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ON THE COVER
Ed Filipowski (BSJ83),
president and chief strategist
of fashion public relations,
event production and digital
services agency KCD. See
story on page 12.

PHOTO BY
ARMANDO SANCHEZ

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GUEST
LETTER

Kurt Soller
(BSJ08)

Editor,
Bloomberg's Etc. Medill is also not a fashion journalism school. Professors don't teach you how to describe the surprisingly complicated world of crafting clothes. Nor do journalism history classes explain the ways magazines such as Town & Country exalted lifestyle coverage long before newsweeklies crowded newsstands.

Yet, despite Medill's environment — or perhaps because of it — the school has produced some of this country's fashion greats. Most notably, this includes Cathy Horyn (page 17), who reigned as The New York Times' most respected fashion critic in the paper's history. And, on the opposite side of the industry, Ed Filipowski (page 12), who runs the notoriously professional (and often sort of scary) fashion agency, KCD.

My theory behind our shared alma mater goes something like this: Medill teaches its students to thrive in the increasingly complicated media world. And the fashion industry is plenty complicated. It's a business filled with many gatekeepers, even more egos, and millions of dollars at stake — only the most dogged reporters can get designers and their money folks to say something interesting. Only the best writers can explain how season after season of similar garments can be noteworthy. And only masochists can think they've got something new to say about getting dressed, one of humanity's oldest morning routines. (Personally, I blame my classmate Dan Macsai, now an editor at Time, for asking me to write a weekly fashion column in The Daily Northwestern.)

If you can get past the naysayers, fashion is probably more interesting than other beats a journalist might pursue. It's the clothes we wear every day. Or the ones we avoid. It's celebrity. And international manufacturing, creativity, technological advances, terrible attitudes. Unlike most other cultural pursuits, style instantly defines a decade. Only occasionally, it's actual art. As the late John Duka — style writer, KCD co-founder and my favorite Medill alum — wrote once in the Times, "fashion experts and retailers are often inclined to exaggerate." Still, they're right about one thing: Their work is impossible to ignore.

KURT SOLLER (BSJ08) HAS WRITTEN AND EDITED FASHION COVERAGE AT ESQUIRE AND NEW YORK MAGAZINE. HE CURRENTLY WORKS AS AN EDITOR FOR ETC., BLOOMBERG BUSINESSWEEK'S LIFESTYLE SECTION.

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ALUMNI
QUOTE

“
As a tech entrepreneur, I find myself relying on *my IMC background* just as much as my engineering background.”

**CHIRAG GUPTA (MCCORMICK12,
IMC UNDERGRADUATE CERTIFICATE)**
• Co-founder of North Dallas Coworking, a
coworking space / incubator in North Dallas.



MEDILL NEWS

Medill welcomed alumna **Christine Brennan (BSJ80, MSJ81)** as the 2014 convocation speaker at ceremonies held June 21. Brennan inspired students with advice about how she built her career, through perseverance and determination, as an award-winning sports columnist for USA Today, best-selling author and commentator for ABC News, "PBS NewsHour" and National Public Radio.

At the convocation ceremony, Medill honored the 20th anniversary of the Robert R. McCormick Foundation Journalism Program by presenting **David Hiller**, president and CEO of the foundation, with a crystal plaque. The McCormick Foundation has a long and generous history of supporting Medill by funding major scholarships, building projects and journalism programs to propel Medill students to be leaders in the industry.

Dean Bradley Hamm and IMC Program Director **Jenna Massey** visited Taipei, Taiwan, on May 9 to explore global initiatives and network with Medill alumni. They visited three top-ranking journalism programs, including National Chiao Tung University, National Chengchi University and Fu Jen Catholic University. In addition, Hamm accepted an endowment on behalf of Medill from Next Media Animation.



PHOTO BY EUGENE TAPAHE

From left to right: Loren Ghiglione, Medill Professor; 2014 NAJA Medill Milestone Award Recipient Bryan Pollard, Executive Editor, Cherokee Phoenix.

The Native American Journalists Association (NAJA) and Medill announced a joint partnership to present the NAJA Medill Milestone Achievement Award and named the first award winner, Bryan Pollard, executive editor of the Cherokee Phoenix. Pollard will receive \$5,000 and will be invited to campus in the fall to speak with students and faculty about the presence and representation of Native American journalists in the media.

STUDENT NEWS

Omar Jimenez (BSJ15) won third place in the William Randolph Hearst Foundation's College TV News National Championship in Washington, D.C. The four-day event called for organizing, shooting and editing a story, for which Jimenez earned the title of "youngest TV competitor" and a \$3,000 scholarship.

Three students were chosen by peers and faculty in their respective programs to speak at Medill's convocation ceremonies on June 21. **Karen Chen (BSJ14)**, who graduated with a double major in journalism and political science, addressed the BSJ graduates; magazine concentration student **Connor Walters (MSJ14)** spoke on behalf of the MSJ class; and **Justin Johnson (IMC14)**, a global account executive at Energy BBDO, delivered a speech from the IMC class.

Karen Chen (BSJ14) won the 2014 Walter S. and Syrena M. Howell Essay Competition for her essay, "The Problem with Gawking." The piece analyzed the truth behind a leaked security video of an anonymous woman destroying a McDonald's restaurant.

IMC full-time graduate students participated in Immersion Quarter projects this summer to provide marketing and communications strategy to clients on-site. This year's participating companies included Leo Burnett/Arc Worldwide, Lyfe Kitchen and rVue, among others.

Twenty-one fourth-quarter MSJ students developed five distinct products with business plans or grant proposals as part of the Interactive/Magazine Innovation Capstone. Each team curated editorial content and incorporated web, tablet and mobile functionality in their working prototypes. Student leaders were **Stacia Smith (MSJ14)**, **Connor Walters (MSJ14)**, **Niels Norgaard (MSJ14)**, **Katie Golde (MSJ14)** and **James Risley (MSJ14)**.

The IMC Online Master's program graduated its inaugural class. Graduates included **Grant Jones (IMC14)**, **Christina Kellman (IMC14)**, **Scott Knudson (IMC14)**, **Kristen Lease (IMC14)**, **Sangram Pradhan (IMC14)** and **Anna Tung (IMC14)**.

Medill IMC Certificate student **Leah Bowman (C15)** created "Leah Lego," an interactive summer internship application complete with Lego pieces, assembly instructions and a tailored resume that showed potential employers how they could build the perfect account service intern. Bowman's project went viral in January and led to numerous job offers, including the one she accepted this summer from Energy BBDO in Chicago.

FACULTY NEWS

IMC Professor **Kalyan Raman** was named the ninth Dorothy Ann and Clarence L. Ver Steeg Distinguished Research Fellow for his research in cerebrospinal (CSF) dynamics and media mix optimization. Dean Bradley Hamm nominated Raman, who will receive \$37,000 for his research. The award is designed to support the research of tenured Northwestern faculty whose outstanding works enhance the reputation of the university.

Senior Lecturer **Alex Kotlowitz** won a Peabody Award, broadcast journalism's highest honor, for his story on how gun violence impacted a Chicago high school. The two-part series "Harper High," which aired February 2013 on National Public Radio's "This American Life," is the story of how a South Side Chicago school tried to recover from the year 2012, during which 29 of its current students and graduates were shot.

IMC graduate students in Adjunct Lecturer **Ariel Goldfarb's** class worked with Lavazza Italian Espresso Coffee to create a strategic marketing plan for the company's domestic marketing efforts. The final project offered real-world experience to students who provided recommendations to help elevate the brand and grow the business nationwide.

Lecturer **Tim McNulty** traveled to Astana, Kazakhstan, in May to participate in the World Economic Forum in Central Asia. He appeared on televised panel discussions, focusing on the role of the media in a free market economy and the trials and pitfalls that confront journalists around the world.

IMC Lecturer **Marty Kahr** represented Medill at a joint conference between Medill and the Association of National Advertisers on June 19. IMC students **Kristine Fetalco (IMC14)**, **Elizabeth Young (IMC14)**, **Jessica Maclean (IMC15)** and **Jenny AJ Tseng (IMC13)** attended the event, led by panelist Julie Koewler, senior director of global advertising for Accenture and ANA IMC committee chair; speakers David Murphy, president of Team Detroit; Kerry Hackett, Allstate Insurance marketing director; and Chris Madaus, Walgreens Group VP, marketing strategy, brand and operations.

Medill IMC Online welcomed 17 of its 95 working-professional students to campus June 11 to 15 for a program led by Associate Professor **Tom Collinger** and Professor **Candy Lee**.



Professor **Rich Gordon**, Associate Professor **Mei-Ling Hopgood**, Associate Professor **Patti Wolter** and Assistant Professor **Jon Marshall** joined Interim Journalism Associate Dean **Craig LaMay** (pictured above) as speakers at the Guangdong Summer School program at Jinan University in Guangzhou, China, from July 14 to 18. The five faculty members were asked to speak on digital journalism and leadership as part of a week-long journalism conference involving more than 400 Chinese graduate students, reporters/editors and professors.

UPCOMING EVENTS

- The Medill National Security Journalism Initiative invites journalists who cover the military, homeland security or defense issues to participate in the National Security Journalism Conference Oct. 1-2 in Washington, D.C. Attendees will visit the Pentagon for a briefing, listen to panels by top military leaders and meet policy experts. The conference is limited to 30 people and participants will receive a \$200 travel stipend. To apply, visit <http://nationalsecurityzone.org/site/apply-now-for-nsji-conference-in-washington/>.

- Please join Medill as we kick off NU's Homecoming Weekend, Oct. 17-19, with a Dean's Reception on Oct. 17 from 4:30 to 5:30 p.m. in the MTC Forum lobby. Then, don your purple with pride at our Medill Tailgate on Oct. 18, two hours before kickoff in the Manufacturers' News parking lot next to Ryan Field. Food is free and no RSVP is required. For more information, contact Belinda Clarke at b-clarke@northwestern.edu.

By Saman Sheikh (MSJ13)

CLOSING THE GAP: JOURNALISTS AND COMMUNITIES

At an event welcoming master's students in journalism, Associate Professor Louise Kiernan asked the group: "How many of you want to be journalists because you want to change the world?" Students' hands shot up.

A Medill initiative for MSJ students, the Social Justice News Nexus (SJNN), connects community reporters, faculty and graduate students to tackle critical issues facing Chicago neighborhoods. Launched in January 2014, the program is led by Medill Professor and principal investigator Jack Doppelt. Kari Lydersen, a Chicago reporter and journalism instructor, and Kiernan both serve as fellowship directors.

SJNN is funded by a grant from the McCormick Foundation, a long-standing supporter of the school. Mark Hallett (MSJ91), senior program officer of the journalism program at McCormick Foundation, says, "So often, critical issues get fleeting coverage and then drop off the radar. Medill's SJNN is an attempt to build a community of reporters committed to high-quality, nuanced and sustained reporting around important issues facing the city of Chicago."

Doppelt views the program as an opportunity for journalists to witness firsthand the plight of society and to work in the non-profit realm to bring these subjects to light. "Some impressive journalism is coming out of the non-profit sector from NGOs that cover society's more pressing issues with integrity, depth and sustainability," he says. "The fire in the belly that has characterized the highest commitments of journalism is burning there, too."

SJNN Fellow John Kuhn (MSJ14), who worked on a project about prison sentence reform for drug offenders says, "Like other issues, the impact of drugs seeps into places that don't come to mind right away. The more I get to know the people and the policies, the better I'm able to understand the sometimes convoluted and surprising ways drugs affect Chicago communities, Chicago families, Chicago people. But it takes time. I'm thankful the fellowship gave me the chance to work on the project for two full quarters, and counting."

Caroline Cataldo (MSJ14), another SJNN fellow, worked on a radio piece for Chicago Public Media's WBEZ. "In my experience, people tend to turn a blind eye to so many problems in our country simply because issues like poverty, addiction and homelessness are really hard to talk about," Cataldo says. "SJNN gave me the opportunity to begin a conversation on an issue I really care about — families at the poverty line — and deliver it to a larger audience."

Kiernan says the experience to work with professionals and see



PHOTO BY BILL HEALY (MSJ09)

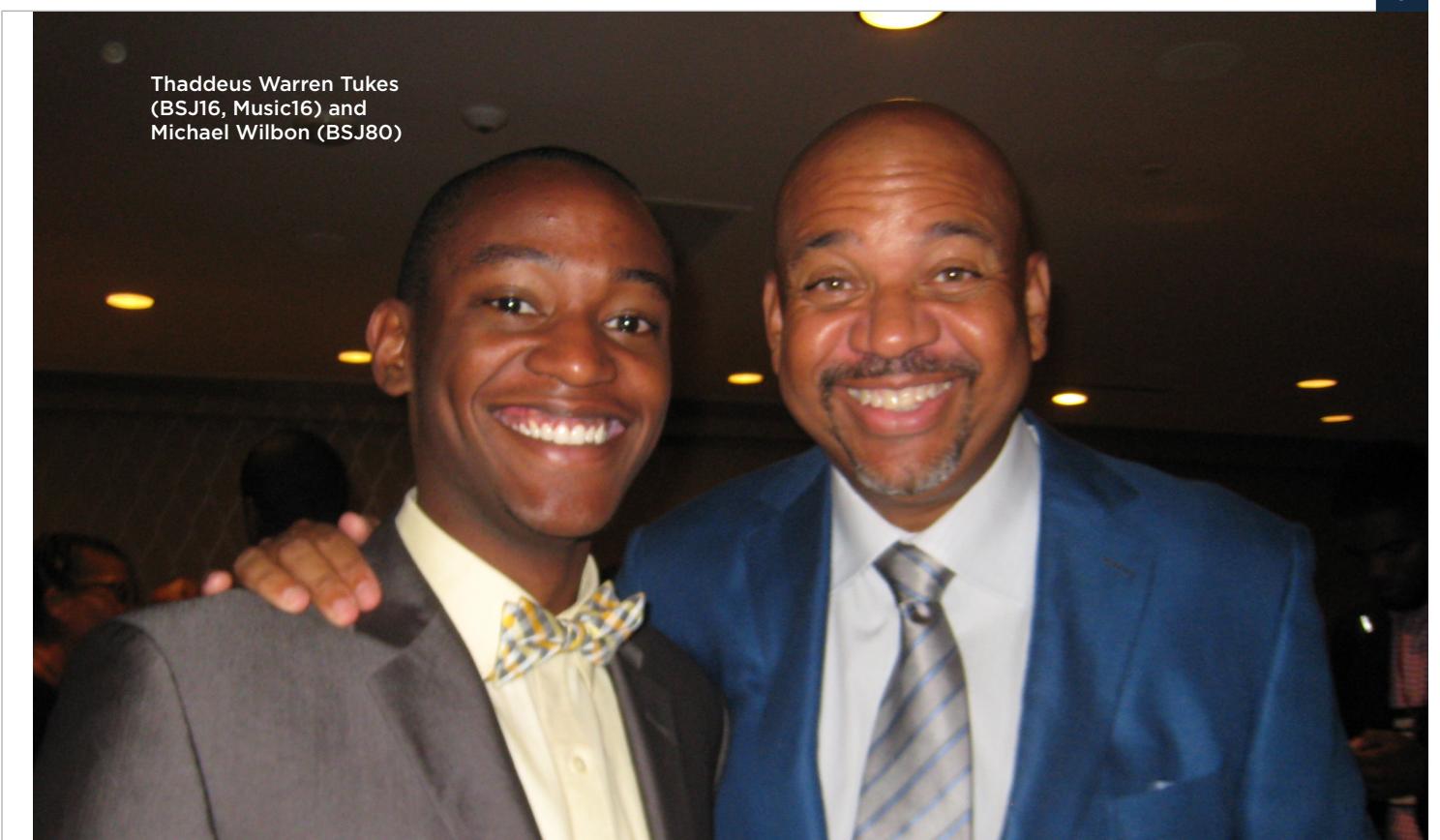
Photo from the WBEZ story about the Women's Treatment Center.

what it takes to produce quality journalism is extremely valuable for students.

"I was beyond pleased with the story that I helped produce for WBEZ," Cataldo says. "I think the most satisfying part of this project was realizing how many people we were able to reach with the story of the Women's Treatment Center. My greatest hope is that someone was listening to this story and felt even a little bit closer to understanding what these women and children go through every day."

FOR MORE INFORMATION ON SJNN, PLEASE VISIT [HTTP://SJNNCHICAGO.ORG](http://SJNNCHICAGO.ORG)

Thaddeus Warren Tukes (BSJ16, Music16) and Michael Wilbon (BSJ80)



Ryan Arrendell (BSJ13) and Gino Vicci (MSJ13)



Zeninjor Enwemeka (BSJ07) and Alison Smith (C09, MSJ11)



Morgan Campbell (BSJ99) and Mandy Niad (MSJ14)



Jason Sparapani (MSJ06) and David Wallace (MSJ85), president of the Medill Club of New England.

MEDILL CLUB OF CHICAGO WINE TASTING

Chicagoland alums and first quarter MSJs mingled and sampled wines, cheese and chocolate at a Medill Club of Chicago event on July 31 at ENO wine bar in the InterContinental Chicago hotel.



Marilyn Moats Kennedy (BSJ65, MSJ66), Alex Kane Rudansky (BSJ13), Melissa Sersland (BSJ10), Stephanie Tussing (friend of alum)



Savannah Ziegelbauer (MSJ10), Carson Krislov Quinn (MSJ09)



Above: Mariel Turner (MSJ15), Megan Rauch (MSJ15), Adrienne Hurst (MSJ15)
Left: Beth Lawrence (MSJ15), Rachel White (MSJ15), Nick Kariuki (MSJ15)



Gabrielle Gibbs (IMC07), Full-Time IMC Program Director Jenna Massey (IMC06), IMC Associate Dean Frank Mulhern, Ashante James (IMC06), Kristin Reagan (IMC06), Preeti Salvi (IMC06)



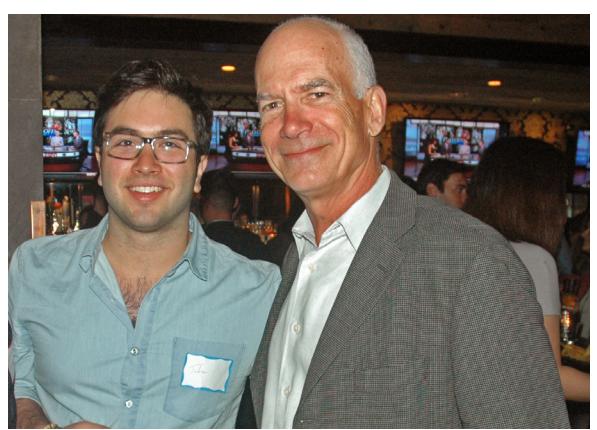
Catherine Maki (IMC14), Gabrielle Gibbs (IMC07), Kiersten Corradetti (IMC14)



Lauren Parrah (IMC14), Alisha Chen (IMC14)



Current NY Alumni Board: Tiffany Hopkins (Programming), Gabrielle Gibbs (President), Richard Reif (Programming), Emily Glazer (VP), Art Tauder (Mentorship)



John Meguerian (WCAS12, IMC Certificate) and IMC Lecturer Marty Kohr

clothes make the man



Ed Filipowski (BSJ83), president and chief strategist of KCD, fashion public relations agency that specializes in event production and digital services, continues to make a splash on and off the runway.

STORY BY LIZ LOGAN (MSJ08)
PHOTOS BY ARMANDO SANCHEZ

for Ed Filipowski (BSJ83), the TV show "Lou Grant," starring Ed Asner as a newspaper editor and Nancy Marchand as the publisher, was more than prime time entertainment. The show's titular character also inspired Filipowski's teenage dreams of becoming a writer. Little did he know back then that art and reality would soon collide. As a college freshman, the first person he met at Northwestern, on the steps of Chapin Hall, was Nancy Marchand, who was sending her daughter, Rachel Sparer (WCAS83), off to school.

"I still remember that moment so clearly," he says. "That's what my life and career have been like, a series of moments. Northwestern made me believe life was full of wonderful possibilities and the only way to be is fearless when they happen to you."

Filipowski never became an editor like Lou Grant, but his job is even more high-profile. As co-president of KCD, one of the world's most influential fashion PR firms, he represents many of industry's iconic brands, such as Tory Burch, Marc Jacobs, Louis Vuitton, Alexander McQueen, Gucci and Prada. Under his tutelage, the firm has worked with some of the biggest breaking news stories in fashion and helped journalists cover the industry in a deeper, multi-dimensional way.

●

It's all a far cry from Filipowski's childhood in a small town in southwestern Pennsylvania, where his father was a steelworker. Realizing early on that he had a talent for writing, Filipowski started working for the local newspaper as well as the high school paper and radio station. "I was attracted to anything media-related, and I was driven to be a journalist," he recalls. Fashion, too, was always in the back of his mind. "I'm gay," he says matter-of-factly, "I was born with the fashion gene."

He knew Medill was the best journalism school, so he borrowed money from his sister for the application fee. "I was fortunate to get in the door," he says, adding that he received nearly a full scholarship. "My partner aside, Northwestern is the best thing that's ever happened to me."

In Evanston, Filipowski immersed himself in campus life, joining Theta Chi fraternity, the activities and organizations board, and The Daily Northwestern, where he edited the first fashion supplement. Along the way, he realized he didn't have the heart and soul to be a great writer, and that's when he decided not to devote his life to being a journalist.

After graduation, he moved to New York City and shared an apartment with Sparer. Another NU alum, Jack Taylor, hired him as an assistant account executive in the rapidly growing ad agency Jordan, Case, Taylor & McGrath. There, Filipowski developed a solid understanding of brand strategy and product storytelling in a short period of time. He heard about KCD through a friend, and when the company landed a big client, he sent partner Kezia Keeble a bouquet with a congratulatory note. The flowers led to a meeting, which led to a job offer.

Over the next few years, he gained an understanding of the inner workings of the fashion industry from Keeble, a former Vogue editor. He also learned about fashion criticism from the firm's other partner, John Duka (BSJ71), a former style reporter for The New York Times. KCD's goal was to get fashion covered more seriously in the media beyond tabloid headlines.

"We have two clients here," Filipowski says of KCD's approach, "the designer or the fashion house, and the media. Our job is to take care of both, not one or the other. It's what we're known for. We've been respectful of the journalism codes and also the integrity of fashion. The bottom line is knowing what a good story is and the right place for it."

Filipowski and his co-president, Julie Mannion, assumed leadership roles early on after Keeble died of breast cancer and Duka died of AIDS. The co-presidents forged ahead thanks to their training, growing the firm into what it is today: an integrated company that offers PR services, fashion show and event production, and digital communications, with more than 80 employees in offices in London, New York and Paris. Filipowski has managed the communications for numerous high-profile news stories in the fashion world, such as the murder of Gianni Versace and the suicide of Alexander McQueen.

His passion for his work is so intense that he says the past 30 years have flown by. At this point, fashion is second nature to him. The firm puts on almost 50 runway shows every season, and he knows every outfit by memory. Fashion even extends into his personal life. His partner of more than 20 years, Mark Lee, is CEO of Barneys New York.

"I still get emotional at fashion shows," Filipowski says.

"And when I'm standing with Sarah Burton at McQueen, and she's taking me through her thought process, I can't believe my life. It's a privilege."

When the PR industry went digital, Filipowski didn't immediately rush to change his approach. Instead, he waited to learn more about client needs. As he watched digital trends emerge, he created the B2B site digitalfashionshows.com, featuring exclusive runway shows that allow journalists to cover online shows as if they were live. The site has a strong following, and now he's seeking investment to grow and expand the unique platform.

Today, Filipowski's favorite part of his job is management. The majority of KCD's employees report directly to him, and the firm has an impressive track record for retention, especially given the industry's reputation for having high turnover. "I'm very personal and hands-on," he says. "I tell everybody when they're hired, 'We will give back to you double what you give to us, because I want this to be a personally and professionally fulfilling experience for you.'"

He attributes his success at his agency to the knowledge and values he learned at Medill. "If you have good personal and professional values, and you work really hard, and if you're good to people you work with and meet, it just happens," he says.

We've been respectful of the journalism codes and also the integrity of fashion. The bottom line is knowing what a good story is and the right place for it."

— Ed Filipowski (BSJ83)



NAMES TO KNOW

**Seth Porges (BSJ05, MSJ05)**

Co-founder and CEO, Cloth

Seth Porges had an epiphany while playing with a friend's iPhone in 2012. On the camera roll, his designer friend, Wray Serna, had dozens of photos of herself in different outfits. It was her way of keeping inventory of her closet. "I thought, there's got to be a better way to save these photos, organize them and make them actually useful," Porges recalls. When the pair couldn't find an app for that, they decided to build one themselves — and Cloth, a free, downloadable electronic closet organizing system that, among other things, makes it easy to save and share your favorite outfits, was born.

Hundreds of thousands of iTunes Store downloads later, Porges is working on the app full time. This fall, the company will release an updated version of Cloth that aims to provide users with a fully social, virtual wardrobe where they can discover, organize and share fashion with friends.

"When I was a magazine editor, I was always juggling side projects, and this project took on a life of its own," he says. "We realized we had a hit on our hands."

Porges, who was working as a senior editor at Maxim when the idea for Cloth was conceived, has also held jobs at Popular Mechanics and Men's Health. He says his journalism background has translated naturally into working on a tech startup. "Being a journalist taught me how to find the right people to make deals happen, how to get people on the phone." He adds that the graduate magazine publishing project at Medill taught him how to ideate, build and develop a product from nothing.

Now, in a reversal, his side project is freelance writing. "We've entered the era of the multi-tasking, entrepreneurial journalist," he says. "But journalism is my first love, and I don't think I'll ever completely leave it."

Cathy Horyn (MSJ80)

Writer and Former Chief Fashion Critic at The New York Times

In 1999, after roughly two decades in the newspaper industry, Cathy Horyn became chief fashion critic at The New York Times, a job that fulfilled career goals she set early on: to write criticism that engages a broad audience, and to write about key people involved in fashion. She has earned more than 1,000 bylines, writing a wide range of stories, including piercing critiques of runway shows (some designers even blacklisted her), profiles, business articles and magazine pieces. She once described Snooki from the reality TV show "Jersey Shore" as "a turnip turned on its tip," and she opined that Chelsea Clinton's Vera Wang wedding gown suggested an ambivalent relationship with fashion. She also started one of the early blogs at the Times, On the Runway, which became a focal point for the fashion-obsessed reader.

"I grew up sort of interested in clothes, but I was much more interested in the people," Horyn says. "Fashion was social and funny to me, and such a strange world. I thought there was an opportunity for a different kind of writing on the fashion beat, more critical and more point-of-view."

But forging a career in the competitive newspaper industry was no easy task, and Medill helped her break in, she says. When she graduated, she applied for 75 newspaper jobs and felt fortunate to receive two offers. She started out as a reporter at the Virginian-Pilot, where fashion writing began to fascinate her. She went on to cover fashion for The Detroit News, and then landed at The Washington Post Style section in 1990. Focusing on the White House and newsy aspects of fashion, her career started to take off.

"I noticed a lot of my readers were men or non-fashion people,"



she recalls. That was always my goal — to write for the insiders, but also make fashion interesting to people who aren't insiders."

After the Post, she worked as a writer for Vanity Fair in New York, before joining the Times. In addition to great stories, in 2009 she found love on the fashion beat: her partner Arthur Ortenberg, the late Liz Claiborne founder.

When Horyn retired from the Times earlier this year, the newsroom announcement referred to her as "the preeminent fashion critic of her time" and said she "has set an almost impossible standard for those who may follow." But she hasn't hung up her hat just yet. She's working on a book that details the history of Times fashion coverage dating back to the 1850s.

Lauren Bonenberger (BSJ11)

Merchant and Brand Lead, Abercrombie & Fitch

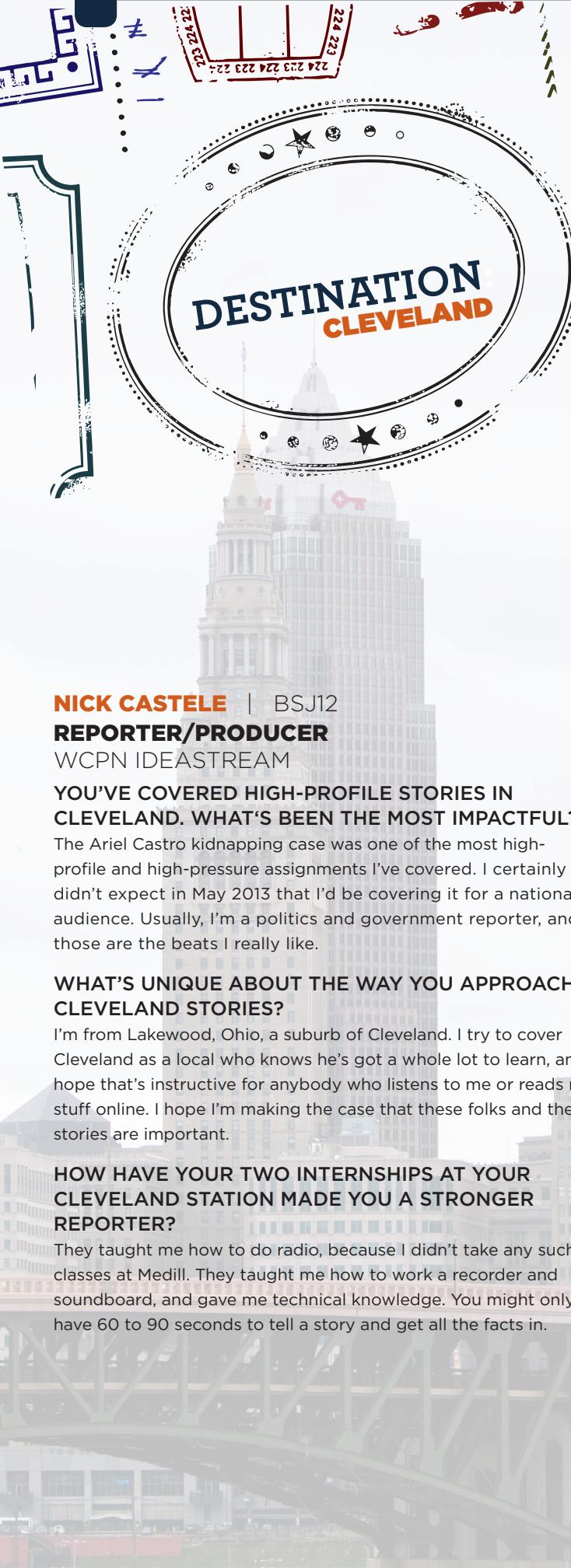
As a Medill undergrad writing for NU fashion magazine Stitch, Lauren Bonenberger had a glimpse of fate. One of her proudest pieces was a profile of Horween Leather Company, a major tannery located in Chicago. She spent a day in the factory, documenting the process through which raw animal hides become polished leather products.

But the summer before her senior year, another career path presented itself when she interned at Abercrombie & Fitch. She found that she enjoyed the day-to-day work at the fashion company and received an offer to return full time after graduation. "I had the foundation to do anything," she says of her Medill magazine specialty.

At Abercrombie, she learned the company's products from the ground up and had an impressive amount of responsibility

from day one, including making decisions that would affect multimillion-dollar lines. Now, three years and two promotions later, she's a merchant, in charge of overseeing products from conception through the production process and into sales. Her travels have taken her to India and Taiwan to visit the factories where the clothes are made. "I love the sense of ownership that I have," she says.

Because she deals with everything from budgets and trends to patterns and production deadlines, her reporting skills have come into play. "The most important lesson I learned at Medill was don't be afraid to go out and get the information you need," she says. "When I was a freshman, I was terrified of doing man-on-the-street interviews, but now every day I'm talking to busy, intimidating people at the office, or calling Asia. Medill gave me confidence."



Cleveland has been on a roll this year. The city not only nabbed the 2016 Republican National Convention, but the Cavaliers also netted the biggest name in the NBA's free-agent lottery: LeBron James. Thanks in part to these victories, the Rock and Roll Capital of the World has earned new glances from around the globe. "Cleveland is seriously on the rebound in a way I didn't realize before I got here," says Elizabeth Heller Allen (BSJ75). Ohio's second-largest city is home to Heller Allen and four other alums who spoke to **Maureen Jenkins (BSJ89)** about this Midwestern city that's rediscovered its mojo.

NICK CASTELE | BSJ12
REPORTER/PRODUCER
WCPN IDEASTREAM

YOU'VE COVERED HIGH-PROFILE STORIES IN CLEVELAND. WHAT'S BEEN THE MOST IMPACTFUL?

The Ariel Castro kidnapping case was one of the most high-profile and high-pressure assignments I've covered. I certainly didn't expect in May 2013 that I'd be covering it for a national audience. Usually, I'm a politics and government reporter, and those are the beats I really like.

WHAT'S UNIQUE ABOUT THE WAY YOU APPROACH CLEVELAND STORIES?

I'm from Lakewood, Ohio, a suburb of Cleveland. I try to cover Cleveland as a local who knows he's got a whole lot to learn, and hope that's instructive for anybody who listens to me or reads my stuff online. I hope I'm making the case that these folks and their stories are important.

HOW HAVE YOUR TWO INTERNSHIPS AT YOUR CLEVELAND STATION MADE YOU A STRONGER REPORTER?

They taught me how to do radio, because I didn't take any such classes at Medill. They taught me how to work a recorder and soundboard, and gave me technical knowledge. You might only have 60 to 90 seconds to tell a story and get all the facts in.

WHAT LESSONS DO YOU USE FROM MEDILL?

My senior year, I took a class called Journalism of Empathy, taught by Alex Kotlowitz. I think about that class a lot. Am I telling the story as an outsider looking in or looking down? Am I telling it in a way that cares for the people whose story I'm telling?

Photos by Armando Sanchez



JACOB FARRAR | IMC02
DIRECTOR
THE TAYLOR INSTITUTE FOR DIRECT MARKETING AT THE UNIVERSITY OF AKRON

WHAT DOES YOUR DAY-TO-DAY WORK INVOLVE?

The Taylor Institute is part of the College of Business Administration at the university. I run the operations — fundraising, corporate partnerships, student internships. We have events where we bring in outside speakers. We try to leverage the capabilities of the Institute to help make students better job candidates as well as provide additional learning opportunities through experiential and practical experience.

WHAT WAS THE MOST IMPORTANT THING MEDILL TAUGHT YOU?

Now that I'm in higher education, I look at some of the programs Medill has as a model with the focus on residencies and internships. We convey to our students how important those opportunities are. I look at how the Medill IMC program is structured and think about how we can emulate that here. It's definitely a different spin on my Medill experience.

WHAT'S THE MOST SURPRISING THING ABOUT LIFE IN CLEVELAND?

I had no idea how outdoorsy this place is. There's a national park just 15 minutes from my house. I was blown away by the number of parks, bike paths and running paths. In a way, it's akin to the Pacific Northwest (where I'm from), except there are no mountain ranges.

WHAT'S YOUR FAVORITE CLEVELAND SPORTS TEAM?

I'm more of a University of Akron men's soccer team fan. DeAndre Yedlin, a player on the U.S. Men's National Team (which played in the 2014 World Cup), went to the University of Akron and plays for the Seattle Sounders. Akron men's soccer consistently sells out the stadium, but men's football rarely does.

DONNA MARBURY | MSJ13
WEB EDITOR & CONTENT SPECIALIST
ADVANSTAR COMMUNICATIONS

WHAT DOES YOUR JOB ENTAIL?

I work between the print and web publications of Medical Economics, a B2B magazine. I'm the point person for taking our print ideas and moving them into the digital space. I find and write stories for the web and keep a close look at analytics.

YOU'VE DONE IT ALL — PRINT, AUDIO, BROADCAST, ONLINE AND PUBLIC RELATIONS.

WHAT'S THE COMMON THREAD?

Providing a clear message is the thread among them, whether journalism or art. Journalism is moving into this area of branded content. Even within my company and its B2B magazine, it is journalism, but a lot of the work involves working with editors, designers and the digital department to create content across platforms, including print, web and curating some branded content. My public relations background helps, but you're still being factual and following journalistic rules.

WHAT'S THE BEST THING ABOUT LIVING IN CLEVELAND?

I love that it reminds me of Evanston. It's close to Lake Erie. Cleveland has many qualities Chicago has. There are a lot of things going on in Cleveland — a lot of creative people, arts, culture, sports teams.

WHAT ADVICE DO YOU HAVE FOR CURRENT MEDILL STUDENTS?

Be open-minded about what your career's going to be. Go for the experience over the money.



KRISTIN VOLK | MSJ05
MULTIMEDIA JOURNALIST
 WEWS-TV NEWSCHANNEL 5

**HOW HAVE YOUR SEVEN YEARS OF
 WASHINGTON D.C. REPORTING IMPACTED
 YOUR CLEVELAND WORK?**

D.C. is a tough news town, so it certainly gave me the confidence and maturity to handle a top 20 market like Cleveland. By the age of 24, I was in D.C. interviewing politicians. I learned how to be assertive, ask the tough questions of senators and cover the White House. I had to learn to prepare and produce big national stories for affiliate stations.

**HOW DID MEDILL PREPARE YOU FOR TODAY'S
 MULTIMEDIA JOURNALISM ENVIRONMENT?**

I can't stress enough the real-world experience Medill gave me. I wasn't in the classroom so much — I was out on the streets working as a real journalist. I learned how to shoot and edit. I also learned how to write a good story — how to construct that story, draw viewers in and keep them tuning in. The cameras and editing software I used at Medill mirrored what was being used in the business.

HOW DO YOU LIKE LIVING IN CLEVELAND?

I'm living in Cleveland at a great time of renewal. I look forward to the next year or two to see what happens. The people are phenomenal. It's so nice to get the positive feedback from viewers. Ohio is my home state, so to come back and experience it now is pretty special.

HOW IS CLEVELAND A GREAT NEWS TOWN?

Cleveland has four very distinct seasons, so there are weather stories such as tornadoes and floods — we get the extremes. It's also a competitive market, so I have to stay on my toes and make sure I'm getting the best story possible.



ELIZABETH HELLER ALLEN | BSJ75
**VICE PRESIDENT, MARKETING &
 COMMUNICATIONS**
 THE METROHEALTH SYSTEM

**WHAT'S YOUR FAVORITE THING ABOUT YOUR
 CURRENT ROLE?**

The opportunity to reframe how the public thinks about MetroHealth. People can be very dismissive of a health care system that's committed to caring for everybody. I see this job as an opportunity to get people to rethink the critically important role public hospitals play. Also, I like my staff a lot. They work here because they believe in the mission.

**WHAT ARE THE BIGGEST HEALTH CARE
 CHALLENGES CLEVELAND FACES?**

Cuyahoga County ranks 65th out of 88 counties in Ohio in terms of health outcomes. You can go from one town to the next in the same county, and the life expectancy can vary by 10 to 15 years. One million patients visit our system each year. The biggest challenge is to figure out how to both treat patients and increase the health of the entire community.

**HOW DOES YOUR MEDILL BACKGROUND
 TRANSLATE INTO MARKETING AND
 COMMUNICATIONS?**

I have an understanding and appreciation of the real difficulties journalists have these days, and a respect for their profession that is not generally shared by PR or businesspeople who think the press is ignorant or predatory. I've tried to make my team more disciplined about what stories we pitch and how we write. We're a better partner with journalists because we understand their professional standards and value the role they play in a free society.

WHAT'S THE CITY'S BEST-KEPT SECRET?

Downtown is becoming a cool place to live. That has been the biggest surprise — the philanthropic activities and the collaboration on all the things that need to drive growth. The business, entertainment, health care, sports and higher education communities are all investing in the city.



THE FIGHT FOR FREE PRESS

CRISTIANA LACAYO'S (BSJ05, IMC06) FAMILY CARRIES ON THE 80-YEAR BATTLE FOR FREEDOM OF EXPRESSION IN NICARAGUA.

STORY BY MELISSA SERSLAND (BSJ10, MSJ10)
 PHOTOS BY ARMANDO SANCHEZ

The Chamorro family and its publication, La Prensa, a leading independent newspaper in Nicaragua, have shaped the course of the country's history for more than 80 years.

Cristiana Lacayo's (BSJ05, IMC06) great-grandfather, Pedro Joaquín Chamorro Zelaya, purchased La Prensa

in 1932. For Lacayo, La Prensa has become the voice of the country's conscience. "La Prensa is so important," Lacayo says. "It runs in the blood of the family."

Lacayo works as a marketing director for a wire transfer company focusing on Latin America and is the only member of her family living in the United States. She looks forward to the day when she can take part in the family business.

As a child coloring on La Prensa's pages, Lacayo quickly

for a journalist or common person to be murdered, [Somoza's regime] would murder anyone," Lacayo says.

La Prensa continued under the direction of Chamorro's widow, Violeta, and his family. When the Somoza regime was finally pushed out of power in 1979, Somoza ordered tanks to destroy La Prensa. The family rebuilt the newspaper from ashes.

As Nicaragua plunged into civil war in the 1980s, the Chamorro family, like many in the country, split between the ruling leftist Sandinistas and the conservative opposition, the Contras. Violeta led La Prensa, with the support of two of her four children, Cristiana and Pedro Joaquin Chamorro, against the Sandinistas. In response, Violeta's brother-in-law, Xavier Chamorro, left La Prensa with a majority of the staff and started a pro-Sandinista newspaper, El Nuevo Diario. Her son, Carlos, became editor-in-chief of another pro-Sandinista publication, Barricada, named for the trenches Sandinistas would create to fight against the Somoza dynasty.

"IT RUNS IN THE BLOOD OF THE FAMILY."

— CRISTIANA LACAYO (BSJ05, IMC06)

realized the power of the press. She considered majoring in communications in college but ultimately decided to study journalism at Medill. "I was drawn by how journalism can change a country," she says. Medill was her top choice, and she loved the school's approach of learning through hands-on experience. As an undergrad, she interned at the Miami Herald; El Nuevo Herald, the leading Spanish newspaper in the U.S.; and Hoy in Chicago. "I value how Medill taught me never to take no for an answer and created opportunities for students to get the information needed to write both sides of a story," she adds.

Lacayo grew up in Nicaragua while her grandmother, Violeta Barrios de Chamorro, and mother, Cristiana Chamorro, fought to keep La Prensa open amidst censorship, which became a part of La Prensa's history early on. The paper was first censored in 1934 for being too critical of the government.

In 1952, Pedro Joaquín Chamorro Cardenal (Chamorro), Lacayo's grandfather, took over La Prensa following his father's death and intensified the paper's criticism of the Somoza regime, a family dictatorship that ruled Nicaragua from 1936 to 1979. Chamorro advocated for democracy and an independent, free newspaper. For this work he was tortured, exiled and repeatedly jailed.

"The main interest of La Prensa is to defend the liberty of information at all cost and in any way without thinking about the benefits, losses or sacrifices, because that right is indispensable for the full liberty of Nicaragua," Chamorro said in 1974.

In 1978, Chamorro was assassinated by an unidentified gunman.

"La Prensa has always been a tool to fight for liberty of expression," Lacayo says. "My grandfather fought for it. He knew he might die fighting for that."

Chamorro's death mobilized a national revolution against then-president Anastasio Somoza Debayle. "After my grandfather's death, a lot of people went out to the streets and said that if it was possible

THE FIGHT FOR LIBERTY CONTINUES

Today, Sandinista leader Daniel Ortega is president. The government has monopolized the media industry to offset the influence of non-government publications. Defending the liberty of information still requires sacrifice.

Lacayo's uncle, Carlos, routinely challenges Ortega in his broadcast program, "Esta Noche" and newsletter, "Confidencial." In retaliation, Ortega directed police to raid Carlos's office in 2008. Columbia University awarded Carlos the Cabot Prize, "honoring journalism that contributes to inter-American understanding," in 2010.

To promote journalism, civil society and democratic institutions in Nicaragua, the Chamorro family established the Violeta Barrios de Chamorro Foundation in 1998. Each year, the foundation and the United Nations award the Pedro Joaquín Chamorro Cardenal Prize for Excellence in Journalism. The prize honors Nicaraguan journalists who continue to fulfill Chamorro's lifelong ambition: to keep vigil for personal liberty. For his wife and children, his ambition continues to be their personal crusade.

Lacayo's mother still writes opinion pieces and sits on the board of directors for La Prensa. Like her mother, Lacayo is passionate about her country, its people and carrying on the legacy of her grandfather. "The spirit of my grandfather runs through everything we do," Lacayo says. "We will always defend the right to be free until the last moment, utilizing any of the resources we have."



MEDILL IMC TAKES MANHATTAN

BY JOE WOODARD (IMC14)

Soon-to-be-grads network with alumni at top media companies in New York.

I jumped at the opportunity to visit New York City from May 15 to 16 on the "IMC@NYC" networking trip because it's my dream to work there after I graduate. I knew this trip would help me make meaningful Medill connections while visiting some of the most sought-after companies in marketing communications. I couldn't wait.

The trip included a Medill "speed-networking" breakfast with another group of alumni, and the opportunity to visit two of the following 10 companies — Google, CBS Marketing, Condé Nast, The New York Times, R/GA, JWT Worldwide, CASE Design, Now What, McCann Worldgroup and Publicis Kaplan Thaler. I chose CBS Marketing and Google, but Medill ensured that our resumes would be distributed to the companies we could not visit in person.

At Thursday night's alumni event, I found myself immersed in conversation. On Friday morning, I

attended a whirlwind roundtable discussion by alums including a founding partner at Case Design and a director of business development and marketing at Morgan, Lewis & Bockius, LLP, where I learned real-world applications of marketing.

The "IMC@NYC" trip concluded after an inspiring visit to Google, where Matt McLeod (IMC09), a sales operations and strategy analyst at the company, shared what it's like to work at one of today's most powerful software companies. He described how Google's hands-off culture is always open to new ideas, and how everyone he works with is smart and creative.

Once back in Evanston Sunday night, I realized just how fortunate I was to be able to make connections with such generous alumni who were so willing to help me succeed. I received insight and advice from professionals who recognized that they were also once young students aspiring to kick off their careers in Manhattan.

"When interviewing, know the company's pain points and clearly communicate how best you can help contribute by alleviating those pain points."

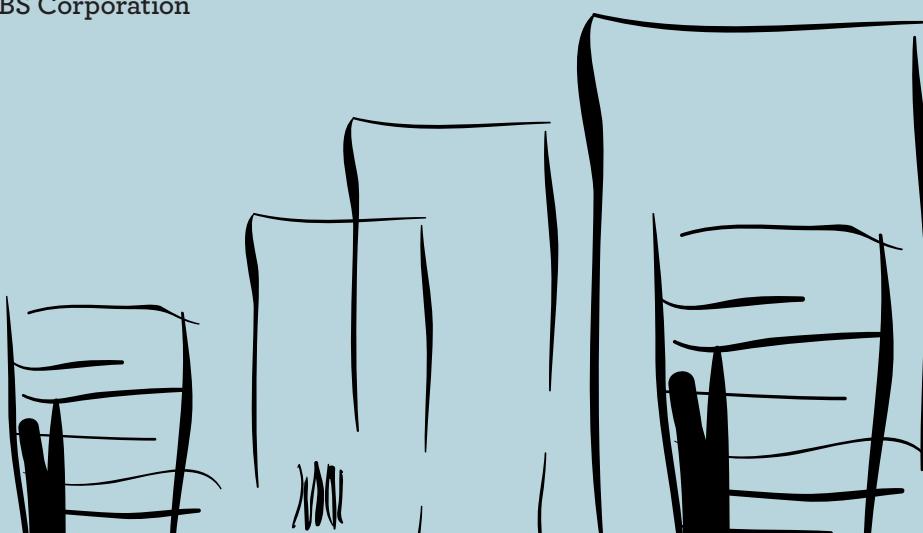
— Preeti Salvi (IMC06), former account director at Rosetta

"It is imperative to communicate your passion for the industry — having a love for cars is just as important as having a love for marketing where I work."

— David Garris (IMC11), research manager at Jaguar Land Rover Automotive

"[The media industry] is fast-moving and requires constant learning and problem solving to know which media channels are most suitable for which content."

— Angie Kucharski, (BSJ87, MSJ88), vice president of media strategies, CBS Corporation



By Lee Whack (MSJ11)

MY LONG ROAD TO GRADUATION

When I look back on my Medill experience, I see two images, each representing the highs and lows in pursuit of my MSJ at one of the country's most elite journalism schools.

In the first, I am a senior at Morehouse College in Atlanta. It is spring 2006, and I am in my dorm room, finishing my Medill application. Medill is the only journalism school I am applying to, and the only post-undergrad plan I have. I am confident about being accepted. After all, I am graduating from Morehouse Summa Cum Laude and Phi Beta Kappa honors. The summer before my senior year, I had landed a coveted spot in the American Society of Magazine Editors' internship program — and not only that, I also had earned a slot at one of the most desired publications available, Newsweek. As I submit the online application, I know I am graduating Morehouse in May and starting at Northwestern in June.

The second image is dramatically different from the first. It is a year later and my confidence is worse for the wear. I am in Professor Charles Whitaker's office. I had been there often, as he served as my adviser. But this wasn't a meeting to review my schedule or get feedback on my writing. I was on academic probation and my GPA was just shy of the 3.0 required to graduate. To say that I was devastated would be an understatement. With the expectations I had for myself — and all the money I had taken out in loans — I was in disbelief that I had fallen this low. I was embarrassed and disappointed. I listened as Professor Whitaker laid out the details of my probationary reenrollment. That was 2007.

In 2011, I finally was able to change the line in my résumé from "coursework" at Medill to "graduate."

Why did this happen? Well, I made at least three poor choices:

First, during my first two quarters, I commuted from the south suburb of Flossmoor to Evanston. It was two hours each way, Metra to Purple Line. This made 8 a.m. classes quite difficult and staying after class less than desirable.

Second, I decided to pursue membership in a historically black fraternity for the entire duration of my enrollment as a full-time student. While I don't regret seeking membership, and I am thankful for the brothers I still keep in touch with, the fraternity did take a considerable amount of time, which I could have used to study and become a better journalist.

Finally, despite having no video editing experience, I insisted on taking a Broadcast Seminar, even though faculty warned me how difficult it would be. (As my wife will tell you, I can be stubborn.) As a result, I was in the Chicago Newsroom until the early morning hours more than once doing a hatchet job, trying to splice a tape together.

After receiving guidance from Professor Whitaker and walking with my class in July 2007, though my diploma holder held no diploma, I soon started working. In November, I got a job with the Chicago Tribune's TribLocal as one of their first eight community



PHOTO BY SARAH TILOTTA

news reporters. There, I wrote articles, managed hyper-local webpages, snapped photos and encouraged community members to submit content. A few months into my new job, I began taking my first additional Medill class to improve my GPA.

About two years later, Sam Zell bought the Tribune Company. I lost my job and I became disillusioned with journalism. But I still loved writing, working in communities and focusing on government and politics. My passions and skills led me to my next opportunities: running press for a State Treasurer's race in Illinois, then a two-year stint with the communications staff of the Illinois State Senate in Springfield. While working for the State Senate, I completed my independent study at Medill, finally earning my degree, which helped me get a job doing PR for a local housing agency in Washington, D.C., in 2012.

As fate would have it, seven years after what I felt was the biggest disappointment of my life, I was hired as communications director for Congresswoman Jan Schakowsky, who represents, of all places, Evanston and the surrounding areas. Working on Capitol Hill for a public servant I have admired for years, from my home state, is a dream job for me. I have learned a lot from my failures. I am sure I will have more of them. Yet, Medill taught me a priceless life lesson: Don't become complacent and never give up.



• Tyler Fisher (BSJ 2014), left, creator of Knight Lab's embeddable sound player tool works with students who come in for the Knight Lab's weekly open lab hours.

the medill 'clubhouse'

MEDILL'S KNIGHT LAB, WITH THE SUPPORT OF STUDENT FELLOWS, HELPS SHAPE THE FUTURE OF NEWS.

By Knight Lab Staff

In spring 2012, Tyler Fisher (BSJ14), a former Knight fellow for two years, had two problems. The first: a looming class assignment for which the only guidance was to "design the future of news." And the second: a frustration he felt writing music reviews for which he spent too much time describing the sound, when allowing the reader to listen to a short clip would do the job twice as well. "The night before our class pitches were due, I still had nothing," Fisher recalls. "So I drew on my experience as a music critic."

“

Hopefully, I have assisted in **CREATING A COMMUNITY OF STUDENTS INTERESTED IN JOURNALISM AND TECHNOLOGY**, which will continue to grow and help spread technological skills to the journalism community.”

— REBECCA LAI (BSJ15)

Two years later a piece of technology Fisher, now a news apps developer on the NPR Visuals team, dreamed up that night is a full-fledged media product called SoundCiteJS. The technology was developed in a class with the help of then-associate professor Jeremy Gilbert, now the director of strategic initiatives at The Washington Post, and released by Northwestern University Knight Lab last year. And what was once a class assignment has now been used by media organizations around the country — from The New York Times to the Washington Post to Al Jazeera America — to help deliver the news.

It's an incredible headline: Undergraduate journalism student builds technology adopted by newsrooms worldwide.

But it's also not that uncommon. At Knight Lab, a joint initiative of Medill and the McCormick School of Engineering, student fellows regularly contribute to technology that is released commercially and adopted by professional journalists. Students have collaborated on nearly every piece of technology Knight Lab has released, contributing everything from market research to design skills to code.

The relationship between students and the Lab is symbiotic. While students contribute ideas and talent to Lab technology, the students learn skills that are difficult to come by otherwise.

Developing products that must face the rigors of real-world deployment and working with a team of professionals introduces students to challenges that transcend a traditional classroom. For instance, students in the Lab have engineered a web app to withstand high traffic and gathered meaningful user insight from journalists who are relying on technology to do their jobs.

"Working on real projects teaches students skills that are very valuable" says Knight Lab Director of Technology, Joe Germuska (WCAS93). "Things like version-control best practices are absolutely necessary to build a professional product, but can be a distraction from a class about visual storytelling, for example."

Mastering these skills while still at Northwestern gives students an advantage when they enter the job market. "There's a certain amount of raw practice that has to happen," Germuska says. "And the more

opportunities we can provide for people to practice, the more prepared they'll be to do this work when they graduate."

Though the practice and understanding the details behind product development facilitates learning, Knight Lab also has a "clubhouse atmosphere" that's critical, says Miranda Mulligan, the Lab's executive director.

Students host Open Lab Nights, in which they open the Lab themselves and spend the evening helping each other learn, Mulligan says. Any student with an interest in journalism and technology is welcome and invited to bring questions, ideas and projects from class or student publications to work on.

Not all students who become fellows have deep technical skills to begin with, but the community of students helps others learn technology. It's a safe environment in which to learn, practice and fail, she says.

Medill senior Rebecca Lai (BSJ15) has been key to building the "clubhouse."

"I owe Knight Lab so much of my success," says Lai, a current student fellow and editorial apps intern at Vox Media, who will graduate in December after completing an internship at The New York Times.

Lai showed up at the Lab about two years ago with experience in reporting, writing and print design. But through mentorship of the professional staff and the community of students, she's leaving the Lab as a web designer, computer programmer, data wrangler and as someone who can teach technology to others, she says. "Hopefully, I have assisted in creating a community of students interested in journalism and technology, which will continue to grow and help spread technological skills to the journalism community," she adds.

Education, perhaps, might be one of Knight Lab's most lasting legacies.

"The impact of the Lab, over the long term, is likely to be greater because of the talent we turn out rather than any software we develop," says Professor Rich Gordon, director of digital innovation at Medill and a Knight Lab co-founder. Those students will help news organizations survive and thrive as media continues to develop online. "We've seeded the whole industry with these bilingual journalists and technologists and they're inventing the future every day," he says.



By Ed Finkel (BSJ89)

BASEBALL BROADCASTER HEADS HOME

Childhood fantasy has turned reality for Glenn Geffner (BSJ90), thanks to hard work and opportunity seized.

Glenn Geffner started announcing World Series games to himself in his bedroom at around age eight. About three decades later, he did it on the radio as a play-by-play man for the 2007 Boston Red Sox.

In the years ahead, Geffner (BSJ90) hopes to do the same for the Miami Marlins, where he came full circle to work starting in 2008. "I had grown up in South Florida without a baseball team, dreaming that one day we would have one," he says. "I saw the opportunity to be part of building something here."

Geffner's path to the broadcast booth, which also has included stops with the San Diego Padres and the minor league Rochester (N.Y.) Red Wings, first gained traction at Northwestern, where he announced football, basketball and baseball games for WNUR-FM.

There, he realized he could turn broadcasting into a career.

Geffner began in Rochester as an unpaid intern and made ends meet by doubling as the team's mascot, R.W. Homer, essentially a giant baseball with a hat, arms and legs, for \$25 per appearance plus regular humiliation at the hands of young fans. "What the kids came to learn is that once R.W. got knocked off his feet, he was going to have a hard time getting back up," he laughs.

He moved on to a full-time public relations job with the Red Wings and then became a broadcaster, a pattern that would repeat both in San Diego and Boston. He worked with Hall of Fame broadcaster Jerry Coleman in San Diego and with Joe Castiglione in Boston. Now, Geffner is alongside Hall of Famer Dave Van Horne.

Geffner has many fond memories of both his earlier Major

1950s

League stops, getting to know legendary players such as the late Tony Gwynn, and watching the Red Sox as they went from heartbreak in 2003, losing the American League Championship Series to the New York Yankees, to World Series championships in 2004 and 2007. "That's something you never forget — what it meant to the city and the state and region," Geffner says of the 2004 victory, the team's first World Series win in 86 years.

Castiglione can't say enough about how much he enjoyed working with Geffner. "He was so well-prepared," Castiglione says. "And he had personality — he was a lot of fun to be with."

The return to South Florida has meant a somewhat less all-consuming lifestyle. "Particularly the years we were there, the Red Sox were so big, it was hard to ever leave your job behind," Geffner says. "In Miami, I'm able to do that more. You want to devote every minute you can to your family."

But he still ranks finding work-life balance as the toughest thing in his profession. For seven or eight months out of the year, even when he's home, he barely sees his three children, ages five to 14, aside from waking up early to see them off to school. "There's so much homework — and I'm one who over-prepares," says Geffner, whose work is broadcast throughout Florida on the Miami Marlins Radio Network. "I'm lucky I've had a very understanding wife who knew what she was getting into."

His favorite part of the job is undoubtedly the game. He didn't want to settle for broadcasting just any sport. "Now every night for three hours, I get to watch a ballgame," he says. "It's so different than any other sport because it's every single day. You're part of the soundtrack of people's summers."

Even when the team has a night game, Geffner's typical day starts in the morning. He researches the starting pitchers and hitters on both teams, even though teams provide notes to the media. "If I make a mistake, I want it to be my mistake," he says.

Geffner gets to the ballpark at least four hours before game time, sets up in the booth and then goes down to the clubhouse and onto the field during batting practice. He views his role as a blend of journalism and public relations. He aims to strike a balance between telling it like it is and maintaining his credibility, he says. And, of course, he tries to remain positive, support the team as best he can and help sell tickets.

His Medill education pays off on multiple levels. "At the end of the day, I'm a storyteller," he says. "That's where the Medill experience comes in handy. How do you tell a story in an interesting way? And check your facts. You don't want to get the Medill F. If you make a mistake, you'll hear about it on Twitter."

Geffner regularly mentors current WNUR sportscasters. His main piece of advice: Broadcast is not something you can learn from a textbook. "There's a lot you don't hear until you go back and listen to yourself on tape," he says. "You may say, 'I've got to slow down,' or 'there's too much dead air' or 'I use this expression too much.'"

More than anything, Geffner says, pay your dues and stop worrying about the next move. "You've got to throw yourself into whatever you're doing at that moment. Like a player, you never know when you're being scouted."

1970s

Articles about World War II by **Eddie Deerfield (BSJ50)** of Palm Harbor, Florida, were published in the March issues of Eighth Air Force News and the newsletter of the American Society of the French Legion of Honor. Deerfield flew combat missions against Nazi Germany on a B-17 "Flying Fortress" bomber and retired in 1983 as a lieutenant colonel.

George De Lama (BSJ79) has been selected to serve as the 10th president of the Eisenhower Fellowships, effective Aug. 4. De Lama was chosen based on his experience in international engagement and leadership as a journalist, diplomat and digital entrepreneur in nearly 60 countries across Latin America, Europe, the Middle East, Asia and Africa. As the managing

editor of news at the Chicago Tribune, he oversaw a staff that won many of journalism's highest honors, including the Pulitzer Prize. Prior to that, he led nearly 10 years of high-level talks with the Cuban government, resulting in the first American newspaper bureau in Havana in 35 years. De Lama served as external relations adviser at the Inter-American Development Bank, overseeing growth in the company's communications initiatives domestically and overseas. Eisenhower Fellowships, chaired by General Colin Powell, is a private, non-profit, non-partisan organization seeking to foster international understanding and leadership through the exchange of information, ideas and perspectives among outstanding young leaders throughout the world.

1980s

David Wallace (BSJ85) was hired deputy communications director for the Middlesex County (Massachusetts) District Attorney's Office. The county serves more than 1.5 million residents, in towns and cities north and west of Boston, from Cambridge, Massachusetts, to the New Hampshire state line. He continues to volunteer as Medill Club/New England coordinator.

John-Manuel Andriote (MSJ86) published "Wilhelmina Goes Wandering," his first children's book. The book, based on the true story of a runaway Connecticut cow that traveled five months with a herd of deer, opens discussion about differences and diversity. Andriote's earlier books include "Victory Deferred: How AIDS Changed Gay Life in America" and "Hot Stuff: A Brief History of Disco/Dance Music."

Stuart Feldman (BSJ88) won the Showtime Tony Cox TV Pilot Competition at the 2014 Nantucket Film Festival for his half-hour comedy script, "Stiffs." He previously wrote an episode of the USA Network series "Royal Pains" as well as multiple episodes of the NBC dramas "Law & Order" and "Law & Order: SVU."

1990s

Laura (Bening) Van Zeyl (BSJ93) received a Jesse H. Neal Award for Best Single Issue of a Magazine for a joint publication produced by Residential Lighting and Building Design + Construction magazines in April 2013. Van Zeyl is a publisher and editorial director of Residential Lighting and other media in Scranton Gillette Communications' Design Group in Arlington Heights, Illinois. The winning magazine featured a special section on LED lighting technology. Nicole Bowling (MSJ11), managing editor for Residential Lighting, also contributed to the issue. The Neal Awards recognize excellence in trade journalism.

David Zivan (MSJ96) has been named Chicago Social's new editor-in-chief and group editor of sister titles North Shore, Interiors Chicago, Men's Book Chicago, Brides Chicago and FrontDesk. Zivan previously served as editor for Chicago-based trade publication Music Inc. Prior to that, Zivan served as editor-in-chief at Indianapolis Monthly for seven years, steering the publication to nominations for general excellence by the City and Regional Magazine Association four times and a win in 2006. As senior editor for Chicago magazine, Zivan was part of the team that helped the publication garner a National Magazine Award in 2004. Zivan also holds a master's in creative writing from Virginia Commonwealth University and produces work for Atlanta, Bicycling, Chicago and Condé Nast Traveler, among other magazines, and contributed 10 athlete biographies to the commemorative book, "ESPN SportsCentury."

John Gerzema (MSA97), chairman and CEO of Y & R's Brand Asset Valuator (BAV) Consulting, has been named to the National Kidney Foundation Board of Directors. Recently inducted into the Medill Hall of Achievement, he is a pioneer in the use of data to identify social change.

2000s

E.J. Samson (BSJ04) won a 2014 Webby Award in the category of "People's Voice, Best Social: Fashion & Beauty," for GQ magazine, where he is currently the digital director. He accepted the award with GQ's Deputy Editor Michael Hainey (MSJ87).

Melina Kolb's (MSJ09) documentary "Remember Me Sue" premiered on PBS Chicago in May and is posted online. The film is based on Sue Duncan's work with children on the South Side of Chicago. While she was first learning to use a video camera, Kolb started gathering footage of Duncan and her students in 2003. As the years passed, Kolb decided to attend Medill and Duncan's son, Arne Duncan, became the U.S. Secretary of Education. When Kolb learned Sue Duncan was diagnosed with Alzheimer's, Kolb decided to create a feature documentary using her original material along with other footage shot over the past decade.

2010s

Laurel White (MSJ14) was selected as the 2014 Lee Ester News Fellow for Wisconsin Public Radio. White is the sixth fellow in the program, which honors Lee Ester, an avid Wisconsin Public Radio listener and a board member of the Wisconsin Public Radio Association from 1992 to 1998. The nine-month fellowship provides the opportunity for an

emerging journalist to more fully develop his or her broadcast journalism skills. During her graduate program, White completed an internship with NPR's "All Things Considered" in Washington, D.C. White and Ester, and his widow, Leota, share an alma mater: North Central College in Naperville, Illinois. While at North Central, White received several awards, including Outstanding Senior Woman, Outstanding Major in English, Outstanding Student in the Division of Art and Letters and the Megan Sweeney Award. She was also the co-editor-in-chief of the North Central College newspaper, The Chronicle.

Donna Marbury (MSJ13) welcomed son Jeremiah Indigo Stanford at 9:53 p.m. on Aug. 1.

By Libby Sander (MSJ03)

PERFECT TIMING

Brad Flora (MSJ08) sells tech startup for \$25.5 million.

In fall 2012, Brad Flora (MSJ08) launched a small technology company with a straightforward mission: Help companies lure back lost customers by showing "the right ad to the right person at the right time."

With a user-friendly approach that appealed to advertisers large and small, the San Francisco-based venture, known as Perfect Audience, grew quickly. In June, less than two years after its inception, Flora sold his startup for \$25.5 million to a company headquartered down the road, Marin Software.

The acquisition is the latest adventure in entrepreneurship for the 32-year-old Flora. Just months after graduating from Medill, he founded Windy Citizen, a community news site with an innovative take on local coverage. (The site closed in 2012.) Then he jumped into advertising, founding NowSpots Inc., which built and sold online ads. Out of that venture came Perfect Audience.

As more and more transactions move online, businesses of all stripes lose out if potential customers visit their website but don't make a purchase or fill out a contact form. Enter a tactic known in advertising parlance as "retargeting." A company can place ads on Facebook and elsewhere on the web that are personalized for people who have already signaled interest in the company.

"With retargeting, you can reach out to them again and again and again," Flora says. "Every advertiser's different. Our goal was to build tools that let an advertiser come and figure out the best way to be retargeting their lost customers."

Marin was one of Perfect Audience's clients. "We found it to be such a powerful, easy-to-use product," said Matt Ackley, Marin's chief marketing officer. "When it came time to examining retargeting companies, going with something we personally saw value in made sense."

Perfect Audience's 14 employees, including Flora, have all joined Marin, and the organization will operate as a standalone unit within the larger company. The acquisition brought those employees more than just a windfall of cash and stock options, Flora says. It also has given Perfect Audience the chance to think big.

"We were working with lots of small businesses, and that's great," he says. "Marin's customers are the biggest companies on the planet." Clients include Macy's, Hotels.com, and the University of Phoenix, to name a few.

The former journalist, who was in the new media (MSJ) track at Medill and holds a bachelor's degree in English from Princeton University, says successful entrepreneurship and good journalism have something in common: empathy.

"You need to be able to talk to people you don't know, listen to them and understand what their problems are so you can make a solution to help them," he says. "If you're not really trying to see things from their point of view, you're going to make things that people aren't going to want to buy."

OBITUARIES

Dozier Copeland Cade (MSJ40), 96, of Brentwood, Tennessee, died April 12. Cade received a degree in journalism and English from the University of Alabama in 1939 with high honors. He received a master's in journalism from Medill in 1940 and received the Harrington Award, Medill's highest graduate award. Cade also received a doctorate degree in mass communications from the University of Iowa. He served in the U.S. Army during World War II and was awarded the Bronze Star for meritorious service. He retired in 1969 as a colonel after 30 years of service in the Army and Army Reserve. He worked at newspapers for 10 years and was a journalism professor for 30 years at Emory University, Northwestern University, Georgia State University and the University of Tennessee at Knoxville, where he was the director of the school of journalism. He retired in 1980. Cade is survived by his wife, Catherine; his sons, Dozier and James; four grandchildren and seven great-grandchildren.

Patricia Dalton (BSJ47), 89, of Beloit, Wisconsin, died April 24. Dalton was a staff reporter for Chicago Daily News and Chicago Sun-Times. She enjoyed volunteering for various political organizations and staying in touch with fellow journalists. She is survived by her brother, Maurice, and several nieces, nephews and cousins.

Charles Robert "Bob" Mumphrey, 95, of Shreveport, Louisiana, died May 10. Mumphrey attended Medill for a time, and was a World War II veteran who served in the U.S. Eighth Air Force in Europe from 1940 to 1944. After the war, he served as a news editor and broadcaster for several radio stations in Louisiana and also acted in a daily soap opera and in weekly radio dramas. He was a business reporter for Dun & Bradstreet in Dallas and spent 26 years as a copy editor and manager of the printing department at M.L. Bath Co. Mumphrey also was a frequent actor at the Shreveport Little Theater, a published short story writer, poet, nature photographer and a public speaker for educational events. Mumphrey is survived by his daughter, Annette; sons James, Charles and Michael; granddaughters, Leslie, Jamie, Jennifer and Rachael and four great-grandchildren.

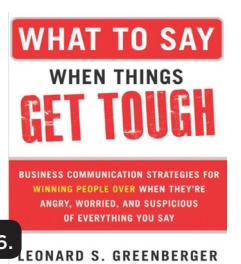
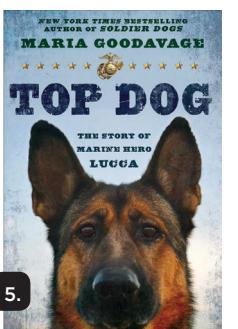
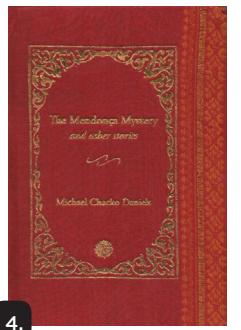
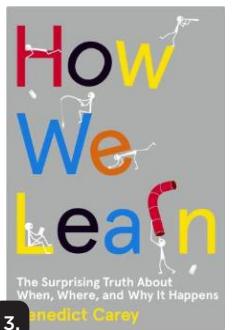
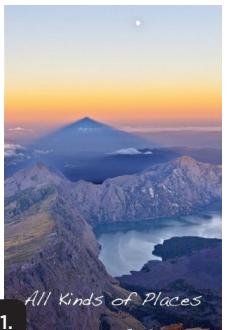
Wallace Eugene "Pete" Snelson (MSJ50), 91, of Georgetown, Texas, died April 26. Snelson graduated high school at 15 before working as a news editor and advertising manager for his hometown paper, the Grandfalls Gazette. He was the sports editor for the El Paso Times while studying journalism at Texas College of Mines. He was wounded in action in World War II but returned to service as a special agent in the 307th Counter Intelligence Corp. Snelson was awarded the Purple Heart, Bronze Star and Combat Infantryman Badge. After the war, he joined the faculty at Texas College of Mines and finished his master's of journalism at Northwestern. He was then vice president of Odessa College before opening an advertising agency, which he operated for 35 years. Snelson was elected to both the Texas Legislature and the Texas Senate and served until his retirement in 1983. He worked as a consultant until 2008. Snelson is survived by his wife, Susan; brother, Bill; sons Gene, Steven and Shane; daughter, Sandy, and 10 grandchildren.

Karen DeCrow (BSJ59)



DeCrow (BSJ59), 76, of Jamesville, New York, died June 6. DeCrow was a nationally recognized attorney, author and leader of the women's movement. She specialized in constitutional law, gender and age discrimination, and civil liberties. Her work to promote gender equality has had a profound impact on men and women on a

global scale. DeCrow began her career as a journalist and served as an editor and writer for 10 years, during which she became active in the women's movement. She joined the National Organization for Women (NOW) in 1967. She served as a member of the National Board of Directors of NOW from 1968 to 1974. DeCrow was the first female mayoral candidate in New York state when she ran for mayor of Syracuse in 1969. She was also the only woman in her class at Syracuse University Law School, where she received her law degree in 1972. She wrote several books, including "The Young Woman's Guide to Liberation" in 1971 and "Sexist Justice — How Legal Sexism Affects You" in 1974. In 1974, she was elected president of NOW and was the first person in that capacity to be invited to the White House, where she met President Gerald Ford. DeCrow was also named one of the "200 Future Leaders of America" by Time magazine that year. Under her leadership, NOW helped defeat a proposal by the NCAA to omit school sports from the scope of Title IX, organized the first "Take Back the Night" and opened a new Action Center in Washington D.C. NOW also protested discrimination in the media and established a National Task Force on Battered Women/Household Violence. As NOW president, DeCrow called on NASA to recruit more women for the space program and pressured corporations and government agencies to hire more women. She served as president of NOW until 1977. During the 1970s and 80s, DeCrow traveled around the country to campaign for the Equal Rights Amendment and debated anti-feminist author, Phyllis Schlafly, 80 times on the ERA. She was inducted into the National Women's Hall of Fame in 2009. DeCrow wrote a column on women's issues for Syracuse.com and The Post-Standard from 2011 to 2013. She is survived by her sister, Claudia, and cousins, Richard and Vicki.



See more books written by alumni at
bit.ly/Medill-Keep-Reading

1. All Kinds of Places

Tim Doyle (MSJ04)

O'Brien is a 38-year-old traveler whose life of leisure and freedom in Indonesia ends abruptly when his mother takes away his financial support. Back home in Washington, D.C., O'Brien is forced to face the responsibilities he has so far avoided, including holding down a job and finding a place to live. As he struggles to fulfill his desire to be free, he faces the reality that he finally needs to be an adult.

2. Flight 232: A Story of Disaster and Survival

Laurence Gonzales (Medill adjunct lecturer)

Twenty-five years ago, United Airlines Flight 232 became one of the deadliest plane crashes ever recorded on camera. Of the flight's 296 passengers, 112 were killed when the plane made an emergency crash landing in Sioux City, Iowa, and burst into a giant fireball. Gonzales, a commercial pilot, details how heroism and human ingenuity saved lives when a tiny mechanical flaw brought down a fully loaded jumbo jet.

3. How We Learn: The Surprising Truth About When, Where and Why It Happens

Benedict Carey (MSJ86)

Carey, a science reporter for the New York Times, delves into The science of learning and memory with "How We Learn." Find out why teachers should give final exams on the first day of class, why it's wise to interweave subjects and concepts when learning any new skill and when it's smarter to stay up late prepping for that presentation than to rise early for one last cram session.

4. The Mendonça Mystery and Other Stories

Michael Chacko Daniels (MSJ68)

"The Mendonça Mystery and Other Stories" is Daniels' fourth book published by Writers Workshop. The volume includes 17 stories with illustrations and is designed in India, hand-bound with handloom sari cloth woven to capture the beauty of India's cottage industry. Readers will find unexpected adventures, tall tales and poignant testaments to youthful fancies, embarrassments and unexpected compassion.

5. Top Dog: The Story of Marine Hero Lucca

Maria Goodavage (BSJ84)

Goodavage, author of The New York Times bestseller "Soldier Dogs," returns with "Top Dog: The Story of Marine Hero Lucca." The main canine, Lucca, belongs to an elite class of military dogs trained to work off-leash searching for improvised explosive devices. Goodavage showcases the bond between Lucca and her handlers as they overcome the endless brutality of war.

6. What to Say When Things Get Tough: Business Communication Strategies for Winning People Over When They're Angry, Worried, and Suspicious of Everything You Say

Leonard S. Greenberger (MSJ90)

Drawing from his experience as a partner at a public relations firm, Greenberger details skills necessary for handling communication crises in any public forum. He incorporates real-world experiences to demonstrate how people assess risk; send the right verbal and non-verbal cues; and establish and maintain trust and credibility.



MEDILL REMEMBERS JAMES FOLEY (MSJ08)

"We can start to honor Jim by continuing to shine a light on the problems that drove his mission and to tell the stories of ordinary Syrian people that would otherwise go untold. I will continue to write. And if the time comes where I am able bring justice to the light, it will be his words, his actions, and his spirit that will have inspired me to do so. His legacy serves as an example of grace, dignity and honor that we should aspire to fulfill in our lifetimes. And the impact of his courage stands only to unearth the beauty of humanity lurking underneath those violent disruptions that try, but fail, to obscure it."

— SEAN LAVERY (BSJ14)

"When I think about Jim, I think about what it means to care intensely about understanding people and bringing that understanding to others. That may even mean to stand in someone else's shoes when that person is under attack or has no freedom. Jim himself said when he visited Medill shortly after being held hostage in Libya, 'imagine wrapping your head around the very idea that there are people in the world who can't say anything bad about their leaders.' That's what Jim gave his life to convey to the rest of us."

— PROFESSOR JACK DOPPELT

"I dedicated my documentary capstone to James because his death greatly affected the piece. His murder initially shocked me, but once that faded the ideals that James pursued began to surface: to find those whose suffering had gone unnoticed and expose their plight to the world, to fearlessly pursue that which you believe to be just. With his example in mind, I found new perspective, a bravery I didn't know before. I hope he would have been proud of the piece, that I had successfully given a voice to those who are often relegated to silence."

— ROBERT ANDERSSON (MSJ2014)

"Jim was at the front lines, blurred or nonexistent as they are in today's conflicts, when he was captured. He believed, rightly, that giving Americans a complete picture of the Syrian conflict means going beyond officials' statements."

— MEDILL PROFESSOR ELLEN SHEARER