The University of Nebraska-Lincoln does not discriminate based on gender, age, disability, race, color, religion, marital status, veteran’s status, national or ethnic origin or sexual orientation.

**CONTENTS**

Cover
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.

4 Seeds in Ethiopia
Carolyn Johnsen
Advertising success leads Morris to UNL

“Life will never be the same” sees journalists as stewards
combines skepticism with curiosity

UNL Mortar Board chapter
J school joins forces with Ethiopians, Norwegians

Deanna Sands
writes on media credibility

40 Seeds in Ethiopia

Dean Seeds are planted in Ethiopia
Carolyn Johnsen
Advertising success leads Morris to UNL

“Life will never be the same” sees journalists as stewards
combines skepticism with curiosity

UNL Mortar Board chapter
J school joins forces with Ethiopians, Norwegians

Deanna Sands
writes on media credibility

40 Seeds in Ethiopia

Dean Seeds are planted in Ethiopia
Carolyn Johnsen
Advertising success leads Morris to UNL

“Life will never be the same” sees journalists as stewards
combines skepticism with curiosity

UNL Mortar Board chapter
J school joins forces with Ethiopians, Norwegians

Deanna Sands
writes on media credibility
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 Rez Makonnen led his forces to victory over the Italians.

General Ras Makonnen led his forces to victory over the Italians. 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. Ethiopian leadership is preparing the nation’s capital for a new day for Africa and that Ethiopians’ commitment to enhancing journalism is 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 toppled.

This battle is only one of the many forces to victory over the Italians. General Ras Makonnen led his forces to victory over the Italians. 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. Ethiopian leadership is preparing the nation’s capital for a new day for Africa and that Ethiopians’ commitment to enhancing journalism is 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 toppled.

This battle is only one of the many forces to victory over the Italians. General Ras Makonnen led his forces to victory over the Italians. 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. Ethiopian leadership is preparing the nation’s capital for a new day for Africa and that Ethiopians’ commitment to enhancing journalism is 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 toppled.
**NEW FACULTY**

**Journey to advertising success leads to UNL**

By JILL HAVEKOST

W hen 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.

“On 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, 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 1939. She was raised in nearby Downers Grove, a village situated between the serenity of the countryside and the culture 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 a MBA program. After finishing her business education in 1981, Morris was advised to go into advertising.

Fueled by her new purpose, Morris continued to achieve her chosen career track. After some smooth talking and sowing to learn to type, she...
Johnsen combines skepticism curiosity

By JOEL GEHRINGER | Alumni News Staff

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

During her tenure with Foote, Cone & Belding in Los Angeles, she worked with such major brands as Universal Studios Tour, Yosemite Park, Universal Amphitheatre, Golden Gate Park, California Milk Advisory Board, B2BWorks. After a year with the dot-com company, Morris decided to leave and work as a marketing manager with United States Postal Service.

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. Johnsen also began 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, Morris left Draft Worldwide in 2000 and moved to B2BWorks. After a year with the dot-com company, Morris decided to leave and work as a marketing manager with United States Postal Service.

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. Johnsen also began 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, Morris left Draft Worldwide in 2000 and moved to B2BWorks. After a year with the dot-com company, Morris decided to leave and work as a marketing manager with United States Postal Service.

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. Johnsen also began 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, Morris left Draft Worldwide in 2000 and moved to B2BWorks. After a year with the dot-com company, Morris decided to leave and work as a marketing manager with United States Postal Service.

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. Johnsen also began 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, Morris left Draft Worldwide in 2000 and moved to B2BWorks. After a year with the dot-com company, Morris decided to leave and work as a marketing manager with United States Postal Service.

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. Johnsen also began 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, Morris left Draft Worldwide in 2000 and moved to B2BWorks. After a year with the dot-com company, Morris decided to leave and work as a marketing manager with United States Postal Service.

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. Johnsen also began 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, Morris left Draft Worldwide in 2000 and moved to B2BWorks. After a year with the dot-com company, Morris decided to leave and work as a marketing manager with United States Postal Service.

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. Johnsen also began 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, Morris left Draft Worldwide in 2000 and moved to B2BWorks. After a year with the dot-com company, Morris decided to leave and work as a marketing manager with United States Postal Service.
Dark shadow falls over media credibility

By JOHN SEIGENTHALER

Fouled 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 wounds 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 other 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 it 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. As every young and old student of journalistic ethics knows, an editor or producer as “gatekeeper” is supposed to draw clearly defined limits to remaining “true” to the public interest—while keeping out falsehoods.

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 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 even between editors and 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 has been faulty.

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

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 more than strive for 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 and concepts— 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. Delgi Cappini, dean of the American Press Institute 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 a demand 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 that they must seek to draw clearly defined lines between themselves and those they perceive are not bound by enduring standards of professionalism.

They must listen more seriously to concerns about bias and balance, about whether America has a news story that is factual meets journalistic standards of fairness, about whether errors are correctly identified 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 nigglings or needling press bashing. Public opinion, then, is clear:

The bashers have made their case.

News organizations in recent months have helped them make the last two years, all boil down to a crisis of credibility.

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 soldiers.

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, Publich Occurrences, published Sept. 26, 1690, was immediately bashed to death by Colonial government critics.

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

It was 14 years before another publisher risked starting a newspaper in America. Then, in 1704, John Campbell launched 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 suffered for years.

That hardly saved Campbell from press bashing by readers. He had promised to provide them with 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

SEIGENTHALER | go to page 12
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 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, surprised coaching changes or divided opinions in regard to Husker football. After all, the coaching turnover 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, aghast, anger, support, opposition and worry that carried through a month-long search for a new head coach.

TRADITIONS | go to page 12

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 independent 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 for Nebraska 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 au-

TRADITIONS | go to page 14

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.
TRADITIONS | from page 13

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 Weist, 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 for college athletics in 1906.

As the 20th century unfolded, 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 for college athletics in 1906.

TRADITIONS | from page 14

For college athletics in 1906, as the years passed, college 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 Missouri 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 Brage’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 Nebraska.

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 sent 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 Bowl.
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 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, 21-19, on the last day of the regular season, ending OU’s 74-game conference win streak and 36-game overall win streak. 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 Beldt Field.

After the 1971 national championship season, Devaney announced he 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 in college football: a 255-49-3 record for .831 percent. The Huskers first bowl win came in the 1968 Rose Bowl, and Osborne coached the Huskers to the 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 62-6 loss at Colorado, a series of road losses, a 7-7-7 record, and his teams suffered in the 2003 season.

The Tidballs became CCS from its humble beginnings in a small house in Lincoln, 1972-25, ending OU’s 74-game conference win streak and 36-game overall win streak, and Huskers beat and Portland, Oregon, in 1972 in a plane crash. 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 62-6 loss at Colorado, a series of road losses, a 7-7-7 record, and his teams suffered in the 2003 season.

The Tidballs became CCS from its humble beginnings in a small house in Lincoln, 1972-25, ending OU’s 74-game conference win streak and 36-game overall win streak, and Huskers beat and Portland, Oregon, in 1972 in a plane crash. 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 62-6 loss at Colorado, a series of road losses, a 7-7-7 record, and his teams suffered in the 2003 season.

The Tidballs became CCS from its humble beginnings in a small house in Lincoln, 1972-25, ending OU’s 74-game conference win streak and 36-game overall win streak, and Huskers beat and Portland, Oregon, in 1972 in a plane crash. 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 62-6 loss at Colorado, a series of road losses, a 7-7-7 record, and his teams suffered in the 2003 season.

The Tidballs became CCS from its humble beginnings in a small house in Lincoln, 1972-25, ending OU’s 74-game conference win streak and 36-game overall win streak, and Huskers beat and Portland, Oregon, in 1972 in a plane crash. 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 62-6 loss at Colorado, a series of road losses, a 7-7-7 record, and his teams suffered in the 2003 season.

The Tidballs became CCS from its humble beginnings in a small house in Lincoln, 1972-25, ending OU’s 74-game conference win streak and 36-game overall win streak, and Huskers beat and Portland, Oregon, in 1972 in a plane crash. 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 62-6 loss at Colorado, a series of road losses, a 7-7-7 record, and his teams suffered in the 2003 season.

The Tidballs became CCS from its humble beginnings in a small house in Lincoln, 1972-25, ending OU’s 74-game conference win streak and 36-game overall win streak, and Huskers beat and Portland, Oregon, in 1972 in a plane crash. 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.
Sriyani Tidball divides 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 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 be conservative. 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 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.

‘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 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 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.

‘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 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 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.

‘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 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 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.

‘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 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 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.
J grad follows Husker great in storied UNL tradition

By JOEL GEHRINGER  Alumnus News Staff

A widely respected and well-loved 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 path, leaving her job as sports information director to devote all her time to her position as associate athletic director for communications.

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 become 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 football,” 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.”

Quadruple-activist dies at 49

By MATTHEW HANSEN

William Rush 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 accessibility 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 bothered 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 tying 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. R. 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.

RUSH
alumni spotlight

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 worried 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 Academy 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 nervousness and uncertainty in my 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. We were 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 got around all day trying to get things to do or there were no warnings for mortars. Our camp gets hit daily. If you’re lucky, you can actually hear the “cluck” 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-wracking 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 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 attention. There’s a mystery to it. 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 “tornado watch.” However, there was no word for mottors. Our camp gets hit daily. If you’re lucky, you can actually hear the “chuck” 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-wracking 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 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 attention. There’s a mystery to it. 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 “tornado watch.” However,
In Baghdad, I'm humbled to see all the western billboards mixed in with their culture. It's also amusing to me to see business seeking out our English-speaking customers on the streets of Baghdad. We take them for granted. Also, there are turn only, no U-turns and other signs to tell us about one-way streets, right-lane driving, etc. There is trash everywhere. And one sees 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 Einals. Any willing investors out there? From 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 lights here so all the drivers 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 Sadir 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 dispose of unknd looks, but we are doing a lot for this one place. One street in Sadir 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 Sadir 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 char- talon. Some traffic is daily business, but other traffic details the patrol missions. One morning I was as a tank in our battalion was hit with a mortar round. Different crews were transmitting aspects of the attack, trying to figure out what was going on. Thoughts began rushing through my mind as I listened to: “Do I know anybody on that tank? Did they get hurt? What if … ” A feeling of helplessness.

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 down their lives 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. I'm only 23.

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. For the loss of a phone, I could not be there. He left the telephone and a telephone and a phone to Kyle's ear, I am going to be in Baghdad. It was one of the greatest shows I'd ever had. At least they didn't have to see the tears in my eyes that evening.

There are plenty of other things I'd rather be doing, my time in Baghdad. It's a pleasure to be out driving around Baghdad. It's rais- ing to soak in the glossy greens 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 ele- ment here as she is in her newsroom in the state's largest city, 50 miles to the north on U.S. 73. And she is just as comfortable talking about differ- ences in hybrid corn varieties as she is in her newsroom in the southeast corner of Nebraska, where Sands' great-great-grandparents raised corn. Sands' dry wit, high personal stan- dards, and smiles as “one of the most thoughtful, purposeful women in the midwest.”

Karen Magnuson, editor and vice president for news at the (N.Y.) Democrat and Chronicle, echoed Janovy's views. Magnuson, the incoming secretary of APME, 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 helping water me along the way, and shown a little fertilizer on. … She has a huge impact on my career.”

Janovy described Sands as an ed- itor who “hums 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.”

Written in newsroom, especially if they work in sports, occasionally run into what Janovy called “great challenges.” But Sands has served as an mentor and colleague, Janovy said, and shines as “one of the most thoughtful, purposeful women in the midwest.”

Karen Magnuson, editor and vice president for news at the (N.Y.) Democrat and Chronicle, echoed Janovy's views. Magnuson, the incoming secretary of APME, knows that firsthand. “She's having 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-

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 at 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 publica-

DEANNA SANDS

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 ele-

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 edi-

Sands’ dry wit, high personal stan-

Sands | go to page 26

DEANNA SANDS

If you have an idea of something you’d like to see in the next edition, please send your idea to: "Alumni News," 101 University of Nebraska-Omaha, Lincoln, NE 68588-0307.
SANDS | from page 25
dards and unfailing reliability. “She’s a very down-to-earth kind of per-
sor,” 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 unflap-
bale,” he said. In a breaking-news situation in which someone else
might panic, “she just seems to play through that.”

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
Free 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 making what
could be chaotic situations,” he said.

Sands remembers that, too.
She spoke most of a year on
the redesign, reveling in the challenge. “I
remember walking out that door at 2:30 in the morning and we were doing
stuff that was new,” she recalled.

“I was watching Art deal with people who,
when things didn’t go the way they
wanted, didn’t cry. He was calm and
 käp h is door was always open, and he
always listened thoughtfully to every-
one.”

“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 ser-
vants 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, conflict-
ning agendas and lack of civil discourse in
public life make it difficult for news-
papers to get at the truth, but that’s
her job, she said, adding that she’s
looking forward to offering APME the
perspective of someone from an inde-
pendent newspaper, not a large corpo-
ration.

“She’s [at the World-Herald] talk a lot
about stewardship because we’re here
for the long term,” she said. “You have
the franchise — or don’t, for that mat-
er — 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 professional and she
loves this business,” her publisher said.

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

“She’s truly a Nebraskan.”

Art Sweet was 65 then, and I was a
weird-looking 19-year-old,” he 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 trimmed 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 done.

“One of the most interesting things
was watching Art deal with people who
came in off the streets,” Sands recalled.
Her door was always open, and she
always listened thoughtfully to every-
one.

Gottschalk recalls attending the
lecture of Afghan conflict.

Roy Gutman, a Jennings
Randolph senior fellow at the
U.S. Institute of Peace and for-
eign 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 M
ess Communications prior to his
lecture appearance.

Gutman won the 1993
Pulitzer Prize for international
reporting for “A Witness to
Genocide,” a compilation of his
reporting in Bosnia. A book-
signing followed his lecture.
Used cars, lab rats and Snowbeaks

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

By DANA N. SAYLER | Alumni News Staff

“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.

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 Armes … [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 Lauerman & 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, and everyone 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 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 newest client, the Utah Snowbeaks, 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 — “Snowbeaks” — 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. ■
Students seek answers at scene of the crime

By JOSH SWARTZLANDER

In Cold Blood, F" the 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 the former Clutter property.

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 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 worked 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.

“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 booster 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...
French dispel stereotypes for journalism students

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 spent a day in 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 resume,” 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 have a chance to see what another culture thought of America,” said Dick 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, 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 Abouereck, news-editorial graduate student, Erin Hilsabeck, Erica Rogers, Rachael Serravalli and Alyssa Schukar and Patti Vannoy, all news-editorial; and Laura Scheerer, 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 and to finish by late February or early March.

Renaud said faculty were also looking for an interesting mix of people to go.

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

"There are so many challenges," 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. "But it’s a culmination of my four years at UNL."

The Homolka family, who lives in Wilber, Neb., came from Pethírová (Perímov), 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 culture in today’s world," she said. "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."

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.

A cross adorns a building in the T_ebí_ (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.

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

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

The Homolka family, who lives in Wilber, Neb., came from Pethírová (Perímov), 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 culture in today’s world," she said. "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."

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 HAVIKOST

**JSM Alumni News Staff**

Study abroad takes journalism majors to all corners of the globe

Students sample the world firsthand

T he columns near Memorial Stadium are as close as many UNL students have ever been to Roman architecture. Taco Tuesdays at the Harper-Schrann-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 Sooners.

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.

**JOSHA 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 photojournalist 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 rusted lock beside a flattering 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 Lexis 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 deck of 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...
Chemistry puts sizzle in advertising campaigns

By SARAH HERM SM EIER | 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 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 chairman 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 Luserman 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,” 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.

“Do we want to work with these people?”

“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 campaign 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 United States to know about our efforts.”

The campaign with the committee’s help, will feature large scale murals which will be placed on the west face of the University of Nebraska-Lincoln’s Memorial Stadium, the cafeteria and in the Memorial Union. The murals will be installed just in time for homecoming.

The students, thus far, have no idea what the campaign will look like, but they are confident it will be eye-catching.

“I’ve definitely learned a lot about working with (the Nebraska University-Lincoln’s) Office of Community Relations and the Lied Center,” Signal said.
CAMPAIGNS | from page 38

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 the projects produced for the Lied Center for Performing Arts, is working with assistant profes- sor Franke Hachtman’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 want to see through their eyes what they think they 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 advertis- ing students walk away from the course with a real world experience and the knowledge and skills 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 think about what it would take to get an internship in New York, but the concept of a big costs,” Jarrett said.

“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, he chose 75 agencies. He began mak- ing cold calls to each agency. After being refused by the first 15, he real- ized that he needed a new strategy. He researched the human resources directors of agencies, 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 professional work samples. He developed his own brand with a logo, letterhead and business cards. His brand was BBTP, or “Baby Blue Theater Productions,” and his logo was a cross between a mobile home and the state of Nebraska. He sent out the packages. And waited.

“We 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, Foregest Marketing Group, in order to inter- view 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.
Nebraska ties bring child actor to UNL for college degree

By CAITLIN BALS | Alumni News Staff

T
levision was an influential part of many a broadcast-
ing student’s childhood, but it’s a little different for Shawn Toovey. This broadcast student was not watch-
ing 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 enter-
tainment 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 audi-
tions during the pilot season in 1991. On his last day in Los Angeles, he heard that he had earned his part on “Dr. Quinn.”

He said he was “big into Star Trek” and only went to the tryouts for the role because he was a Trekkie. He went in with the idea of playing a Star Trek character, and his parents were so surprised when he got the part.

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 who were on the set 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 fam-
ily. “Everybody was a lot of fun to work with,” he said. “We had a really good time.”

Even though “Dr. Quinn” was can-
celled 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 com-
mercial 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 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 act-
ing experience fostered an interest in the entertainment business, which helped 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.
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. When Chapin transitioned from using 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 fund to help students interested in the sales and management side 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 of Lincoln, which made radio better, and not on the business side,” said Rick Alloway the college was offering the right kinds of classes to help train and 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 cameras. 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 of College of Journalism and Mass Communications. 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 over 100,000, 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 readers 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:...
“I am convinced that I wouldn’t be in this career without Dick,” Riemenschneider said. “He’s seen it all, done it all but nationally,” Riemenschneider said.

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 B. Baker Jr., U.S. Ambassador to
Japan. The following remarks were pre-
pared 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 Shosa 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 and Japan have been, and still are, very different places. Why, then, have Japan and America grown so close? I’ve had 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 represen-
tatives, we reach a solution and estab-
lish a policy. A policy is great not just because it is right but because it rep-
resents 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.

Dean Will Norton, Malcolm Kirchenbaum, Freedom Forum board member; Kirchenbaum’s son Josh; and Al Neuharth, Freedom Forum founder.

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

For many years now, Al Neuharth and The Freedom Forum have defend-
ed press freedom and the fundamen-
tal 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 con-
struction in the heart of our capital — the symbolic center of our democ-
arcy — will be much more than a monument. It will educate young peo-
ple around the world about the importance of a free press, promote free and unfeathered access to information and defend the rights and safety of journalists everywhere. This grand project deserves the interest and sup-
port of all of us, and I commend it to you.

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 conti-
nent. It is with these contacts that Chapin helped many up-and-com-
ing 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,” Larson said. “He’s seen it all, done it all … and has achieved legendary sta-
tus 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 I paid off. If you’ve lived long enough and done a few things, they consider you legendary.”
Hull recognized for numerous contributions to broadcasting

By STEPHANIE MARTIN
J Alumni News staf

Broadcasting hasn’t just been a career for Ron Hull. It’s been a calling, a calling that has made him one of the most successful broadcasters in Nebraska. That success was recognized last fall when 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.

Hull’s story began in 1960 when he and his wife, Lorraine, arrived in Lincoln.

“This is the story of a man who was born and raised in Nebraska,” Hull said.

“Hull’s career allowed him to meet and get to know people like Nebraska authors Mari Sandoz and John Neihardt. He said the two Nebraska authors have provided constant inspiration for his career.”

Hull became the production director of NET in 1959 and eventually the program manager in 1962. Hull’s career allowed him to meet and get to know people like Nebraska authors Mari Sandoz and John Neihardt. He said the two Nebraska authors have provided constant inspiration for his career.

“The 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 1964, Hull became a professor at the 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 $60,000 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.

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 from local to 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.

Allowing 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 Wolgastor 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 free-lance magazine articles last summer to

Photo courtesy Nebraska Broadcasters Association
Larry Walklin has been spending time at Nebraska State Hospital in mid-2005. 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.

Jerry Renaud traveled with several other faculty and students to Paris, France, in September 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 boot camp before they spend the summer on sports copy desks at newspapers around the nation. Carolyn Johnson joined the faculty in fall. She taught a small group of students in a new science writing class during fall seminars. Thanks to promotion 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.

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

College responds to media with changes to curriculum

By CRAIG WAGNER / J Alumni News

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 convergence,” said Charlyne Berens, news-ed sequence head, “and I think this has brought the newsmaker to the forefront. Newspapers want to put stories on the Web with pictures and then audio and video. Sometimes the 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 major fields. Thus, 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. For example, relationships may develop between a local television station and newspaper because they are both owned by the same 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 landscape.

Though the UNL changes were not recommended by the accreditation review committee, the college Lebanese press time. In October, he gave the keynote address on “the art of writing” for the Midwestern-based Midwest Living at its annual retreat.

Renaud made a presentation to the Nebraska Rural Electric Cooperative as part of their orientation to the college’s trip to Cuba and showed other faculty and students to Paris, France, in September 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 boot camp before they spend the summer on sports copy desks at newspapers around the nation.

Carolyn Johnson 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, were placed in environmental reporting in the small-market category.

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 boot camp before they spend the summer on sports copy desks at newspapers around the nation. Sass joined the faculty in January 2004 and said he was surprised to be named a “muse.” Each honored faculty member received a unique sculpture commemorating the honor.

Renaud added that, for a teacher, an honor of this nature 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.”

Jerry Sass, former editor of the Journal Star, 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 Ekle, Renaud by Carrie Johnson and Sass by Suzanne Adams. All three were “tapped” during class time by robed and masked members of the university’s 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. A sculptor also designed a special picture frame to commemorate the occasion. James was honored by Mortar Board member Aaron Ekle, Renaud by Carrie Johnson and Sass by Suzanne Adams. All three were “tapped” during class time by robed and masked members of the university’s 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. A sculptor also designed a special picture frame to commemorate the occasion. James was honored by Mortar Board member Aaron Ekle, Renaud by Carrie Johnson and Sass by Suzanne Adams. All three were “tapped” during class time by robed and masked members of the university’s Mortar Board chapter.

Renaud added that, for a teacher, an honor of this nature is more meaningful than anything that may be given by peers. “To be told you have inspired someone is just wonderful,” he said. “That’s what we’re here for.”

Jerry Sass, former editor of the Journal Star, 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 Ekle, Renaud by Carrie Johnson and Sass by Suzanne Adams. All three were “tapped” during class time by robed and masked members of the university’s 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. A sculptor also designed a special picture frame to commemorate the occasion. James was honored by Mortar Board member Aaron Ekle, Renaud by Carrie Johnson and Sass by Suzanne Adams. All three were “tapped” during class time by robed and masked members of the university’s Mortar Board chapter.
The new curriculum is still spe-
cialized, Berens said, only now stu-
dents also will have a greater knowl-
edge 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 stu-
dents in a way the old curriculum did
not. Immediately. Freshmen will now
take the three 100-level courses dur-
ing their first year at UNL.

The new curriculum is still spe-
cialized, Berens said, only now stu-
dents also will have a greater knowl-
edge 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 stu-
dents in a way the old curriculum did
not. Immediately. Freshmen will now
take the three 100-level courses dur-
ing their first year at UNL.
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. Officials of the Nebraska system said that 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 Williet 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 Depressions.”

Patricia M. Robidoux, Lincoln, earned a master’s degree in legal studies from UNL in May 2004. Pamela Hess Simon, Lincoln, Colo., graduated summa cum laude from the American Water Works Association’sthumb“The World of Water,” a distance learning course.

Julia Dean organized about child labor around the globe. The exhibit was called “Child Labor and the Global Change.”

Julie 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 children 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 IHS Inc. in Lincoln. He is a 2004-05 president of the Advertising Federation of Lincoln and second lieutenant for the 9th District American Advertising Federation. He is also vice chair for technology on the National ADDF 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. Hill has been a full-time employee of the University of Washington. He is employed full-time by UNL. He is a 2-year-old son, Owen.

Jami Sharp, Lincoln, is a former copy editor at the American Water Works Association’s “The World of Water,” a distance learning course.

Kris Gallagher is a part-time internal consultant in marketing communications and university relations at DePaul University. She graduated in 1998 from Marietta College. She has been at DePaul for two years and received her MBA in marketing communication.

Kimberly Larsen, Elk Grove, Calif., is a physician who works for Kaiser Permanente in South San Francisco, Calif. After working in internal medicine for 15 years, she returned to medical school in 2004.

Dara Troutman was named Ad Pro of the Year in 2003 for his service and commitment to 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.

Marcia Du Pree Heywood was appointed in 2003 as director of marketing, communications and promotions for Woodmen Financial Services. She has more than 20 years of experience in public relations, 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.

Stephen J. Brennan, Ph.D, has developed the SUCCESS FUTURES scale, 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.successtecherscales.com.

Andrea Wood Cranford, Lincoln, formerly director of communications at the NU Alumni Association, has been named executive director for communicatons. 

Send us your news!

Internet: http://journalism.unl.edu/alumni/alumni.html
E-mail: cjcmj@unlnotes.unl.edu
Blog: How to earn 16 credit hours of foreign language in one semester  
By KURT KUENNING AND KATIE DISCHLER

These journalism students studying in Brazil have created a blog to document their experiences. Several installments follow.

W e 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 Treating 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 considered to be their “job,” and they spend the majority of their free time during the week and weekend studying.

So how do Americans 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 TV. In Portugal, we have proven that people can stare at any TV 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 the United States.

Brazilian communicates his world through images

By MICHAEL PAULSEN  
J Alumni News staff

Brazilian fine arts photographer Antônio 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 photographic exhibit titled “Time and Identity—Part 1” at the Burkholder Project Gallery. Originally from Campo Maior, Piauí, 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 Piauí 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 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 Piauí in Brazil. He operates his own professional photography studio, specializing in advertising and portraiture, while also managing a gallery where he offers photography workshops.

Brazilian fine arts photographer Antônio 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 photographic exhibit titled “Time and Identity—Part 1” at the Burkholder Project Gallery. Originally from Campo Maior, Piauí, 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 Piauí 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 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 Piauí in Brazil. He operates his own professional photography studio, specializing in advertising and portraiture, while also managing a gallery where he offers photography workshops.
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 Zygelbaum, who spoke about GPS technology, and Charlie Conner, who talked about how to build and use radios for 10 GHz from 90.3 KRNU.

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 (1991), Lincoln; Donna Kush (1991) and Celia Quinn (1997), both Omaha; Mary Fastenau (1980), Honolulu, Hawaii.

J school makes its mark in Heartest competitions

UNL journalism students placed in the first round of Heartest 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 A.F.L. Cultural Diversity Scholarship.

Kuhl, an advertising major, received the Pam Holloway-Eich Memorial Scholarship.

Five journalism students chosen as Dow Jones interns

Five journalism 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.


News-ed grad receives first Trayes Scholarship

Patrick Smith, who graduated in December, was named the first Edward Trayes Scholar through the Dow Jones Newspaper Fund’s news copy editing internship program. The $1,000 award is named for Dr. Edward Trayes, 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.

Trayes 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,” Trayes told the Newspaper Fund. “He’s off to a great start at The Des Moines Register.”

Correction

The Summer 2004 Journalism Alumni News incorrectly reported lecturer Mary Kay Quinlan’s background. She was the second, not the first, woman to serve as president of the National Press Club, Vivian Vahlberg of the Daily Oklahoman became the first woman president of the NPC in 1982. Quinlan was president in 1986.

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.
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.