and a woman who lived in Holcomb for 30 years. They also interviewed the attorney who prosecuted Hickock and Smith, current Holcomb high school students and a UNL graduate who works for the *Telegram*.

On Monday, students pursued interviews for their individual stories while Gage and Sass managed a Rubik’s cube of scheduling.

“We got some people who had never talked before,” Gage said, “so it was

worth it.”

One of the people who had never talked to reporters was Bobby Rupp, Nancy Clutter’s boyfriend in 1959 and the last person to see the Clutters alive. Rupp was briefly a suspect in the murders.

Senior news editorial major Melissa Lee interviewed Rupp Monday evening.

“I was so nervous on the way

over,” Lee said. “But he was more open than I thought he would be.”

Lee interviewed Rupp for more than two hours about his emotions after the murders and about the Holcomb community 45 years later.

Gage said the interview provided a morale boost for students.

“In 45 years since the killing, he has never spoken publicly,” Gage said. “It was quite a coup, and it was a great way to end the trip.”

Sass said it was fascinating to see how Holcomb residents dealt with the Clutter murders — and Capote’s famous book that made the murders a tourist attraction — almost half a century after the crime.

He said some members of the community thought “In Cold Blood” had a lasting effect on the community. Others said it did not.

“There’s some truth to both,” Sass said. “Life goes on, but it would be crazy to say Garden City and Holcomb have been unaffected. The way they grapple with it as a community is interesting.”

Sass said pictures of early Holcomb residents covered the walls of a government building in the town. One early leader was missing: Herb Clutter, who was an appointee to the Federal Farm Credit Board under the Dwight Eisenhower administration.

Sass said he thought Holcomb residents didn’t want to mention the killings while some people still had a direct link to them.

“It’s just a missing chapter of the community, which is a shame,” he said.

Chris Bainbridge, a UNL journalism and mass communications graduate student who went on the trip, said that on the surface the 45-year-old murders did not seem to affect Holcomb. But it’s an underlying issue in the community that people have silently agreed not to discuss, he said.

Partly, Bainbridge said, the murders are remembered in Holcomb

and Garden City because people wander into the towns daily to see the Clutter tombstones and to talk to residents about the murders.

“They’re not marketing this at all. The thought has never occurred to them,” Bainbridge said. “But if you drive into town and ask questions, they’ll answer them.”

Gage said she and Sass still find themselves talking about Holcomb.

“We’ve gotten a little obsessed by it,” Gage said. “There are just so many threads to pull at.”

Depth reporting students are still pulling at threads, searching for more sources and more stories about Holcomb. Many of the stories will be published in the *Omaha World-Herald*, Gage said. The group also will create a magazine-formatted publication containing all of the students’ 14 or more stories.

Students are still trying to contact the two surviving Clutter daughters, who had moved out of the family home before the murders, Gage said.

Lee is trying to contact Nancy Clutter’s best friend, who found the bodies 45 years ago.

Bainbridge is working with a group of students to create a documentary about the lasting impact of the Clutter murders and Capote’s “In Cold Blood” on Holcomb and Garden City residents.

Bainbridge said the trip to Kansas was productive for students.

“It was hard work — demanding and exhausting work,” Bainbridge said. “But it was quality work.”

Gage agreed that the trip was a success. Students had fun, and the writing they produce will be competitive journalistically, she said.

“It’s a great group of students, and it’s a fun thing,” Gage said. “It was a blast.” □

French dispel stereotypes for journalism students



Photos by Alyssa Schukar

French citizens held a vigil outside a government ministry building because two French journalists had been kidnapped in Iraq in September.

By **BRITTANY REIDER**
J Alumni News staff

The “rude French” stereotype came tumbling down when UNL students sat in a French woman’s home asking her why she chooses to remain in France while her brother lives in the United States. Her responses and attitude were enlightening and polite, even though they were made through an interpreter. Afterwards, she even invited her interviewers to stay for lunch.

“(Lunch with the French woman) was one of the best meals we had in Paris,” Kristen Hansen, a UNL graduate broadcasting student, said. “The French don’t smile or wave when they see you walk by. They want a reason to talk to you. They’re more personal — not rude.”

From Sept. 2 to 12, four faculty and 11 students got a chance to travel

to Paris, France, for a depth-reporting project.

“I think (the Paris trip) was once-in-a-lifetime opportunity,” said Carrie Johnson, a senior broadcasting student. “It’s an amazing opportunity to have as a college student.”

The trip was designed to produce an in-depth report on the current state of French-American relations. The work the students produce will fill a magazine, produced by news-editorial majors, and will be the basis for a documentary, made by broadcasting majors.

This year also marked the first time all three majors in the college — advertising, broadcasting and news-editorial — were present on a depth reporting trip. Amy Struthers, assistant professor of advertising, and Casey Griffith, a senior advertising major, represented the advertising department and are responsible for marketing and selling both the magazine and documentary.

These depth-reporting projects began when associate professors Joe Starita from news-editorial and Jerry Renaud from broadcasting collaborated on a project five years ago on the Battle of the Little Bighorn. What followed has been a yearly project that gives students an opportunity to showcase their talent and develop their journalistic skills.

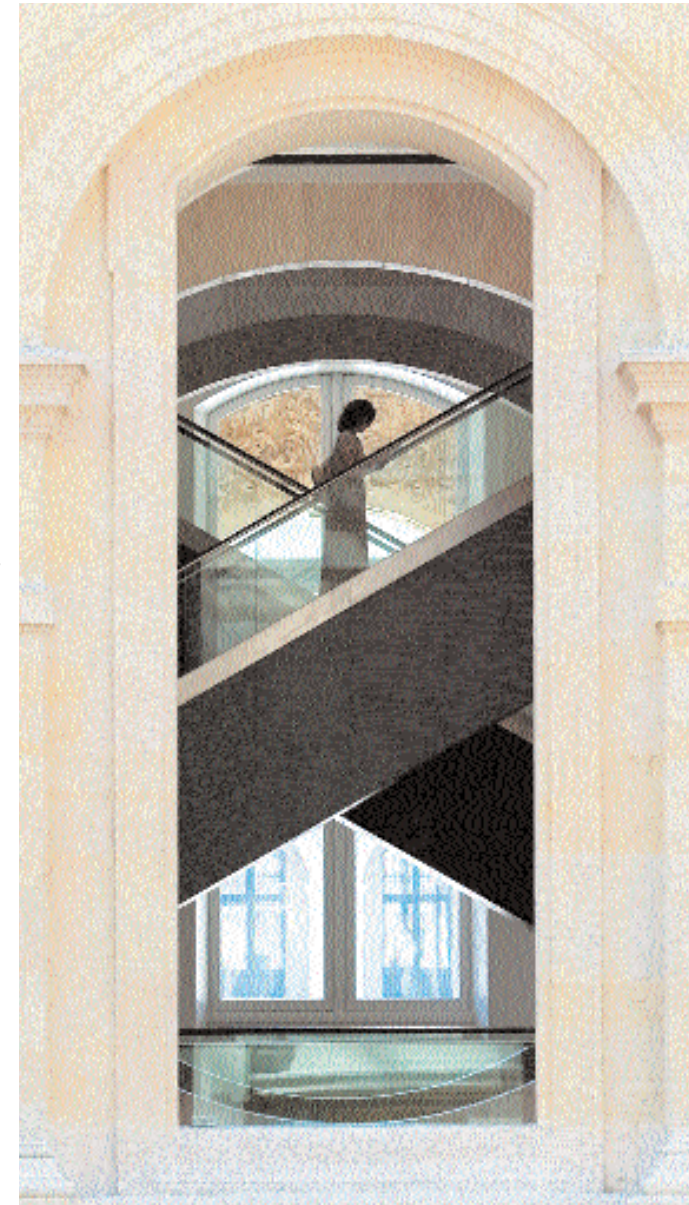
“Working on a documentary in a foreign country looks good on a résumé,” Hansen said. “I hope it gets me a good job!”

To prepare for the trip, students spent six months researching various topics, like the difference between American and French culture and various positions on the war in Iraq. During this time students also lined up in-depth interviews with Parisians.

“We had a chance to see what another culture thought of America,” said Dirk Chatelain, a senior news-editorial major. “It was a more educational 10 days than I could have imagined.”

Once overseas, the students found a typical day filled with group meetings and interviews on all sorts of topics. Rick Alloway, an assistant professor of broadcasting, said the group would stay up very late and get up at 6 a.m. every day. Their mornings began with a group meeting, and then students and faculty would spread out across the city “like cockroaches when the lights flick on.”

Chatelain said a typical day for him consisted of three to four in-depth interviews on various topics,



ABOVE: The Louvre; BELOW: A woman adjusts lace curtains.



beginning at 9 a.m. and continuing until 9 p.m. He said the hard work paid off in the end with the number of valuable experiences the group had.

“(The trip was valuable) I think because it was a challenge, and most of us will never do it again,” he said. “It’s one thing every journalist should aspire to be a part of.”

Despite the long days and hard work, members of the group echoed their appreciation for the time they spent in Paris.

“I’d never been to Europe before; it was all a new experience for me,” Renaud said. “Most of what we thought we were going to find we didn’t at all. We didn’t find one of the typical stereotypes we thought we would. The French aren’t rude.”

The American boycott of French goods when France refused to join the United States to invade Iraq doesn’t anger the French. They even have an interesting outlook on “freedom fries.”

“They’re bemused by it,” Alloway said.

Renaud added, “They just think that’s a hoot!”

Alloway also said the French don’t hate Americans or America. They consider the United States their brother — and while siblings sometimes argue, they’re still brothers, he said.

The trip was largely made possible by money given to the college from outside sources. Renaud said Dean Will Norton Jr. also raised some private funds for the trip, and the students contributed toward their own expenses.

In order to participate in the Paris trip, students needed to be majors in the journalism college. They also had to write a one-page essay detailing their qualifications and why they should be selected to go. Students were chosen based on their abilities. Renaud said faculty were also looking for an interesting mix of people to go.

The students who traveled to Paris in addition to Johnson, Hansen, Chatelain and Griffith included: Kevin Abourezk, news-editorial graduate student; Erin Hilsabeck, Erica Rogers, Rachael Seravalli and Alyssa Schukar and Patti Vannoy, all news-editorial; and Laura Schreier, broadcasting.

Students and staff who traveled to Paris remarked about the beauty of the city and the things they liked about the people they met.

“Paris’ beauty and history were pretty remarkable,” Chatelain said. “It catches your attention.”

Alloway said, “(The students and staff) loved being in Paris. Every little item that’s built architecturally has some sort of flair, but being in Paris was second to talking to Parisians.”

The projects aren’t finished yet, but students and staff are putting in a tremendous amount of time to finish by deadline with what they hope will be an award-winning project.

“This is something Carrie (Johnson), Jerry (Renaud) and I are putting every spare minute to,” Hansen said.

Hansen said the group hoped to have a good rough draft of the documentary by winter break and to finish by late February or early March. These final deadlines coincide with the entry dates for the Academy Awards, Student Emmys and the Hearst journalism competition.

The vast amounts of time required and the difficulty of the project didn’t deter students, however.

“There are so many challenges in life,” Johnson said. “This project just shows you what you’re made of. It’s a culmination of my four years at UNL.”

The students understand the value of an experience like this.

“We could stand in a classroom for three to four years and not pick up the experience of this project,” Chatelain said. ■

Student photographer captures Czech culture



By JOE LOMICKY
J Alumni News staff

Photo by Carina McCormick

The Homolka family, who lives in Wilber, Neb., came from Pelhřimov (Perlimov), a Czech village.

Last spring, Carina McCormick packed her bags, loaded her camera and took a step into an unfamiliar world — the Czech Republic.

When she returned three months later, she brought back a lot more than a love for kolaches. Her 24-photograph exhibit that opened the school year at UNL’s Rotunda Gallery demonstrated not only her skills in photojournalism but also her love for a people.

McCormick, a senior psychology and news-editorial major, said her photography project, which researched the Czech culture and traditions in modern society, started out small but later

widened to incorporate even Nebraska’s Czech capital, Wilber.

“I wanted the project to look at how the younger generations of Czechs view their heritage and culture in today’s world,” she said.

McCormick traveled through 12 Czech communities, taking hundreds of photos.

“The photography wasn’t as difficult as getting used to Czech public transportation,” McCormick said. “I had imagined my travel there would involve a leisurely drive in a rented car, but authenticity was important so I chose to take the bus or train. Fortunately, people there were really nice and helped



Photo by Carina McCormick

A cross adorns a building in the Třebíč (Trebic) city cemetery where Drozda’s ancestors are buried. Joseph Drozda, now 92, of Wilber, Neb., is the last surviving sibling of seven from the Czech Republic.

me out a lot.”

McCormick spent much of her traveling time clutching her Czech-English dictionary. However, taking an introductory Czech class at UNL prior to her trip made a big difference.

“Going there with a basic knowledge of the language really helped my skills improve over the months,” she said. “I did learn that you should never go into another country assuming that everyone speaks English, because they don’t.”

The class opened other doors for McCormick, too, as she met with families from Wilber who would become key components of her project abroad.

McCormick focused on families with roots in the Czech Republic. These families had learned of their

heritage through stories that had been passed down over generations.

“I wanted to take what the families had told me about their heritage and try to display that lifestyle in the photographs. To the Czech people, family life is very important, and I wanted to show that.”

She added that the traditional stereotypes that many associate with Czech society aren’t necessarily true.

“Things are much different there now than what most care to realize,” she said. “Czech civilization hasn’t been frozen in 1890; it’s a very modern world over there.”

McCormick’s photographs include typical family scenes of daily life as well as pictures of churches and cathedrals.

Graduating this May, the senior plans to take her talents to “Teach

for America,” an organization dedicated to eliminating educational inequity in America’s inner city schools.

“The Czech Republic does have a lower standard of living than the U.S.,” she noted. “I learned how to be thrifty, using only what I need. I’d love to do something with my experience and learning instead of letting it lie idle.”

She hopes to go back to the Czech Republic someday, but in the meantime, she’ll put her experience to work in her own country.

“Being over there really made me look at what has value, and in the U.S. there are students in low-income areas that desperately need help,” she said. ■

Students sample the world firsthand

Study abroad takes journalism majors to all corners of the globe

By JILL HAVEKOST
J Alumni News staff

The columns near Memorial Stadium are as close as many UNL students have ever been to Roman architecture. Taco Tuesdays at the Harper-Schramm-Smith cafeteria constitute their most daring experience with food originating in a distant land. And their closest encounter with a foreign culture is a conversation with an Oklahoma Sooner.

Students whose appetites for adventure cannot be satiated by cafeteria tacos often decide to go abroad and see, hear and taste the world for themselves.

Some turn to UNL's International Affairs Office, which offers students a variety of study abroad opportunities in countries from Austria to Australia. Others find their own way to experience the travel channel firsthand.

Three such students are UNL seniors Joshua Fiedler, Tony Gorman and Suzanna Adam. Each returned to Nebraska with new skills as journalists, a broader world perspective and a story to tell.

JOSHUA FIEDLER

If a picture's worth a thousand words, news-editorial major Josh Fiedler could tell a story longer than *War and Peace* with the 5,500 photographs he snapped in Britain, France, the Czech Republic and the Netherlands during the summer of 2004.

Fiedler and his fiancé organized the three-week trip with the help of the most convenient and affordable travel agent available to them: the Internet. After careful planning and

research, the two college students set out to sojourn through several countries.

Fiedler hoped to experience European culture both as a photo-journalist and as a tourist. There were days he worked to hone his artistic vision, such as when he shot a picture of a worn and rusty lock beside a fluttering mass of colored paper in the Czech Republic. He said he thinks the picture captures the essence of communism.

Then there were days when Fiedler sat back with what he calls his "touristy camera" and enjoyed the sights. "Some days," he said, "I wouldn't even take my main camera with me. That's like sacrilege to some photographers."

Fiedler took in many of the typical European attractions: the Eiffel Tower in France, Stonehenge in England, the Prague Castle in the Czech Republic and the canals in Amsterdam. He also visited places off the tourist-beaten path, observing European villages and countryside.

Fiedler conversed with European natives as he trekked across the continent, meeting colorful subway riders and opinionated food vendors. Contrary to the nightly news, "Europeans don't hate Americans," he said. Fiedler found the majority of Europeans to be kind and hospitable. "I've gotten more cold shoulders in Omaha," he said.

When Fiedler returned to the United States, he had a new perspective on the world and the equivalent of 229 rolls of film on his digital camera. The photographer believes both will be helpful in his career. Fiedler's work, including some of his European photographs, was on exhibit at Zen's Martini Bar in Lincoln in December.

TONY GORMAN

Broadcasting and history major Tony Gorman also packed a camera for his two-month South American adventure last summer. He expected he would want lots of pictures of Argentina and Uruguay. He did not expect that Argentina and Uruguay would want lots of pictures of him.

"They thought I was Shaq!" the tall, athletic-looking senior said with a laugh. Gorman even posed for a photograph with a woman and her children in Mar del Plata.

While Argentina was observing Gorman, for two months last summer, he was observing Argentina as a part of the Lexia International, Ronald McNair and UNL Summer Research Programs. Gorman hoped to investigate how Catholicism and the slave trade had influenced Argentinean culture.

While he studied the culture, Gorman also took several classes for college credit, met people from around the world in his dormitory, absorbed the sights and learned about a foreign culture.

Gorman took discs full of pictures to illustrate the story of his trip. He has pictures of stunning Mar del Plata, photographs of the colorful architecture lining the streets of Buenos Aires and a shot of himself smiling with a graceful tango dancer.

Like Fiedler, Gorman was also impressed by the kindness of strangers in a foreign land. The Argentineans were warm, hospitable and patient with Gorman's rough Spanish. Gorman said he felt relatively at ease there. "It was safer than Chicago," he said.

During his trip, Gorman concluded Catholicism had influenced Argentinean culture, though not to the extent he originally thought it

had. He discovered that the slave trade had nothing to do with Argentinean culture, because merchants had founded the country. Gorman also learned about the Argentinean media. "It's much more explicit," he said.

Gorman's experience in Argentina provided him with a broader perspective on the world, changed hypotheses about South America, exposure to another culture's media and experience living abroad. Whether he chooses to go into sportscasting or to become an international reporter, Gorman thinks the experience has prepared him for whatever comes next in his career.

SUZANNA ADAM

News-editorial and English major Suzanna Adam prayed she was prepared before she went to China last summer. She was eager to meet people. She was set to gain a new perspective of the world. She was ready for anything. Anything except the squid.

"The food was a little too alive for me," she said with a smile. But she still loved China.

Adam was surprised by Chinese food and many other aspects of the culture when she visited the country with a UNL organization. While there, she studied the Chinese language, conversed with Chinese students studying English and experienced Chinese culture firsthand.

"It was like another planet," Adam said. She witnessed the flurry of activity in crowded Beijing, watching in surprise as old men with brooms swept the streets. She observed the beauty of the Chinese countryside, taking in the grace of the gently rounded mountains.

The people were also different from what Adam expected. Initially, she thought they were rude. Then she learned the Chinese are distant

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Photo by Josh Fiedler



Photo by Tony Gorman

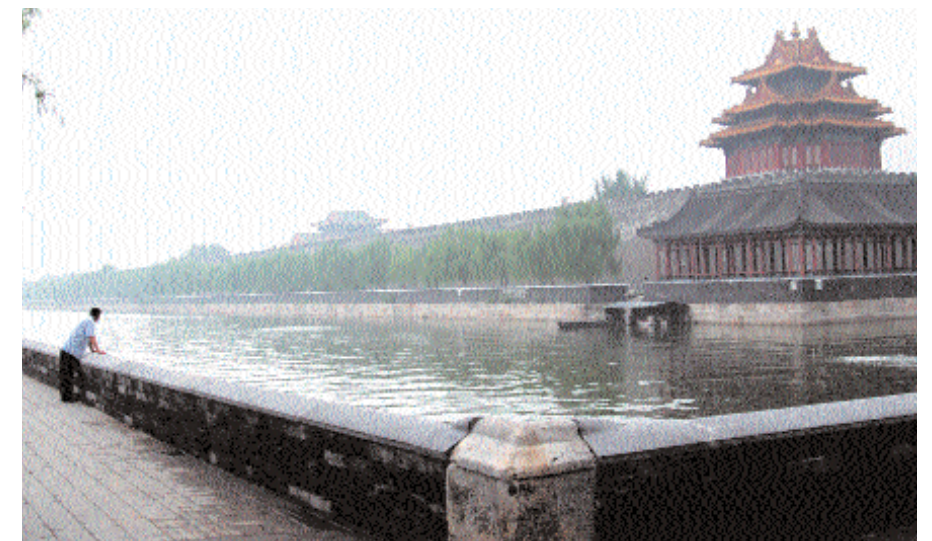


Photo by Suzanna Adam

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with strangers until they get to know them. Once that happens “they would do anything for you,” she said.

The government is not nearly so hospitable. As a journalist, Adam learned “to appreciate the First Amendment.” She watched as the TV went black for several minutes during a CNN broadcast. The Chinese government was censoring a report about SARS. Adam also met a young Chinese woman who wanted to become a journalist not because she wanted to report the truth, Adam said, but because she longed “to know the truth herself.”

Adam found the whole experience eye opening. It gave her new knowledge she believes will help her in her career as a journalist. “I learned more than I thought I would,” she said.

Whether they journey abroad as part of a university program or by other means, many traveling journalism students share Adam’s last sentiment. Christa Joy, director of UNL’s International Affairs Office, also believes study abroad programs help students more than they know.

“Students who travel abroad have doors opened. They can see new opportunities, gain new skills, see how things work in different places. They come back with stories,” she said.

And those stories benefit the rest of Nebraska. When journalism students travel abroad, the experience gives them a window beyond the columns at Memorial Stadium, the cafeteria and Midwest. It gives them a view of the world.

“And what happens in the world,” Joy said, “really does matter.”



Chemistry puts sizzle in advertising campaigns

By SARAH HERMSMEIER
J Alumni News staff

It was a Murphy’s Law situation. “Anything that could go wrong, did go wrong,” said Tyler Grassmeyer, a 2003 graduate of the J school about his senior year experience in the advertising campaigns class.

“We had a girl who was supposed to be doing most of our presentation end up having an emergency appendectomy the day before we were supposed to present. ... We had a computer crash that had our whole plans book on it.”

But, he recalls, “It turned out OK. We had to shuffle around our presentation, but the client (the Nebraska Lewis and Clark Bicentennial Commission) really liked it and ended up using our tagline.”

In fact, the committee went so far as to copyright the tagline, according to Sloane Signal, assistant professor of advertising and a campaigns course instructor.

“The governor wrote a letter to department chair Nancy Mitchell thanking her” for the work the students did, Signal said.

The *Omaha World-Herald* also reported it took only two days for the August 2004 Lewis and Clark Bicentennial festival to surpass its four-day attendance goal of 40,000. While it was not the only factor, the advertising produced by the CoJMC’s campaigns teams most likely affected that outcome. The teams’ efforts are what Signal might call “another feather in the cap,” for the commission, for Grassmeyer and his campaigns team and for the college itself.

So what makes the campaigns courses so successful from year to year? Many of the CoJMC’s advertising faculty think the success of UNL’s capstone advertising course depends

on chemistry.

“It’s about relationships,” said Pam Morris, assistant advertising professor at UNL.

For example, the chemistry among teammates can hold relationships together in crises as big as one vital team member’s emergency appendectomy. The relationships between advertising campaigns students and the college or community can have just as profound an impact, providing “outreach for the university into the community,” Signal said.

And finally, student-client relationships are “largely about chemistry,” according to Rich Bailey, chairman of Bailey Lauerma Marketing/Communications, a local agency.

“The client may forget about strategy and content,” Bailey said, “but they’re concerned about chemistry because the client is always thinking, ‘Do we want to work with these people?’”

For Grassmeyer, building relationships and networking with professionals in the community were some of the greatest things he took from his undergraduate career and his experience as an advertising campaigns student. In fact, it’s what got him a job with one of this semester’s campaigns course clients.

“I got a lot of real world experience,” including leaving classes at UNL for a semester internship in Washington, D.C., Grassmeyer explained.

“I interned for Sen. Hagel in college, and I kept in contact with him,” Grassmeyer said. “Then he got me a job with the White House Commission on Remembrance.”

Last spring, Grassmeyer found a way to link his college experience with his work at the Commission on Remembrance. He approached Mitchell with the proposition that the commission become a client for her campaigns course.



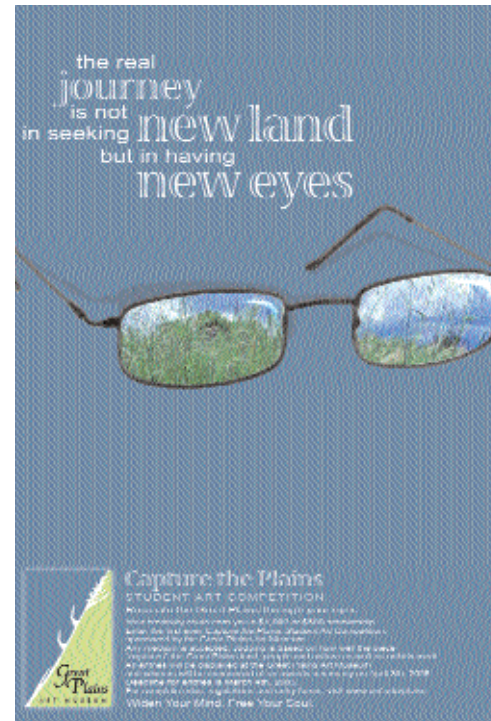
Photo by Luis Peon-Casanova

ABOVE: Students who worked on the White House Commission on Remembrance campaign pose with Dorothy Anderson, fifth from left, of Sen. Hagel’s office. To the right of Anderson is Tyler Grassmeyer, advertising alum and formerly an employee at the White House Commission on Remembrance. Students, from left, are Chelsea Fitch, Annie Deatrich, Jodi Long, Ryan Gross, Dane Lenhard, Nate Custard, J.D. Westering and Becky Mockelman.

AT LEFT: Sloane Signals’ campaigns class developed an art poster for the Great Plains Collection.

BELOW: Frauke Hachtmann’s campaigns’ class developed one of five posters for the Lied Center for Performing Arts.

More than 50 clients have worked with UNL’s campaigns courses since 1991.



“They were lacking any sort of formal media plan or PR plan. They just needed help, but they didn’t have the money to get it professionally done,” he said. “Since it was Sen. Hagel who started the commission, I thought it would be good for the commission to give a little back to Nebraska. I know Nancy’s always looking for clients, and so I took it the next step.”

Mitchell took Grassmeyer up on the offer, setting 20 of her advertising students in motion to develop a cam-

paign for the commission. Student Erynn Herman became account executive for one of the campaigns teams.

“The fact that the White House has chosen a group of students in Nebraska to work on this campaign is very special,” Herman said. “I think it’s also motivational for students here at the university to see us working on a project that will hopefully have a large impact nationally, because I think Nebraskans often feel they’re overlooked.”

Teammate Melissa Stewart, a media director for the campaign, agrees. She says assisting the commission is important, especially to her personally, because so many not-for-profit organizations support worthwhile causes but don’t have a lot of money for publicity.

“It’s great that we’re able to get their name out, get the public involved,” Stewart said. “Our client’s goal is for all Americans across the

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country to stop for the National Moment of Remembrance at 3 p.m. on Memorial Day, and we aim to try to make that goal happen.”

Grassmeyer believes that “if it goes well, it will show to the nation the work that the students in the journalism college at UNL are doing.”

CoJMC faculty members agree that the students’ work, especially work produced for not-for-profit organizations, often has a deep influence on the community.

“It’s outreach for the university into the community, as well as a great learning experience for students,” Mitchell said, “so we try to be very careful in the campaigns clients we select so both the students and the community can benefit from them.” And that is usually what happens.

“Something must be working,” she said.

Mitchell recalls that she used to contact businesses saying, “Here’s what we want to do, and would you be our client?” Now potential clients often call her.

“Our work has certainly begun to speak for itself,” Signal said. “Most of the client requests we get now have come from people who have seen our work or know a client who has worked with us.”

This semester is no different. All three clients — The Great Plains Art Collection, Lied Center for Performing Arts and White House Commission on Remembrance — have decided to work with UNL’s advertising sequence because they “have seen our work or know a client [or student] who has worked with us,” Signal said.

Signal’s campaigns students are currently working with the Great Plains Art Collection. “So many of our clients, because they can’t afford an agency, get communications plans that they can use and often do use in some form,” she said.

Laura Levy, director of audience development and communications

for the Lied Center for Performing Arts, is working with assistant professor Frauke Hachtmann’s students to develop a campaign theme for the Lied Center’s season brochure. Levy said her organization, too, has limited time and resources and looked to the UNL advertising students for help.

“We gave them a good challenge, she said, “and it’s going to be exciting to see the students stretch their minds. We get to see through their eyes what they think we could be doing better.

“So far I have seen great research, information and insight. I see energy, excitement and professionalism in what they’re doing.”

Thanks to Levy and more than 50 clients who have worked with UNL’s campaigns courses since 1991, many of the CoJMC’s advertising students walk away from the course with a real world experience and the knowledge and skills to enter the workforce.

Rich Bailey said, “It (the course) is one of the best potential real world experiences available to ad students today because it does simulate, to the greatest degree possible, what you’ll find in the industry.

“Without giving the students the value of this opportunity in a real world setting, the students wouldn’t be adequately trained when they offer themselves in the job market,” he says.

“In campaigns, what the student puts into it is absolutely what the student gets out of it,” Signal said. “The facilitators are there to give guidance, but it’s the students’ project.”

For Mitchell, the value of this course is that “students get the confidence of knowing how the communications process works ... of knowing that even though you don’t know all of the answers to advertising and public relations, you know how to go about finding those answers.”

Even if the question is how to trouble shoot an emergency appendectomy. □

Persistent ad major gains home field advantage

By RACHEL ENGLAND
J Alumni News staff

Football isn’t always the biggest challenge.

“There had been days so hard that I thought my heart was actually going to explode out of my chest. There were days I had to be hooked up to an I.V. after practice. I lost eight pounds of water in one day from sweating alone. I knew hard work. But Dr. Bender’s mass media law was a different type of hard work. At the University of Nebraska, I didn’t have home field advantage.”

Paul Jarrett had been a starter on the Iowa State football team. After two years of feeling like a game piece, he wanted out. He needed something to stake his future on. He was interested in advertising, but he wanted to do everything right. He wanted to devote as much attention to advertising as he had to football. He wanted to be the best.

As he sat in his first meeting of Iowa State University’s Advertising Club, Jarrett noted everything he heard. Brian Rooney, a fellow student, had come to talk about his summer internship in Los Angeles, where he worked on a campaign for Taco Bell.

“This is what you need to do to get ahead in advertising: study hard; go to Ad Club meetings and soak in everything you hear; get a job with your school paper or somewhere else where you can get real experience and build credibility; then, you’ll be ready for an internship. Shoot high,” the speaker said. Jarrett sat in the front row, taking in every word.

“He might as well have been saying, ‘Paul, this is what you do to get what

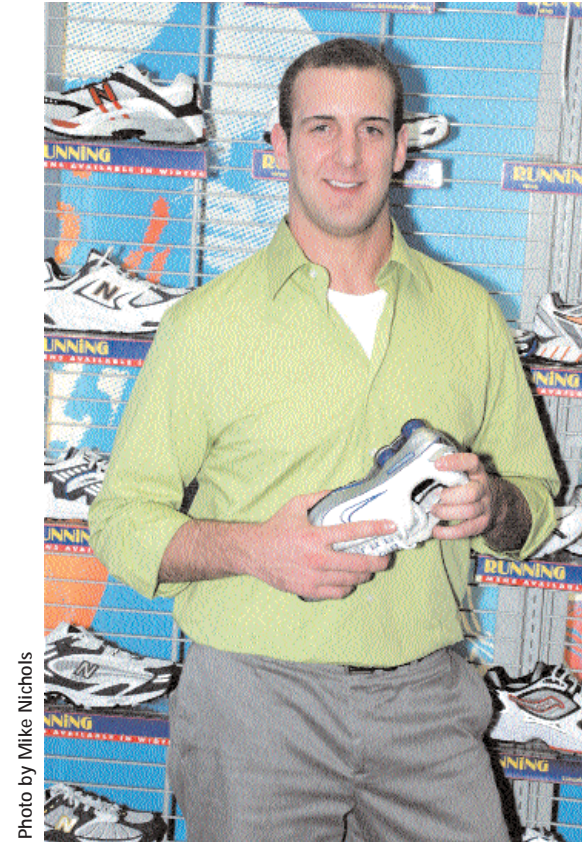


Photo by Mike Nichols

PAUL JARRETT

you want in the business world.” I felt like he was speaking right to me,” Jarrett said.

The next day, he walked into the advertising office of the *Iowa State Daily* newspaper and filled out an application. They responded three months later, offering him a position as an account executive.

If Jarrett were going into advertising, he wanted to do everything as well as he could. He began researching various advertising programs. The Lincoln native was surprised to see that the University of Nebraska-Lincoln’s program was among the best

Jarrett enrolled in the advertising program at UNL, bringing with him a GPA of 2.13.

He was used to hard work, but his first semester at UNL, he put more effort into academics than he ever had. That semester he earned a 3.75 GPA and began to work at the *Daily Nebraskan* as an account exec-

utive in order to build his portfolio. He taught himself software programs during his spare time. When he felt he had enough knowledge, he began to think about internships. He looked online for positions in Nebraska, Arizona and Los Angeles, but he noticed there were more than 300 agencies in New York City. He began to think about what it would take to get an internship in New York, but the concept of a big city was unnerving.

“New York scared me. I had never been farther east than Missouri,” Jarrett said.

He was nervous, but he was driven to succeed. From the American Association of Advertising Agencies’ Web site, Jarrett chose 75 agencies. He began mak-

ing cold calls to each agency. After being refused by the first 15, he realized that he needed a new strategy. He researched the human resources directors at each agency, then called and asked for them directly. When he was able to get through, he asked where to send his résumé.

He created 35 large envelopes out of layers of bubble wrap and filled them with resumes, cover letters and professionally printed work samples. He developed his own brand with a logo, letterhead and business cards. His brand was BBTP, or “Baby Blue Trailer Productions,” and his logo was a cross between a mobile home and the state of Nebraska. He sent out the packages. And waited.

When he hadn’t heard from any company, he began calling them, one by one. Several people remembered his package because it was unusual and had caught their attention. They asked him what the picture on his

logo was. When he told them that it was Nebraska and that was where he was from, they were impressed that someone from such an unfamiliar state was so ambitious.

He told them he was going to be in New York City over his spring break and that he would like to visit them. He got interviews with eight agencies.

Jarrett could not afford to fly into the main airport. He spent his last cents on a plane ticket to Long Island and a three-hour train ride into the center of Manhattan. He spent 30 minutes trying to find his way out of the subway but eventually came out in the middle of Times Square. He found his way to his hotel and stayed up all night studying maps of the city.

That week, Jarrett made it to his interviews at several of the largest, most well-known agencies in the world such as DDB, BBDO and McCann Erickson. He also managed to get seven more interviews by calling agencies, telling them he was in town, and asking if they could meet with him.

He got an interview at Grey Worldwide by sitting downstairs and calling a representative more than 10 times, asking if someone would please just talk to him. When he got inside, he was escorted to an interview room, which had stacks of resumes two feet high lining the walls.

“I didn’t even know that there were that many people in the field, but it made me feel really lucky to even be there,” Jarrett said.

He had rescheduled his interview with a smaller agency, Renegade Marketing Group, in order to interview with the more prestigious Grey Worldwide. After the Grey interview, he realized that he wanted to work in a smaller agency, where he could have more hands-on experience and become familiar with every part of the process.

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The team at Renegade was diverse but had no one with a Midwestern viewpoint. The position paid travel expenses and provided a stipend of \$250 per week; all the other internships he had applied for were unpaid. Jarrett said he had a great interview at Renegade and immediately felt a connection with the team.

When he arrived home in Lincoln, someone from Renegade called to be sure he made it home OK. The firm offered him an internship, and he accepted it the next day.

In New York during the summer, Jarrett paid \$750 a month to sleep on an air mattress in a basement in Queens — a 90 minute subway ride from Renegade on the subway line rated worst in the city. He woke up at 6 a.m. every morning and sometimes didn't get home until 3 a.m. But he said it was worth it.

"Paul was one of the strongest interns that we have worked with. He readily accomplished any assignment given to him. He constantly demonstrated an ability to find a solution on his own," said Trip Hunter, senior vice president, and guerilla services director at Renegade Marketing. "He was always willing to do whatever it took to get the job done."

Jarrett saw every part of the advertising process. He made valuable connections, and he worked as an account executive for Nike. He was offered a position when he graduates.

Experience is important. Internships give students experience not only in copywriting, strategy, event planning, and design but also in persistence, tenacity and just plain hard work. Paul Jarrett took the perseverance he had learned in football, added knowledge and confidence to the equation and had courage to compete on a field not covered with AstroTurf. And win. □

Nebraska ties bring child actor to UNL for college degree

By CAITLIN BALS
J Alumni News staff

Television was an influential part of many a broadcasting student's childhood, but it's a little different for Shawn Toovey. This broadcasting student was not watching television, he was on it.

Toovey, a senior broadcasting major at UNL, played Brian Cooper, Jane Seymour's youngest adopted son on the television show "Dr. Quinn: Medicine Woman."

"Dr. Quinn," set in the 1860s, was about a refined female doctor who moved to a frontier town in Colorado to start her own medical practice. She adopted three children after their mother died of a rattlesnake bite in the pilot episode. The show ran from 1993 to 1998.

Toovey got his start in the entertainment business while shopping at Gap Kids in San Antonio at age 5. He was approached about being a freeze model in the store window. He enjoyed modeling, and it led him to audition for television movies. He acted in three or four.

Toovey and his parents spent 10 days in Los Angeles, going to auditions during the pilot season in 1991. On his last day in Los Angeles, he heard that he had earned his part on "Dr. Quinn."

The Toovey family decided to move to Los Angeles where the show was filmed even though no one knew for sure that the show would be picked up for the next season. Jim Toovey, Shawn's father, said, "We took a chance."

Child actors could be on the set nine-and-a-half hours a day with three hours allotted for school work. Toovey and the other child actors shared a tutor on the set. As the children got older, they had two tutors, one for Spanish and language arts and



the other for science and math. Toovey graduated from high school at the age of 15 in 1998 during the last season of "Dr. Quinn."

California law requires a parent or guardian to be on the set with child actors at all times. However, Jim said that Cynthia Toovey, Shawn's mother, would have gone with him anyway.

Besides getting to know the cast of the show, Toovey also met a variety of other Hollywood personalities when they appeared as guest stars on "Dr. Quinn." Johnny Cash and his wife, June Carter Cash, guest starred a few times on the show. Toovey said he remembered Mrs. Cash as "one of the nicest ladies I've ever met."

He said he was "big into Star Trek at the time," so he enjoyed meeting Denise Crosby, who played Tasha Yar on "Star Trek," though he said "it's kind of nerdy."

Some members of the cast watched the episodes when they ran for the first time, though Toovey said he tries not to watch them now. "We were so cheesy," he said.

Toovey said he really enjoyed his time on "Dr. Quinn," and after six years, the cast was kind of like a family. "Everybody was a lot of fun to



Photo by Mike Nichols

Broadcasting major Shawn Toovey played Jane Seymour's youngest adopted son, Brian, on the television show "Dr. Quinn: Medicine Woman." The show ran from 1993 to 1998.

work with," he said. "We had a really good time."

Even though "Dr. Quinn" was cancelled in 1998, the Toovey family stayed in Los Angeles until 2000. During those years, Toovey filmed three commercials and a "Dr. Quinn" television movie. After moving back to Lincoln, he also filmed a Pepsi commercial that aired during the 2001 Super Bowl.

Toovey's parents decided to move back to Lincoln because their son had been away from his grandparents, who live in Seward, most of his life, and he was going to begin college at UNL.

Toovey said he decided to study at the university because he was born in Lincoln and had always wanted to come back. "Once a Husker, always a Husker," Shawn's dad said.

Toovey was home schooled before he got into acting and never attended a traditional school before college. That meant he missed out on many activities that are part of a high school experience.

"If I could change one thing about it, I would have liked to have played



Photos courtesy Shawn Toovey/"Dr. Quinn: Medicine Woman"

sports, especially football," Toovey said. On balance, though, the benefits of his acting career outweighed what he might have missed out on had he gone to school like a traditional child, he said.

Even so, "coming to college was quite a shock," he said.

When he came to the university, Toovey started in general studies. He took an acting class at the university but didn't like it because theater was so different from the screen acting he had been accustomed to.

He switched to film studies the first two weeks of his sophomore year, took a broadcasting class as part of film studies and discovered he enjoyed it.

His role on "Dr. Quinn" didn't necessarily point him in the direction of broadcasting, he said. But his acting experience fostered an interest in the entertainment business, which helps him now, he said.

Professors at UNL confirmed Toovey's interest in broadcasting and his eagerness to learn.

"He is a real unassuming, hard-working young man who blends into

the program," Rick Alloway said. Alloway is an assistant professor of broadcasting and has been Toovey's teacher and academic adviser. Toovey has a "real thirst for information, knowledge and skills," he said.

He is "amazingly unaffected" by his acting career, Alloway said. Though Toovey doesn't call attention to his TV experience, he is willing to answer technical questions about how things were done on the set.

Trina Creighton, a broadcasting instructor, said Toovey is very low key. Creighton said she wouldn't have known about his acting role at all if other students hadn't brought it up.

With graduation approaching in May, Toovey is focusing his attention on his schoolwork and his job as a production assistant at Lincoln's Channel 10/11. Though he is not doing any acting right now, he plans to move back to Los Angeles after he graduates to pursue acting again.

Whether it is behind the scenes or in front of the camera, Toovey said he would like to work in entertainment. The television influence continues. □

UNL students help with credibility study

By MARY KAY QUINLAN AND GLORIA BUCCO

Fifteen College of Journalism and Mass Communications students got a unique peek at the newspaper industry last spring when they worked as interviewers for the Associated Press Managing Editors (APME) Credibility Roundtables Project.

The students, including freshmen through seniors in all three CoJMC majors, conducted in-depth telephone surveys with editors at 94 newspapers that had sponsored community roundtable discussions aimed at improving newspaper credibility.

What they found was eye opening. Editors said the roundtables led them to:

- focus on improving accuracy of names, street addresses and basic facts;

- expand sources to reflect all elements of the community;

- handle corrections in a more straightforward manner;

- improve efforts to provide community background for young, entry-level reporters who form the ever-changing backbone of small newsrooms.

The APME launched its Credibility Roundtables Project in 2001 with support from the Ford Foundation as a way to investigate reasons for declining public confidence in newspapers and to test ways to address public concerns about newspaper accuracy, fairness and values.

Using trained group leaders and a roundtable discussion format, newspapers invited select community members to talk about specific issues of local concern, ranging from minor-

ity coverage, crime and safety issues, education and youth concerns to environmental and growth topics and general credibility of the media.

By late 2003, APME project leaders sought to assess the effectiveness of the roundtables. *Omaha World-Herald* managing editor Deanna Sands, then APME's president-elect, suggested UNL's journalism college might provide the manpower to conduct such a study, which an APME consultant designed. CoJMC lecturer Mary Kay Quinlan and graduate assistant Gloria Bucco agreed to supervise the project and write the final report.

The 15 student interviewers were selected from a pool of nearly 50 applicants. Two more students were added later to enter survey data. The students conducted the interviews from late January through the end of February.

More than half of the newspapers surveyed had circulations of 60,000 or less, and most of the rest had circulations of less than 200,000. The students discovered that editors are so busy and often so focused on the day-to-day work of supervising their newsrooms that they had little time to reflect on the long-term implications of their credibility roundtables.

While the roundtables themselves often served more to reinforce existing policies or practices, such as having reader representatives serve on editorial boards, nearly three-fourths of the editors said the community discussions led to significant changes in the everyday practice of journalism in their newsrooms.

Those changes often took the form of:

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Dick Chapin endows fund for students interested in broadcasting

Voice of the Huskers says Chapin is the father of his career

By REBECCA MATULKA
J Alumni News staff

“Don’t expect what you don’t inspect” is the motto that helped Dick Chapin become a prominent figure in broadcasting.

For Chapin that meant inspecting the radio stations he managed every 10 days to make sure they were running up to par.

Chapin spent 51 years of his life working in the broadcasting industry. Now he wants to help further broadcasting students’ interest in the field in which he made his living.

This year Chapin began a \$75,000 endowment for scholarships for broadcasting students interested in the sales and the management side of broadcasting. He also gave \$25,000 to the College of Journalism and Mass Communications for two display cases, which will hold historic broadcast equipment in the J.C. Seacrest Lecture Hall.

“For years the broadcast industry in general has tried to focus on content and not on the business side,” said Rick Alloway, a UNL broadcasting professor. Yet UNL has been on the cutting edge because for the last 30 years it has provided business classes for broadcast majors, Alloway said. Chapin told Alloway the college was offering the right kinds of classes to help train and



Photo courtesy Lincoln Journal Star

RICHARD CHAPIN

mold students into professionals.

When Chapin was the president of Stuart Enterprises of Lincoln, which owned radio stations, newspapers and an outdoor advertising company, he said he was always looking for good salesmen because they are always in demand. He also said most broadcasting students don’t realize there is just as much money, if not more, to be made in the sales side of the business than in front of the camera. That is why he hopes to get more students interested in business aspects of broadcasting.

Chapin himself didn’t start off in broadcasting. He was a graduate of the College of Business Administration in 1946. He then went on to work for the Chamber of Commerce, first in Iowa and then in Lincoln.

In March 1953, Chapin began working for Stuart Enterprises at KFOR as a salesman. He was also responsible for sales for Stuart Enterprises’ television station KFOR. Within nine months, Chapin took over as manager of KFOR. As manager, he decided to sell KFOR-TV, which was the only VHF television station in U.S. history to go dark.

“Chapin is a unique individual in that he got into the radio business at

its lowest ebb, when TV was coming into its own,” said Roger Larson, who works for Wells Fargo in community relations and is also a longtime friend of Chapin’s. Most people thought the invention of the TV spelled the end of radio, Larson said.

From 1957 to 1974, Chapin bought seven radio stations for Stuart Enterprises and helped start Imperial Outdoor Advertising. Chapin also acquired two newspapers, in 1966 and 1967. During this time, Chapin was also named president of Stuart Enterprises.

In 1985, DKM bought out Stuart Enterprises, and Chapin stayed on for a year as president. But when DKM Broadcasting Corporation of Atlanta began to break up what Chapin had created, he chose, at the age of 62, to go on to a new venture as a media broker. Now he is co-owner of five radio stations, one of which he and his partner are in the process of selling.

Chapin has seen plenty of changes in the radio business. In the 1990s, the change was from local ownership to ownership by large corporations whose stock is publicly traded.

“[Large corporations] have eliminated much of localism, which is the

foundation of radio,” Chapin said. They have gotten rid of the competition, which makes radio better, and now local radio stations simply retransmit programs distributed by satellite, he said.

The many changes to the industry did not stop Chapin from leaving a prominent mark. He held numerous offices for his contributions to the broadcasting field. In 1956 and 1979 he was elected the president of Nebraska Broadcasting Association, making him one of the few who has served two terms as president of the association. He was also inducted into the NBA’s Hall of Fame in 1972, not only for his contributions to the industry but also in recognition of the people he has positively influenced. Until a year ago, Chapin was the only person to have been elected chairman of both the National Association of Broadcasters and the National Advertising Bureau.

In 1974, Chapin received the National Association of Broadcasters’ Distinguished Service Award, the industry’s highest award and also the award he is most proud of.

Chapin is also considered one of the 75 people who have made a difference in radio for the FCC deregulation movement he instigated in a speech to Nebraska broadcasters. After the speech, Chapin and Dean Burch, then the chairman of the FCC, set up a committee to look at the FCC’s rules. As a result, the FCC removed more than 500 old-fashioned rules. Chapin was also responsible for moving the NAB convention to Las Vegas, which helped NAB make its highest profit to date.

Marty Riemenschneider, the president and executive director of Nebraska Broadcasters Association, said, “[Chapin] ran an extremely successful organization with Stuart Broadcasting and was recognized all across the industry as one who ran a tight ship, hired good people and drove profits to the bottom line.”

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- reemphasizing accuracy;
- seeking news sources outside the mainstream of government and politics;
- being more responsive to the needs and sensitivities of diverse groups.

Nearly 90 percent of the editors, however, said the credibility roundtables did not lead them to hire more staff to address any of the issues community members highlighted or serve as reader advocates or ombudsmen. Budgetary constraints across the board prevented such staff increases, the editors said.

The survey also found that lack of time, energy, staff and money prevented nearly two-thirds of the news organizations from scheduling additional community roundtable sessions. In cases where the editor leading the roundtable effort had left the paper, no one picked up the ball, and the roundtable never happened or nothing came of it after its main champion was gone.

In their responses to open-ended questions, many editors were candid about their papers' shortcomings and praised the structured listening sessions with readers as a first step toward improving credibility.

Repeatedly, many editors said, readers stressed concerns about newspaper inaccuracy, reliance on a limited range of sources and insufficient background in stories.

The survey report said those recurring reader comments raise worrisome questions about inattention to the meat and potatoes of daily journalism.

"When and why did journalists stray from journalism basics?" the final report asks. "Did we become lazy? Were we just too busy with projects we considered more important? Did we lack the proper training? Or was it a combination of all three?"

"It is a sad state of affairs when meetings with the public force jour-

nalists to return to the fundamentals of the profession. Yet survey responses stress this result again and again."

The editors' insights — or, occasionally, lack thereof — were not lost on the student surveyors.

"These roundtables were a very good start to holding news organizations accountable to the public, which perhaps one day can raise the reputation of journalists and the journalism profession," freshman Michele Brown, a news-editorial major, wrote in a summary of her experience as a project interviewer.

"I think that there was a general openness on the part of participants ... to really listen and not take a defensive stance on what community members had to say," she added.

Freshman Adam Drey said the editors he interviewed described their roundtable experiences as ranging from "total reconsideration of how to present the news to unhelpful and obnoxious community members to complete no-shows due to blizzards and other unexplainables."

All the students said they valued the professional growth they gained from participating in the APME survey.

Senior news-editorial major Patrick Smith commented: "My overall experience with the survey project was great. I found it very enlightening to speak to the actual editors who will become my bosses and colleagues in a year. Learning about their issues, problems and concerns, straight from the horse's mouth, was invaluable."

The students also clearly perceived the importance of the APME Credibility Roundtables effort, as advertising major Joanna Gerken noted:

"Overall, this is a valuable project that causes newspapers and their staffs to look at themselves with a critical eye and remember the reason that they are in the business in the first place."



Press freedom is essential

Dean Will Norton joined several American media executives who visited Tokyo, Japan, in November. On Nov. 19, the American delegation joined Japanese media leaders for a dinner at the home of Howard H. Baker Jr., U.S. Ambassador to Japan. The following remarks were prepared for Ambassador Baker's welcome to his visitors.

My friends, as you may know, this year we observe and celebrate the 150th anniversary of official relations between our two great countries. We have been through good times and bad, and after the darkest period of our relationship I believe we can say that the modern friendship between us started in September 1945 at that famous first meeting between General MacArthur and the Showa Emperor, which took place in the living room where we were just gathered.

The growth of our friendship since 1945 is a remarkable story. America

Dean Will Norton; Malcolm Kirschenbaum, Freedom Forum board member; Kirschenbaum's son Joshua; and Al Neuharth, Freedom Forum founder.

and Japan have been, and still are, very different places. Why, then, have Japan and America grown so close? I've told President Bush, and I will repeat to you, that it is not an exaggeration to say that Japan and America are closer than any other two great powers in the world.

There are probably a thousand reasons why that is so, but I'm going to suggest one that we should all think about. We have perhaps the most efficient and effective participatory democracies in the world.

Real democracy means a structure of government that honestly tries to hear what people have to say and to translate popular opinion into useful public policy. Both of our nations do this to a remarkable degree. We fight, debate, quarrel and disagree — but at the end of the day, in the polling place or in the halls of our elected representatives, we reach a solution and establish a policy. A policy is great not just because it is right but because it represents the distilled genius of our peoples. A vital democratic system is, in my view, the greatest asset of both our countries. We should cherish it.

Underlying the democratic systems in both countries is a great, diverse, and free press. To paraphrase Thomas Jefferson, if I had to choose the most important of our constitutional liberties, I would choose the freedom of the press.

For many years now, Al Neuharth and The Freedom Forum have defended press freedom and the fundamental human right of the free flow of ideas and information in our own country and around the world. Now The Freedom Forum is engaged in building a marvelous embodiment of these ideals in steel and glass on Pennsylvania Avenue in Washington, "America's Main Street."

The new "Newseum" under construction in the heart of our capital — the symbolic center of our democracy — will be much more than a monument. It will educate young people around the world about the importance of a free press, promote free and unfettered access to information and defend the rights and safety of journalists everywhere. This grand project deserves the interest and support of all of us, and I commend it to you.

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Chapin jokingly said he always ran a benevolent dictatorship, always demanding perfection from his staff. All he ever asked of his employees was that they work to their full potential, which helped give many people a chance to grow, he said.

It was Chapin's dedication to excellence that helped him give many people their start in the broadcasting industry. One of those was Jim Rose, now the voice of the Huskers and also the morning man on KFAB in Omaha.

"I am convinced that I wouldn't be in this career without Dick," Rose said. "He is the guy that I owe everything to and is the father of my career."

Helping people get their start is one of the things that Chapin has enjoyed most throughout his career. He said his networking has paid off and helped him make contacts all over the North American continent. It is with these contacts that Chapin helped many up-and-coming broadcasters get jobs that led to successful careers.

Chapin loves the broadcasting business because it has kept him young. He said he is always associating with younger people, which rejuvenates his enthusiasm.

Even Larson notices that effect.

"He still comes to work every-day at the age of 81, is physically active and known and respected throughout the industry," Larson said.

"Dick is held in the high esteem, not only in Nebraska radio, but nationally," Riemenschneider said. "He's seen it all, done it all ... and has achieved legendary status in the industry."

Yet, Chapin doesn't feel he is a legend. Instead he just said, "I like the business, and I like what I did and it paid off. If you've lived long enough and done a few things, they consider you legendary."



ADVERTISING

Frauke Hachtmann presented a paper at the European Studies Conference on Oct. 14 in Omaha. The conference in an interdisciplinary gathering of scholars to exchange many different perspectives on the present, past and future of the European Continent. She presented the paper, titled “Gender Differences and Similarities between German and American Students’ Perceptions of Social Values as Depicted in Print Ads,” in a session called “Perspectives on Media and Education.”

Phyllis Larsen presented a research paper on “Integration of Advertising and Public Relations: a 2004 Status Report of Educator Perceptions” at the 2004 AEJMC conference in Toronto. She was one of two UNL faculty members nominated by students to become distinguished members of the National Society of Collegiate Scholars. Larsen was invited to speak at a number of meetings including the International Public Relations Society of America conference in New York City where she made a presentation on environmental scanning, a workshop called “Fine Tuning Your PR Approach” to the Human Services Federation of Lincoln and several presentations on ethics at Nebraska PRSA chapter meetings in Omaha.

Nancy Mitchell was elected vice chair of the Academic Planning Committee for the UNL campus. Next year she will chair the committee, which formulates and recommends to the Academic Senate, to colleges and to the chancellor goals for UNL in education, research and service. She also participated in an accrediting visit to Southeast Missouri State University during the fall semester.

Sloane Signal, assistant professor of advertising, coordinated and pre-

sented a panel at the 2004 People of Color in Predominantly White Institutions conference. The panel, Multicultural Faculty and the Challenges they face from Students and Administration: A Multiracial Perspective, identified stereotypes and challenges multiracial faculty face from students and administrators, including an examination of ways to effectively deal with these stereotypes and challenges. The panel also addressed how all faculty of color can work to bring these issues to the forefront and change the perceptions of students and administrators. CoJMC photojournalism lecturer **Luis Peón-Casanova** and Michele Foss Ph.D. of San Joaquin Delta College were also on the panel.

Signal and **Hachtmann**, both assistant professors of advertising, co-coordinated and presented a general ses-

sion during the 2004 Nebraska International Multicultural Exchange Conference. Conference organizers had to add more seats to accommodate the number of students and faculty who came to their presentation, Global and Multicultural Stereotypes in Student Work: Challenges Mass Media Educators Face in Higher Education. This presentation addressed how communication educators can help students move from targeting diverse audiences in the United States to communicating effectively with other cultures abroad.

The presentation featured a showcase of advertisements that ran in the United States and abroad, identifying blunt stereotypes. Signal and Hachtmann also discussed examples from their classrooms, examining ways communication educators can help students avoid these stereotypes.

Hull recognized for numerous contributions to broadcasting

By **STEPHANIE MARTIN**
J Alumni News staff

Broadcasting hasn’t been just a career for Ron Hull. It’s been a calling, a calling that has made him one of the most successful broadcasters in the history of Nebraska. That success was recognized last fall as he was inducted into the Nebraska Broadcasters Association Hall of Fame.

Forty-nine years ago, Hull came to Lincoln for a fresh start at a brand new television station.

“I did not find Nebraska; Nebraska found me,” Hull said.

He came to Nebraska thinking he would only stay a year at Nebraska’s new educational television station but found that his chances with the new station gave him the opportunities he had been looking for.

His first job at NET was as a producer/director for educational programming just 13 months after the Channel 12 sign-on. He became the production director of NET in 1958 and eventually the program manager in 1961.

Hull’s career allowed him to meet and get to know people like Nebraska authors Mari Sandoz and John Neihardt. He said the two have provided constant inspiration throughout his career. Hull said he was also inspired by Willa Cather and believed people could relate to many of the characters she wrote about.

“These people write about values that make for great civilizations,” Hull said. The motivation he has received from all three writers has given him a different view not only on his career but also on his life.

In 1976, Hull became a professor at the J school where he

Moderating the panel was CoJMC photojournalism lecturer **Luis Peón-Casanova**.

Last summer, Signal had a faculty seed grant funded in the amount of \$5,000. Working with a team of faculty members from both UNL campuses, this group is planning to use the seed grant money to prepare a \$600,000 funding request to the National Science Foundation’s Partnerships for Innovation program.

The project will facilitate entrepreneurial innovation in rural Nebraska, and team members will conduct interdisciplinary research drawing upon concepts embodied in human behavior, organizational change and entrepreneurship and leadership.

Additional outcomes include journal articles, development of educational materials and course modules

and presentations to peers, policy makers, and the people of the state.

BROADCASTING

Rick Alloway was part of the depth report delegation to Paris in September; his tasks included providing daily audio feeds back to the United States for use by local radio stations, providing support for the video production students and gathering material for an audio documentary.

He also worked with graduate assistant Neal Obermeyer to implement automated operation for radio station KRNU-FM. The automation will aid in continued operation over breaks in the academic calendar and will allow the station to begin 24/7 operation on a regular basis in 2005.

Alloway began serving a three-year term as the UNL Academic Senate rep for the broadcasting faculty.

Alloway continues to be a frequent guest on Kent Pavelka’s morning show on 1290 KKAR in Omaha as Pavelka’s electronic media contributor. He was the featured media source in a Nov. 7 L. Kent Wolgamott story in the *Lincoln Journal Star* discussing winners and losers following the November presidential elections. Alloway’s a cappella radio show, “Vocal Chords,” broadcast every Friday from 8 to 10 a.m. on KRNU, enters its 10th year in 2005. The Lincoln a cappella women’s trio Baby Needs Shoes chose the show to premiere its new holiday CD on Dec. 3.

Pete Mayeux completed a few freelance magazine articles last summer to

believes localized television can benefit a state tremendously.

“The small voice is often excluded,” Hull said. “Right now, public television and radio are more important in our country than they have ever been.”

Hull hopes NET will continue to grow in the future by providing outstanding programming at all levels.

Larry Walklin, a broadcasting professor at UNL and chairman of the NBA Hall of Fame, said, “Ron Hull has had a long career and has been at the heart of public service projects in Nebraska. He is a person who has had great influence over a long period of time.”

Walklin said the NBA award is prestigious because it is given to only two people each year. Walklin said Hull deserved the award because he sustained a remarkable career over nearly half a century.

The calling that brought Hull to Lincoln in 1955 led to far more than just a career. Much about Nebraska’s rich history of public television is due to the passion and devotion of Ron Hull.



Photo courtesy Nebraska Broadcasters Association

Ron Hull, Jack McBride and Rod Bates of NETV pose for a photo.

taught until he took a leave of absence in 1982 to become the director of the program fund for the Corporation for Public Broadcasting in Washington, D.C.

In 1999, through a Fulbright grant, Hull had the opportunity to share the knowledge gained from years of broadcasting experience with students in Taiwan. He taught a

graduate-level course in International Broadcasting at National Chengchi University.

“My experience in Taiwan taught me that we are so much more similar than we are different,” Hull said of his students at Chengchi University.

Hull’s experiences in broadcasting have led him to some philosophical reflections. For one thing, he

keep his reporting skills current and to develop freelance writing opportunities for the time after he retires from UNL in mid-2005.

A two-part feature on the current status and future plans of Nebraska rural health care ran in the October and November 2004 editions of *Rural Electric Nebraskan*, distributed to about 18-thousand Nebraska homes.

Toastmaster magazine is set to publish a feature story about the four-minute men, a unit in the Committee on Public Information that gave four-minute motivational speeches during reel changes in movie theaters during World War I. Toastmasters Inc. is an international public speaking and communications organization.

Hemispheres, the on-board flight magazine for United Airlines, has requested a short piece on the possible demise of pay phones in airports and a short item on music and movie piracy regulations and rulings and how they may affect the business community.

Jerry Renaud traveled with several other faculty and students to Paris, France, in September to work on a depth report and documentary about Franco/American relations during the past 200 years. The documentary should air sometime next spring.

Renaud made a presentation with several students to the Omaha Press Club in October about the college's trip to Cuba and showed the award winning documentary "Cuba: Illogical Temple." He also made a presentation with other faculty and students to a group of Nebraska high school honor students about the college of Journalism and Mass Communications about the trips to Cuba and France.

He was honored in November by the UNL chapter of the national Mortar Board Society as a person who inspires students in and out of the classroom. **Larry Walklin** has been spending time at the Nebraska State

Historical Society and the *Lincoln Journal Star* library, investigating the origins and development of journalism and mass communications education at NU. Walklin was interviewed on camera for a news report about the resignation of Dan Rather from the CBS evening news anchor position. The interview was part of the ten o'clock news on KOLN/KGIN (CBS affiliate) Lincoln/Grand Island.

NEWS-EDITORIAL

Charlyne Berens is part of the UNL Speaker's Bureau this fall. She has spoken to civic groups about freedom of expression, the Nebraska Unicameral and the media today. In mid November, she spoke about the Nebraska Unicameral to newly elected state senators as part of their orientation to the Legislature. Her book, *One House: the Unicameral's Progressive Vision for Nebraska*, was published early this year by the University of Nebraska Press. She continues to work on a political

biography of Nebraska Sen. Chuck Hagel. She and **Jerry Sass** traveled to Princeton, N.J., in December to select the Dow Jones Newspaper Fund editing interns who will come to UNL in May for a two-week editing bootcamp before they spend the summer on sports copy desks at newspapers around the nation.

Carolyn Johnsen joined the faculty in fall. She taught a small group of students in a new science writing class during fall semester. Thanks to promotional work by **Amy Struthers'** and **Stacy James'** advertising students, the class is filled to capacity for spring semester. Selected science-writing students will produce an in-depth report on water issues in the Platte River basin.

Johnsen is also working with IANR faculty to plan the second annual conference on water law, policy and science to be held at UNL on April 7 and 8. In addition to scientists and policymakers, two prominent journalists have agreed to speak at the conference: Jim Detjen, director of the Knight Center for

Environmental Journalism at Michigan State; and Ed Marston, former editor of the *High Country News*.

In October, Johnsen attended the national conference of the Society of Environmental Journalists in Pittsburgh, where four stories she reported and produced for the Nebraska Public Radio Network, her former employer, won second place in environmental reporting in the small-market (broadcast) category.

Luis Peon-Casanova and a group of students spent time during the summer creating an equipment checkout room in the basement of Andersen Hall. He also worked with Carina McCormick, helping her to produce a photo exhibition at the Student Union.

He conducted a Photoshop workshop for more than 30 high school students at the Nebraska High School Press Association convention during the fall break and coordinated student entries in the annual Hearst photojournalism competition. He participated as

a presenter in two lectures during the Nebraska International Multicultural Conference 2004: Early Childhood Education and People of Color in Predominantly White Institutions.

Peon-Casanova also helped organize and host the visit of Brazilian photographer Antonio Quaresma, who presented his work to the college's photo classes.

Jerry Sass was honored in November by the UNL Black Masque chapter of the national Mortar Board Society as a person who inspires students in and out of the classroom. He and **Charlyne Berens** traveled to Princeton, N.J., in December to select the Dow Jones Newspaper Fund editing interns who will come to UNL in May for a two-week editing bootcamp before they spend the summer on sports copy desks at newspapers around the nation.

Joe Starita helped organize and supervise an in-depth reporting trip to Paris in September involving 10 journalism students. He is editing 21 stories the

group produced that will comprise an 84-page, full-color magazine examining the current state of Franco-American relations. He also coordinates the National Hearst Student Writing Competitions, in which Nebraska was in second place as of press time. In October, he gave the keynote address on "the art of writing" to top editors of Des Moines-based *Midwest Living* at their annual retreat.



Mortar Board honors faculty

Three J school faculty were named Mortar Board Muses in October. **Stacy James**, advertising, **Jerry Renaud**, broadcasting, and **Jerry Sass**, news-editorial, were honored by the student honor society as inspiring teachers and mentors.

James said the recognition was the nicest and most significant teaching award she has ever received.

James was nominated by Mortar Board member Aaron Eske, Renaud by Carrie Johnson and Sass by Suzanna Adam. All three were "tapped" during class time by robed and masked members of the UNL Mortar Board chapter.

The three were honored at a special dinner in November at the University of Nebraska State Museum at Elephant Hall. Each student spoke about the faculty member he or she had nominated as a "muse." Each honored faculty member received a unique sculpture commemorating the honor.

Renaud added that, for a teacher, an award that comes from students is more meaningful than anything that may be given by peers. "To be told you have inspired someone is just terrific," he said. "That's what we're here for."

Sass joined the faculty in January 2004 and said he was surprised to be honored by students after being at UNL such a short time. "I knew I made the right choice to come here to begin with, but something like that just cements it," he said.

Of the 26 members of Mortar Board, six are journalism majors.

College responds to media with changes to curriculum

By **CRAIG WAGNER**
J Alumni News staff

Journalism students and faculty are crawling through a new curriculum this year on their way to an easy walk into the future.

The college changed its curriculum as of fall semester 2004 to keep pace with today's converging media, creating coursework that does some blending of the three traditional sequences.

The primary change was the addition of three freshman courses all three majors share: an introductory course called principles of mass media; a basic writing course; and a visual literacy course.

"In the mass media, things have been changing, with a lot more con-

vergence," said Charlyne Berens, news-ed sequence head, "which I think was brought on by the Internet. Newspapers want to put stories on the Web with pictures and then audio and video. Now a reporter may be asked to write for the Web and also do a story for TV or radio" in addition to the traditional newspaper story.

Faculty wanted students to be familiar with what goes on in all the mass media.

"That was the biggest reason," Berens said, "and really the only reason. We hadn't changed the curriculum in a long time."

The core curriculum hadn't been restructured for more than 15 years, although adjustments had been made over time. For example, 10 years ago the number of hours required in the

major rose from 27 to 35. This time the changes faculty considered were more radical.

"The impetus was the desire to get a more converged set of courses," said Michael Goff, interim assistant dean, "so we'd prepare people to cross the lines from one major to another, with a broader base of experience."

Convergence refers to the increasing relationships developing among print, broadcast and online media. Convergence is the result of both media consolidation and the increasing attempts to reach audiences across traditional boundaries.

For example, relationships may develop between a local television station and newspaper because they are both owned by a parent company or because they realize each has a strength that can be shared to the other's benefit. Journalism schools across the country have adopted curriculum changes to prepare students for this changing professional land-

scape.

Though the UNL changes were not recommended by the accreditation review the college underwent last spring, accreditation made changing easier. Accreditation requirements changed several years ago, lowering hours needed outside the college from 90 to 80. Suddenly the college had the ability to add journalism classes.

After looking at Columbia University, Syracuse University, the University of Missouri and others that had blended their curriculums, faculty decided it was time to adapt the approach for UNL. A potential problem, however, was that many schools had found convergence weakened their curriculum.

"So we didn't want to do it until we were confident we did it right," Goff said. "You don't want to short-change what you've already been able to accomplish just to add new skills."

The faculty met repeatedly over a year and a half, working out new

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course descriptions and syllabi. In the end, each sequence added a total of five classes and did some restructuring. After a little more retooling, the majors will require 41 hours for graduation, Goff said.

“We believe we don’t lose anything from the former strength of the major but do in fact gain something,” Goff said.

The new curriculum is still specialized, Berens said, only now students also will have a greater knowledge of what goes on in other areas. Students will undergo a curriculum akin to cross-training, acquiring more varied skills than the previous curriculum allowed.

In addition, the new curriculum opens the college to incoming students in a way the old curriculum did not: immediately. Freshmen will now take the three 100-level courses during their first year at UNL.

“The other driving factor was that people didn’t start on their major until they were sophomores,” Goff said. “This will help connect them to the program and give them a jump start on their major.” The three courses give students a chance to experience each element of the media industry.

The three courses replace the traditional introductory courses to each sequence. The writing course focuses on narrative writing and solid grammar, composing essays and not news stories. The introductory class focuses on history and background and the “what happens day-to-day” of the various types of mass media. And the visual literacy class deals with design principles and theory with students doing print graphics and applications toward video graphics.

“Everyone is learning how to communicate ideas,” Berens said. “Everyone needs to know these concepts.”

After the three 100-level courses, all students will take the new information gathering course.

“It’s about being a skeptical consumer of information — skeptical, not cynical,” said Amy Struthers, an assistant professor in advertising and the instructor for the course. “Skeptical means asking, ‘What do I know, and how do I know it?’”

The traditional student newspaper *The Journalist*, will be renamed and refashioned, featuring more in-depth stories. Advanced reporting became beat reporting. The history of mass media course became an elective.

A new sophomore-level hands-on visual and aural literacy class was added, which all broadcasting and news-ed students will be required to take.

For the broadcasting major, the biggest change is the split into two tracks: news or production.

“We discovered some people were not interested in news but were creative and wanted to work in video,” said broadcasting professor Jerry Renaud. They wanted to make commercials or corporate and music videos or work in the film industry.

Broadcasting students on the news-track now take another writing course: the traditionally print-oriented beginning reporting class.

“We’re trying to create classes for the news-track student so people graduating will have better writing and reporting skills and more opportunities to produce news packages to be on the air so they are better trained when they look for jobs,” Renaud said.

All broadcasting students will take the same sophomore-level visual and aural literacy course as news-ed students, featuring more technical training.

Advertising did not change its

curriculum as drastically but focused instead on retooling current classes.

“The emphasis is on strategic communication rather than advertising and public relations as distinct areas,” said advertising professor Nancy Mitchell. “Now it is an integrated communications concept.”

For the advertising student, restructured classes bring in stronger research. The former intro to advertising class has been combined with promotional writing to form a course focusing on learning through lecture and skills training. A communications graphics course specifically for advertising majors also was added.

The current changes are part of the ongoing adaptation of the college to its time. Since 1894, when the first journalism class was taught at UNL, classes have evolved as the media have become more specialized. News-ed courses emerged from the English department in the 1920s. Advertising

was associated with the business college, and broadcasting cooperated with the speech department until both moved to the journalism department in the 1960s.

With 893 students currently enrolled in the journalism college, some have had problems trying to adjust to new requirements. Faculty and administrators have been trying to help students make the change from the old to the new curriculum, being sure no one falls through the cracks. It has made for some creative planning — and a few panicky moments.

But in return, UNL journalism graduates will be armed with tools to take part in and shape the future.

“We’re optimistic this will end up being a stronger program than we had before,” Goff said. “Bottom line is we hope it will make our people more competitive come graduation.”



alumni notes

2004

Kate Cadwallader is marketing coordinator for Omnium Worldwide in Omaha. The firm works with Ayres Kahler to brand different cost containment and recovery services. During her college years, she was marketing intern for the university’s director of marketing.

Rebecca Johnson, Gretna, is a marketing assistant with Artisan Creed Inc., in Lincoln. She modeled in Miami Beach, Fla., for Elite Model Management during the spring of 2004. She has been involved in Heartland Big Brothers Big Sisters for two years.

2003

Margaret Behm, Bellevue, was married on Sept. 25 to Jerod Stamp of Bellevue. She works as a staff writer for the *Bellevue Leader* newspaper.

Bryna Keenaghan, Richmond, Va., is attending graduate school at Virginia Commonwealth University.

Davina Leezer, Lincoln, is a sales assistant for Fox 4 and 17, Pappas Telecasting of Central Nebraska in Lincoln.

Dana Sayler, Lincoln, is marketing coordinator for Nebraska Athletic Marketing at UNL.

Rachel Venrick, San Francisco, Calif., works with the luxury suites for the Oakland Raiders of the National Football League.

2002

Andrew Bein produces the 11 p.m. news show at WDTN-TV in Dayton, Ohio. He says he loves producing the show because it’s the biggest, most challenging and highest rated show of the day at WDTN. It’s the best show for me because it really lets me unleash my creative ability.” Before joining WDTN, Bein was the 6 p.m. producer at WCIA in Champaign, Ill., for about 18 months.

Sarah Claus, Milwaukee, Wis., is the Blue and Gold Athletic Scholar-

ship Fund intern at Marquette University.

Mary Friesen, Lincoln, was promoted in August to director of media buying and director of the HobbyTown USA national convention. In her new position, she directs all media planning and buying for more than 175 HobbyTown USA stores nationwide and coordinates the HobbyTown USA national convention. She was HobbyTown’s advertising media planner prior to the promotion.

Anna Shirin Hornecker, Kirchberg, Tirol, Austria, is a marketing assistant with Bergbahn Kitzbuehel in Kitzbuehel.

Erica Ramaekers, Omaha, works in account service for Resource Communications Group in Omaha.

2001

Jennifer Beale, Omaha, is office manager and promotions director for Galyans Sports and Outdoors

in Omaha.

2000

Lane Hickenbottom, Sheridan, Wyo., is a staff photographer for the *Sheridan Press*.

1999

Katie Schwalm Dixon, Cambridge-shire, United Kingdom, is a commercial sponsorship coordinator for the U.S. Air Force -RAF Mildenhall. She also sometimes writes stories for the base newspaper.

Jessica Fargen began a new job as a general assignment reporter for the *Boston Herald* on Dec. 7, 2004. She had been a reporter at *The Patriot Ledger* in Quincy, Mass., about 10 miles south of Boston, since August 2000.

Jennifer McCarthy, Chicago, is promotions producer for the “Oprah Winfrey Show.”

Jenni Schmidt, LaVista, works in senior ad production for The

alumni notes

Knot in Omaha.

1998

Joe Biesterfeld, Overland Park, Kan., is a DVD specialist with IBT Media in Merriam, Kan.

Paula Lavigne, Rowlett, Texas, is a reporter/data analyst for the *Dallas Morning News*.

Andrew Strnad, Waukesha, Wis., is an associate counsel with U.S. Bancorp, Quasar Distributors, LLC, in Milwaukee. He graduated from Marquette University Law School in 2003 and is in-house counsel in the mutual fund industry.

1997

Aaron Boumstein, Omaha, is vice president for operations at ABE in Omaha.

Rob Novak, Brooklyn, N.Y., is an account supervisor with CooperDirect Advertising in New York City.

Mark Smith, who earned the M.A. at the UNL J school in 1997, has completed his coursework for the Ph.D. at the University of Missouri-Columbia. He is teaching at Stephens College in Columbia.

1996

Jason Gildow earned a doctor of philosophy degree in English from UNL in August 2004. His dissertation was titled “Origin and Adaptation of the Medieval Theban Narrative from Gildas to Shakes-peare.”

Tudor Lewis, Omaha, is a digital color specialist at Oriental Trading Company, Inc., Omaha.

1995

Sherri Neall Barnwell, Crofton, Md., is director of admissions at the Catholic High School of Baltimore.

Peggy Moyer Connot was promoted to the media relations manager position at The Schwan Food Company in Marshall, Minn., in

January 2004. The move to a corporate public relations career follows eight years in the television broadcasting business.

Jeff and DeDra Robb, both December 1995 graduates, are parents of a baby boy. Owen Clark Robb was born June 12, 2004, in Omaha, joining big sister Isabel Grace Robb. DeDra is a former copy editor at the *Omaha World-Herald*. Jeff is reporter/team leader for the *World-Herald's* community team.

Jeffrey Willett earned a doctor of philosophy degree in sociology from UNL in August 2004. His dissertation was titled "The Effects of Disability Onset Age, Disability Onset Type and the Perception of Disability on Depression."

1994

Patricia M. Robidoux, Lincoln, earned a master's degree in legal studies from UNL in May 2004.

Pamela Hess Simons, Littleton, Colo., is a marketing specialist at the American Water Works Association in Denver. She handles promotions for the association's specialty conferences and educational programs. She is married to another UNL grad, Brad Simons. They have two daughters: Lindsey and Avery.

1993

Stephen Davis, Houston, Texas, is a news photographer with KTRK-TV in Houston.

Chuck Green, Lincoln, is marketing communications editor for Information Technology Inc., Lincoln. ITI is the nation's leading provider of banking software and services with \$3 billion in annual revenue.

1992

Julia Dean, Los Angeles, was featured on a segment of National Public Radio's "Day to Day" last July. The story focused on a photo exhibit Dean organized about child labor around the globe. The exhibit was called "Child Labor and the Global

Village: Photography for Social Change."

Jeffrey DeLong, Lincoln, is creative director at Digital IMS Inc. in Lincoln. He is 2004-05 president of the Advertising Federation of Lincoln and second lieutenant governor for the 9th District American Advertising Federation. He is also vice chair for technology on the National ADDY Committee of the AAF. He was named Ad Pro of the Year in 2003 for his service to the Advertising Federation of Lincoln and also received an award for distinguished service to the national federation.

Steve Hill has returned to UNL to serve as the college's representative at the University of Nebraska Foundation. Hill spent five years working as a reporter and copy editor and another five years working in communications at the University of Washington. He earned a master's in English from Colorado State University. Hill and his wife, Susie Wilson, have a 2-year-old son, Owen.

1990

Jami Sharp, Lincoln, is an art director at Swanson Russell Associates in Lincoln.

1988

Michael Losee is marketing manager for the Lincoln advertising agency Snitily Carr. He was recently named to the Saint Monica's Behavioral Health Services for Women board of directors. He also serves on steering committees for the Lancaster County Substance Abuse Action Coalition and Diabetes Prevention Coalition and recently was guest lecturer on social marketing at the Boston University School of Public Health "Join Together" Summit. He earned the M.A. in mass communications in 2000.

Dara Troutman began work in December as senior associate to the president of the University of Nebraska system. She will manage the operations of the president's office for J.B. Milliken, who became

NU's president in summer 2004. She had most recently worked as assistant general manager for communications at Nebraska Educational Telecommunications.

1984

Sheila Hyland, Pittsburgh, Pa., is news anchor for the 10 p.m. news at WPGH-TV Fox 54 in Pittsburgh and was named managing editor at the station last summer. She began her career at NTV in Kearney and spent several years at KWTW-TV in Oklahoma City. She spent 10 years as weekend anchor/reporter at WTAE-TV, the Pittsburgh ABC affiliate, before joining WPGH. She also is the spokeswoman for the Early Learning Institute and the Allegheny County Mental Health Association and works with the March of Dimes, the Kidney Foundation of Western Pennsylvania, the Women's Center and Shelter of Greater Pittsburgh and Every Child Inc. She and her husband, Rob, have two children, Jackie and Jake.

Mona Koppelman Smith, Brooklyn, N.Y., is the author of "Becoming Something: the Story of Canada Lee," a biography of one of America's greatest black actors. The book, published by Faber & Faber in August 2004, is dedicated to Bud Pagel, news-editorial professor emeritus.

Canada Lee became a star in Orson Welles' 1942 Broadway production of "Native Son" and later appeared in films like Alfred Hitchcock's "Lifeboat" and the original "Cry, the Beloved Country," filmed in South Africa. A tireless civil rights activist, the actor was blacklisted in 1949 after he was wrongly denounced as a Communist during an espionage trial. He continued to fight for civil rights until 1952, when he died in dishonor and penury at age 45.

Smith is also a playwright, and her works for the stage have been produced in theaters in New York and California. Smith holds an MFA

in theater/playwriting from Columbia University.

1983

Russ Jankovitz, Springfield, Mo., is production director for Midwest Family Broadcast Group, a four-station cluster, in southwest Missouri. In June of 2004, he won a first place Missouri Broadcasters Association Award, medium market radio, for his creative radio advertising writing and production. This was his fourth such award in the last five years. He also started his own audio production company in January 2003. Audio Builders Creativeworks specializes in the creation of audio for radio and TV along with telephone on-hold marketing, narration for industrial videos and creative script writing. His Web site is www.audiobuilderscreativeworks.com.

1982

Jill Nispell Boullion, Houston, Texas, was honored by the Federation of Houston Professional Women as a 2004 Woman of Excellence. She is past president of her sponsoring organization, the American Business Women's Association Greenspoint Chapter. She graduated in 2004 from Leadership North Houston and was selected as "most enthusiastic leader" by her classmates. She is employed by Boullion Graphics.

1981

Kris Gallagher is a part-time internal consultant in marketing communications and university relations at DePaul University in Chicago. After graduation, she spent about a year as a reporter with the *Wichita Eagle-Beacon*, then joined the public relations team of a Wichita hospital, spending the next 15 years in health care public relations and marketing.

She earned a master of management degree from Northwestern University before becoming director of marketing at DePaul. She received five international marketing communications awards along the way. In

1999 she negotiated her current role in which she supports the alumni magazine, employee newsletter, Internet communications, student recruitment and athletic marketing. The part-time arrangement allows her to spend several days a week with her 3- and 5-year-old sons.

1980

Marcia Du Pree Heywood was appointed in January 2003 as director of marketing, communications and promotions for Woodmen Financial Services, a wholly-owned subsidiary of Woodmen of the World Life Insurance Society, located in Omaha. She began her career at Woodmen in 1992, serving as public relations and advertising manager prior to her appointment to Woodmen Financial Services. Woodmen Financial Services offers mutual funds, 529 college savings plans and the Woodmen variable annuity for long-term investment programs.

Kimberly Larsen, Elk Grove, Calif., is a physician who works for Kaiser Permanente in Stockton, Calif. After working in journalism and technical writing for many years, she earned the M.D. from the University of Nebraska Medical Center in 1998 and finished her residency in psychiatry in 2002. She and her husband live in Elk Grove, Calif., near Sacramento. Their daughter is a student at Northwest Missouri State University.

1977

Gary Lee Wergin, 49, died Nov. 4, 2004, at home in Windsor Heights, Iowa. He was born in Lincoln and grew up in Beatrice. He was a distinguished farm broadcaster who received many awards throughout his career for his service and commitment to agriculture. In 1999, he was named Farm Broadcaster of the Year by the National Association of Farm Broadcasters. He was a member of Gloria Dei Lutheran Church and the NAFB and was an assistant Boy Scout Leader. He is survived by his wife, Amy, a daughter and a son as well as

his parents, siblings and friends. Gary is also survived by many aunts, uncles and cousins in Nebraska and Iowa.

1973

Stephen J. Brennan, Ph.D, has developed the Success Factors Scales®, an on-line, scientific self-assessment tool designed specifically to measure the level of strength of 10 psychological traits that college recruiters identify as critical to know during the recruiting process. Information can be accessed on the web at www.successfactorsscales.com.

Barbara Chaney, San Francisco, is employed by Sedgwick, Detert, Moran and Arnold in San Francisco.

1972

Nancy Carter, Minneapolis, Minn., is Richard M. Schulze Chair in Entrepreneurship at the University of St. Thomas. She was on leave as of last fall to serve as vice president of research at Catalyst Inc. in New York City. Catalyst is a nonprofit research and advisory organization working to advance women in business. It has offices in New York, San Jose and Toronto. Carter recently co-wrote *Clearing the Hurdles: Women Leading High-Growth Businesses*, published by Financial Times Prentice-Hall, and edited *The Handbook of Entrepreneurial Dynamics: The Process of Business Creation*, published by Sage.

1971

Andrea Wood Cranford, Lincoln, formerly director of communications at the NU Alumni Association, has been named executive director for communications.



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cojmc@unlnotes.unl.edu

Blog: How to earn 16 credit hours of foreign language in one semester

By KURT KUENNING AND KATE DISCHLER

These journalism students studying in Brazil have created a blog to document their experiences. Several installments follow.

We are not going to tell you that studying abroad is easy, because in a lot of ways it's not. It is difficult to leave family, friends and everything that you have grown accustomed to in the United States for four months. We can't describe everything in one simple blog so we will try to group

things accordingly. Here's our first installment: "When in Brazil do as the Brazilians ..."

WHEN IN BRAZIL, GO TO CLASS.

Education is the top priority for the majority of the population. The job market here is very competitive with few options; therefore, it seems that everyone is studying to be a doctor, dentist or lawyer. It starts in high school with the "Vestibular," a test similar to our ACT/SAT only a lot more difficult and competitive. This test determines whether or not a person will go to a public or private university. In Treeing the public (federally funded) university is the most sought after. Not only is it completely free for the student, but it also offers a better education. The private colleges aren't bad, but the quality of teachers at the federal level is higher. It is very rare for students to work until after graduation. School is con-

sidered to be their "job," and they spend the majority of their free time during the week and weekend studying.

So how do American's study when in Brazil? We (there are only three of us) are scheduled to have class from 8 a.m. to noon Monday through Friday; however, it usually turns out to be 8:30 a.m. to 11:30 a.m. with a good 45 minute break. (This is what we call Brazilian time; we will discuss this in a later installment). Our class structure is based on five subject areas of Portuguese culture: writing, reading, conversation and grammar. We will take two exams and will give one presentation over the entire duration of the course. We are rarely given homework, and what we are given takes no more than 15 minutes to complete. The real learning comes outside of class, which we will touch on later.

Second installment:

WHEN YOU'RE IN BRAZIL, YOU HAVE A LOT OF TIME TO KILL.

Time is something that you have a lot of here in Brazil. For us Americans, this is not what I would call the "real world." We don't have work, a hectic class schedule, errands to run, extra meetings or projects to prepare for.

Someone cooks, cleans and does our laundry for us. Class ends around noon every day, followed by a very large lunch — the main meal of the day. After that, the day is pretty much ours to do with as we please. Usually, we take a nap, go to the gym, surf the Internet for hours, read or attempt to watch T.V. in Portuguese. We have proven that people can stare at any T.V. regardless of whether they understand what is being said.

We can participate in lots of classes for cheap as well, everything from learning the art of Brazilian cooking to

learning Capoeira. Capoeira is dance/martial arts game that began with the slaves. Farmers would fight the slaves for entertainment but would not let the slaves practice before hand. The slaves created "Capoeira" as a way to practice their moves to music so it would appear as if they were only dancing. Capoeira is as popular here as karate or dance lessons are in the States.

At first it was difficult to adapt to this slow-paced way of life, but you get used to it after a while. The weekend days consist of sleeping in or heading downtown to shop before it gets too hot. Shopping, of course, is followed by a large lunch, a nap and maybe a trip to the air-conditioned mall. Since almost everything besides the movie theater and restaurants is closed on Sundays, many people save their trips to the pool or time for a friendly barbecue or relaxing until

then. Although each family has a different Sunday ritual, mine normally consists of church on Sunday night, followed by pizza and then a rented movie.

Since we are discussing time, it is only fair to talk about what we call "Brazilian time." This is an internal clock that almost everyone develops while in country. When on "Brazilian time," you are not officially late until you are an hour past due. If you are having a get-together, it is wise to tell the guests the time of arrival is an hour before the actual time you want them there. It is rare to see clocks on the walls or a watch on the wrist, and calendars are basically unheard of.

This "Brazilian time" took some getting used to, but I'd say we are adjusting just fine. We just might have a problem, though, when we return the fast-paced busy life of the United States.

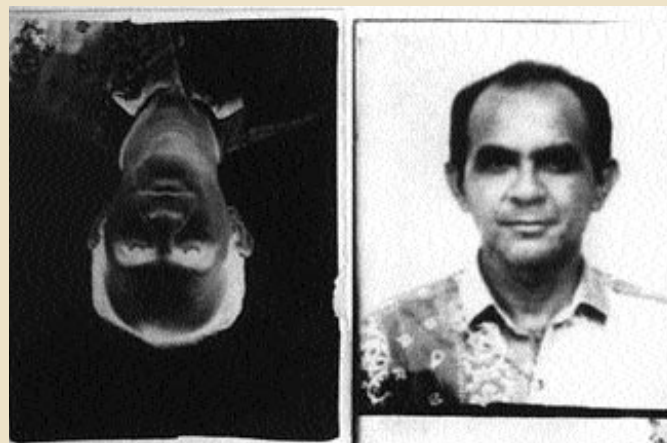


Brazilian communicates his world through images

By MICHAEL PAULSEN
J Alumni News staff

Brazilian fine arts photographer Antonio Quaresma shared his life's work with Lincoln through a series of cultural exchanges arranged by the organization Partners of the Americas.

While visiting the United States in November, Quaresma lectured to students at the University of Nebraska-Lincoln, acted as an artist in residence at the Lincoln Public Schools' Arts and Humanities Focus Program and presented a photography exhibit titled "Time and Identity-Part 1" at the



ANTONIO QUARESMA

Burkholder Project Gallery. Originally from Campo Maior, Piaui, Brazil, Quaresma said his work is reflective of his life, demonstrating his interaction and connection with

the world.

"My intent is to make photographic images not only function as reference points but also to make them trigger a process of recall," Quaresma said.

Quaresma's exhibit consists of a series of images depicting an old portrait photographer who uses traditional techniques of photography to make his living in the streets of Brazil. Quaresma prints several of these images on aluminum-based photographic paper, changing the composition of the image to black and silver rather than the conventional black and white.

For the last 23 years, Quaresma has been a professor in the art department at the Federal University of Piaui in Brazil. He operates his own professional photography studio, specializing in advertising and portraiture, while also managing a gallery where he offers photography workshops.

Quaresma's photographs have been featured in private collections and institutions in Portugal, France, Germany and Brazil. He is scheduled to display an exhibition of his work in Paris, France, and Cassino Esotril, Portugal, in the coming year.

The artist's visit to Nebraska was sponsored by the local chapter of Partners of the Americas, which is dedicated to small-scale community-based projects that promote economic and human development. The organization links North American states with Latin American and Caribbean countries to promote goodwill, international understanding and sustainable development among citizens.



Abigail Gage Sass was born Sept. 16, 2004, to news-ed faculty members Jerry Sass and Susan Gage. Abigail has visited the college regularly since her birth and will be ready for a copy editing internship in the near future.

New Amateur Radio Club growing

Since organizing in spring 2004, the UNL Amateur Radio Club actively recruited members during the fall semester and has met once each month. Guest speakers during the fall included Art Zygiebaum, who spoke about GPS technology, and Charlie Conner, who talked about how to build and use radios for 10 GHz from junk box items.

Members have talked to people from all over the United States and the world from the club's home in the fourth-floor penthouse of Andersen Hall.

Club members have participated in a few different amateur radio contests, including an ARRL VHF contest in September in which members talked to several states across the Midwest. Later the same month, they took part in a Collegiate HF contest and talked to 41 states, 3 Canadian provinces and one country outside the United States. During a DX contest in October, members talked to 73 different countries. They also participated in the November Sweepstakes Contest.

The club is working with the UNL Police Department about providing future emergency and event communication for the university system.

J school students, alumni part of Cather Circle

The Nebraska Alumni Association's Cather Circle, a mentoring network for alumnae and women students at UNL, added 43 students and 22 alumnae to its ranks in fall.

Laine Norton, a sophomore advertising major, is among the new student members.

Journalism alumnae who were added include **Andrea Wood Cranford** (1971), Lincoln; **Donna Kush** (1991) and **Cella Quinn** (1971), both Omaha; **Mary Fastenau** (1980), Honolulu, Hawaii.

J school makes its mark in Hearst competitions

UNL journalism students placed in the first round of Hearst competition in every category.

In the print competition, **Dirk Chatelain** took third place in feature stories, and **Lincoln Arneal** placed 13th. The combined points put UNL in first place nationally in the print division.

In photography, **Alyssa Schukar** placed 16th with her portfolio consisting of feature and personality profile photos.

In broadcasting, **Melissa Fry** placed ninth and **Cody Thomas** 19th in the radio competition.

CoJMC students earn Ad Federation scholarships

Brian Hernandez and **Michael Kuhl** received scholarships in November from the Advertising Federation of Lincoln.

Hernandez, a freshman news-ed and broadcasting major, received the AFL Cultural Diversity Scholarship.

Kuhl, an advertising major, received the Pam Holloway-Eiche Memorial Scholarship.

Five journalism students chosen as Dow Jones interns

Five news-editorial majors have been chosen to work as copy editors at newspapers around the nation next summer as part of the Dow Jones Newspaper Fund's internship program.

Sarah Connolly will work on the sports desk at the *St. Paul Pioneer Press*. Students who will work on copy desks and their newspapers are: **Laura Meerkatz**, *The Standard-Times*, New Bedford, Mass.; **Amanda Edwards**, *The Denver Post*; **Matt Savener**, the *Press-Republican*, Plattsburgh, N.Y.; **Sarah Albright**, *The Commercial Appeal*, Memphis, Tenn.

News-ed grad receives first Traves Scholarship

Patrick Smith, who graduated in December, was named the first Edward Traves Scholar through the Dow Jones Newspaper Fund's news copy editing internship program.

The \$1,000 award is named for Dr. Edward Traves, a journalism professor at Temple University, who has directed Temple's editing residency for the Dow Jones Newspaper Fund since 1968.

Smith was chosen for Dow Jones editing internship in 2004 and spent his two-week residency at Temple. He spent the summer as a copy editor at *The New York Times News Service*. He started work in January as a copy editor at *The Des Moines Register*.

Traves said he chose Smith for the first award because Smith performed well at the residency in Philadelphia as well as during the summer internship.

"I have no doubt Patrick will be heard from in the future," Traves told the Newspaper Fund. "He's off to a great start at *The Des Moines Register*." □



90.3 KRNU celebrates its 35th anniversary this year. Students practice in the KRNU studio before going on air Feb. 23, 1970.

Letter to the editor

I'd like to add a topic to Jerry Ceppos' excellent list of ethical discussions that should be held in journalism classes. What should new graduates do when they believe their supervisor is being willfully unethical?

My first job after graduation was as a general assignment reporter. One of my beats was the city transit system, which was beset by the classic cycle of underfunding and service cuts. It became clear to me that the problems were beyond the

control of any one individual, including the transit administrator. I incorporated these greater issues in my stories about city transit meetings and tried to be even-handed and factual in my reporting.

The city editor would have none of it. He had decided that the transit administrator was incompetent and routinely rewrote my stories to cast him in a bad light, changing quotes and omitting key information. While the editor had monitored the transit situation for longer than I had, many of his changes were clearly unfair and misleading. When I protested, he told me that as editor, he was in control of my copy.

Other than insisting that my byline not appear on these stories,

I did not know what to do. I became increasingly ashamed to face my transit sources. I quit the paper in disgust after about 10 months, an extreme move for a recent grad. The transit administrator was fired shortly afterward.

I have to believe that your new graduates, filled with the ideals of accuracy and objectivity, face even worse as they enter today's sordid, ratings-driven newsrooms. Let's teach them how they can reform the system from within, even as lowly new hires, rather than leaving the field to the ethically bankrupt.

Kris Gallagher, '81
Oak Park, Ill.



Photo courtesy Jerry Renaud

James C. and Rhonda Seacrest (front row, seated) donated \$1 million dollars to the NU Foundation to endow a fund to encourage and retain valued faculty in the College of Journalism and Mass Communications and in the College of Business Administration. A number of faculty joined the Seacrests in December to celebrate the creation of Seacrest Fellowships to benefit the college. Faculty are (from left) Dean Will Norton, Charlyne Berens, Jerry Renaud, Jerry Sass and Susan Gage.

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