ALUMNI
D. Scott Fritchen keeps Wildcat sports fans happy.

RENOVATION
Kedzie ceilings come down as a/c and heat come in.

STUDENTS
National awards for broadcast, public relations students.

INSIDE
New in-house ad agency
A visit to Patchwork Nation
Swedish sabbatical
Alumni updates

SPRING 2011

Update

Transitions
Photographer Jeff Tuttle leaps from the world of newspapers to life as a Wichita freelancer.

News From The A. Q. Miller School of Journalism and Mass Communications Kansas State University
**Update**, the news magazine of the A. Q. Miller School of Journalism and Mass Communications at Kansas State University, is produced by the Magazine Writing and Design classes.

**KEDZIE CONSTRUCTION** Metalworkers, plumbers and electricians have spent the winter and spring installing a modern heating and air conditioning system in Kedzie. Most ceilings have come down, but what about the newsroom? 2

**BROADCASTING AWARDS** Miller School students, including Emily McIntosh, right, earned national recognition with awards from the Broadcast Education Association and outdid rival KU in the Kansas Association of Broadcasters radio competition scoring 35 awards to KU’s 11. 11

**STUDENT AGENCY** Students and faculty of the Miller School have been working together as plans are being finalized for a student-run advertising and public relations agency to be launched in Fall 2011. 5

**ON THE COVER** A young girl pauses during a traditional Pakistani wedding ceremony photographed by Jeff Tuttle. The 1986 graduate has started freelancing after 22 years at the Wichita Eagle. 13

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PR Campaigns students get professional experience working with local clients.
Event planning class enrollment surges to meet demand.
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Patchwork Nation founder visits campus to discuss political landscape.
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Director Powers takes sabbatical to work on research in Sweden.

**ALUMNI** 13
Catch up with news from your classmates.
DIRECTOR’S WORD

In this our 101st year of journalism and mass communication education, I’m as excited about the future of the A. Q. Miller School of Journalism and Mass Communications as I’ve been in awhile. First, and foremost, are the new faculty members we’ve hired to begin in the fall. We’ve hired two tenure-track professors—one each in advertising and public relations—and an instructor in audio and digital media to advise KSDB. Each represent a significant number of years of experience in the industry, come with classroom experience, and show tremendous potential for research and service. I’m excited to be working with them, and I know that they share our vision of excellence in communication education and will be tremendous assets to our program.

With new faculty in digital media, we will move even further toward realizing our converged media newsroom in Dole Hall. I was tempted to say that we can complete our converged newsroom, but given the constantly changing media technology, I don’t think we will ever be able to say that it is 100 percent complete—we’ll always be upgrading and updating.

I’m also excited that after many years of complaining about the heat, air conditioning and ventilation in Kedzie Hall, we’re finally getting a totally new system in both the old and new wings. Currently, we’re enduring construction noise and dust, but we all keep reminding ourselves that once it is finished, Kedzie will be comfortable year-round. By the time you read this, it should be nearly done.

New curriculum in journalism and digital media, new faculty members, new heat and air conditioning system, no doubt will bring renewed zeal and energy for turning out some of the best damn journalists, mass communicators, advertising professionals, and public relations professionals in the world.

Charles Pearce, Ph.D.
Associate Director

Dr. Pearce is the acting director while Dr. Angela Powers is on sabbatical. She returns this summer.

JMC BRIEFS

Muturi earns tenure

Dr. Nancy Muturi, associate professor of public relations, has earned tenure. Her research interests include gender and health communication with an emphasis on HIV/AIDS prevention.

Muturi was born and raised in rural central Kenya and attended the University of Nairobi. She received her Ph.D from the University of Iowa. Muturi came to K-State five years ago, and said there have been definite high and lows on the journey to tenure.

“It really is a learning process, so by the time you get to your fifth year you know what to do,” Muturi said. “You don’t know how to fix things until you get there. You learn to become patient.”

Receiving tenure is a turning point for Muturi, and after all of the hard work and uncertainty; it is certainly a welcome relief.

“It means a lot. It proves to the world that you’re a researcher, teacher, and communicator,” Muturi said. “It makes me feel good that my colleagues want to work with me. It gives me confidence.”

Muturi has taken time to celebrate the news with colleagues, but the big celebration will be this summer in her village in Kenya.

When Muturi told her family she had Muturi has taken time to celebrate the news with colleagues, but the big celebration will be this summer in her village in Kenya.

Nancy Muturi finally received tenure the reaction was ecstatic.

“It was like they were getting it not me,” Muturi said. “They were so happy for me. There will be a big party with the whole village there.”

Leslie Campbell

Miller School to welcome new faculty

Searches were completed in the spring and the Miller School and three new faculty members will arrive for the Fall 2011 semester.

Wesley Wise and Curtis Matthews will arrive from Texas Tech while Vern Wirka will join the faculty after working at Dana College in Blair, Neb.

Matthews worked for several advertising agencies in the Dallas/Fort Worth area and has been at Texas Tech University for the past six years. He will be teaching courses in advertising and public relations. Matthews is excited to come to K-State and believes his family will like Manhattan.

“I’ve gone out and purchased a closet full of purple neckties and my 5-year-old daughter is excited that she’s going to get to decorate her room in one of her favorite colors—purple,” he said.

Wirka is coming to K-State after spending the past 14 years at Dana College in Blair, Neb., as a professor in journalism and mass communications. He will be the new faculty advisor for KSDB, K-State’s radio station, will teach courses in broadcast journalism and audio production.

Wirka has been a life-long hobbyist of amateur radio and has also been a performing ventriloquist for the last several decades.

“Over the years, the puppet characters have given me the opportunity to travel to New York City, Honolulu and most points in between. I, of course, will be very busy getting settled into my new faculty position at Kansas State but as time permits I will continue to pursue my avocation and hobby activities,” Wirka said.

Wise will teach in the advertising sequence when he arrives from Texas in early August and is excited to be joining the Miller School faculty.

“I wanted to land at a place that would allow me the flexibility to explore my research interests, while at the same time providing me the opportunities and support to excel in the classroom,” Wise said.

Zach Zaborny
Preserving K-State journalism history

By TIM SCHRAG ‘12

It’s a scene that has played out time and again over the years.
A long-lost Collegian alum returns to K-State and wanders into the newsroom just to take a look. The worn wood floors creak underfoot. Crushed dirt and dust mix with the deep brown wood. Newspapers and the detritus of the chaotic rush to produce the daily paper litter the room.
The plaster walls are thick with coats of paint, each one slathered on with the hope of a fresh start to greet eager faces.
The rim, its linoleum top peeling and cracked, sits like a throne from which the latest ruler can look down on his scribes.
And slowly, inevitably, the eyes crane upward to the ceiling and the names scrawled to record their time: Rombeck, Janicke, Holstead, Peak, Adams, Ellis.
The past is revealed and memories rush forth of the people who inhabited the Collegian newsroom in their “era”. The years fall away and stories soon begin to flow with laughter sure to follow.

Collegian newsroom ceiling tile signatures document a hard-won rite of passage

The depth of feeling for the agelessness of the newsroom and the scrawled signatures on the ceiling is hard to explain, or understand, unless you worked on the Collegian.
“The newsroom ceiling is a like a historical document that records the legacy of the great journalists who have started their careers at K-State,” said Andy Nelson, R.M. Seaton Professional Journalism Chair and a 1987 graduate of the Miller School.

When funding finally became available for a central heating and air conditioning system to be installed in Kedzie Hall in 2011, there was one major caveat: don’t tear out the newsroom ceiling.

“Facilities has worked with us for a number of years, and they knew it important not to damage it,” said Pat Hudgins, Student Publications human resource specialist.

Nearly every ceiling in Kedzie Hall has been removed for the new system but the newsroom ceiling has only had two small vent holes cut. No harm was done to the countless number of names left on the ceiling.

Any K-Stater can drop $600 and have their name engraved on a paver outside the pristine Alumni Center overlooking Old Stadium.

But having your name on the off-white, stained and slightly torn acoustic drop ceiling in room 116 of Kedzie Hall cannot be bought. It can only be earned.

“I wasn’t interested in the whole cap and gown thing,” said Tom Bell, a former Collegian photographer who is now editor and publisher of the Salina Journal. “But I wasn’t leaving campus until I signed the ceiling.”

The names belong mostly to alumni of the K-State Collegian. But a few select
special guests—the Washington Post’s Bob Woodward, football Head Coach Bill Snyder and former K-State President Jon Wefald—have made their mark on the Collegian ceiling.

Many of the tiles in Kedzie 116 have something on them and it is not always ink-based. There is a fused wad of gum-mie bears and a cube of Jell-O somehow defying gravity.

Signing the ceiling is a tradition that seems to have started in the 1970s but no one is sure of the exact date of its origin. Several editors have signed their names, graduation years and sometimes editorial positions above the C-shaped rim desk in the corner of the newsroom.

Miller School professors Gloria Freeland and Nelson both have their names on the ceiling in tiny print above the rim. Neither professor can simply walk in the newsroom and find it immediately. After returning to K-State to join the faculty, Nelson climbed onto the rim to search for his name and found it after several minutes. His inscription reads “Why did I do it again?” in reference to his two stints as Collegian photo editor.

Miller School assistant professor Kelly Furnas, twice a Collegian editor-in-chief, also has his name on the ceiling with the message, “Sometimes what you learn conflicts with what you know.”

Steve Wolgast, Collegian adviser and director of Student Publications, said the ceiling serves as a record of who has worked at the Collegian. He also said the messages on the ceiling serve as inspiration to future and current Collegian staff.

“I started reading them and figured it out,” she said. “I liked the history behind it, because you have all those names, jokes and advice up there. If they ended up re-modeling Kedzie and the ceiling wasn’t there it just wouldn’t be the same. Those students working in the newsroom would not get the same experience.”

The messages on the ceiling range from writers who claim to be ‘the truth’ to previous editors urging reporters to stop looking at the ceiling and write a story. Others took more artistic approaches and drew things ranging from a large alien to a face resembling Hillary Clinton.

In red sharpie above the editor-in-chief’s office, Jason Strachman Miller’s ceiling tile colorfully urges future editors to reign with a strong hand. In the tile’s center is his handprint. On the side of the tile is the paw print of his Boston terrier, Beatrice, who frequented the newsroom with Strachman Miller.

Strachman Miller was the Collegian’s Spring 2011 managing editor and a May graduate. He also served as a writer, desk editor, designer and editor-in-chief and won several awards including the prestigious 2010 Rolling Stone College Journalist of the year.

“I like that it’s mostly newsroom people only,” he said. “But decades from now, provided that there still is a Collegian in Kedzie Hall, we know that the people grinding at the paper everyday can read our quotes at 1 o’clock in the morning, cursing the Collegian because inDesign failed to load. It’s inspirational and humorous.”

Where the cool kids are: Kedzie gets central AC

By ASHLEY JOERGER ‘11

The impact of stimulus dollars on the federal debt may be a hot topic in the Washington, D.C., but the use of those funds is cool in Kedzie Hall. The 113-yearold home to the Miller School will have a new heating and air conditioning system by the time classes start in August.

Construction began in February to install a new central heating and air conditioning system. Faculty and students have found themselves battling with the sound of drills and hammers while in the class.

“I think the construction is needed, but it’s very distracting in class,” said Allie Easley, senior in journalism. “Most of the time in class, you can’t hear (the instructor) over the loud banging and drilling.”

Noise in classrooms is a long-running problem that should be fixed with the new system.

For years, students and faculty members have faced inconsistent temperatures and noisy window-mounted air conditioning units in classrooms. Faculty teaching summer courses could make the choice of being comfortable or being heard over the din, said Dr. Charles Pearce, associate director for undergraduate studies.

Cooling the computer labs in Kedzie also presented problems. “Turning on the computers in the labs was like running space heaters and the existing system just couldn’t keep up,” Pearce said.

Dr. William Adams said some faculty members would purchase fans to try and circulate air in labs. This temporary solution helped but fans would often disappear to other classrooms.

A layer of dust has formed in many of the faculty offices in the old wing of Kedzie. The original plaster walls makes it difficult for construction workers to avoid producing large amounts of dust.

“You sort of have a constant taste of plaster in your mouth,” said Adams.

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Promoting the Manhattan market

By KATIE REUSCH '11

The transition from the classroom to the professional world may be frightening to many students nearing graduation. Public Relations Campaigns, the capstone course in the Miller School’s public relations sequence, tries to make the transition less daunting by allowing those nearing graduation to work with an actual client in Manhattan to develop a campaign book as well as a professional portfolio to be used in their job search.

Prof. Joye Gordon divides her class into “agencies” comprised of four to five students who work together to develop a campaign for a local client with whom they choose to work.

“With new admission and curriculum standards, today’s PR seniors are more focused and enthusiastic about their majors and working in the field,” said Gordon.

In years past, Gordon picked a single client in Manhattan with whom all the groups would work. But she decided to change the structure of the class for Spring 2011 and each agency chose a client of their choice from among a group vetted by Gordon.

“There is an approval process because clients have definite responsibilities in the process,” Gordon said.

The agencies worked with six clients: Riley County Historical Society, United Way, Big Poppi Bikes, Boys and Girls Club, Greeks Going Green and Friends of Konza Prairie.

The agencies work with their clients to develop a complete public relations campaign following the public relations process. Agencies identify communications problems and opportunities for their client as well as develop a core message and strategic management plan.

The change from having one client to six clients has posed complications for Gordon. A problem that she didn’t antici-

The public relations campaigns class works with local clients who can then choose to implement student ideas.

UPDATE Spring 2011

DANNY DAVIS '13

The public relations campaigns class works with local clients who can then choose to implement student ideas.

Prof. Joye Gordon works with students to develop effective campaigns for local clients.

DANNY DAVIS '13
In-house ad agency to open in fall with staff of Miller School students

By LESLIE CAMPBELL ’11

Client meetings, strategy planning, making it to class on time and homework are just a few of the responsibilities students will need to balance if they join the student-run advertising/public relations’ agency at K-State planned launch in fall 2011.

The agency is the brainchild of Prof. Thomas Gould, advertising sequence head, and Prof. Todd Simon.

Their vision is to create an agency where clients can come for help and service and enable students gain a professional experience by seeking and working with clients.

Although Miller school students and faculty will be involved, it is not an entity of the school.

Students will run the agency based on models used by current student-lead campus media outlets KSDB and the K-State Collegian. There will be an advisory board of industry professionals and alumni to help oversee the agency. The idea is to give advertising and public relations students a medium for practical experience similar to those available to journalism and digital media students.

Kala Shields, senior in advertising, and Jeni Belkins, senior in public relations, are two of the student leaders who are helping create the agency.

Shields has been helping establish job descriptions, seek funding from the Student Governing Association and is recruiting students.

Students from all academic majors will be encouraged to participate. Marketing, graphic design, art, and computer science, are all majors that could benefit from this real-world experience.

Gould and Simon hope the agency can eventually generate revenue and be able to pay the students who are a part of the organization.

Belkins believes the agency will bring prestige to the Miller School. Future students will boost their resumes and portfolio’s both Shields and Belkins agreed and make them more marketable to obtain paying internships and jobs after they graduate.

SRO: Event planning packs them in

By AMANDA WEISHAAR ’12

Prof. Todd Simon knew for the past decade there was interest in an event planning class among the Miller School’s public relations students. But he only realized the intensity of the interest when 50 students enrolled – twice the expected number – in his Spring 2011 class: Issues in Mass Communication: Event Planning in Public Relations.

There had only been one event planning course offered in public relations during intersession several years ago. Simon decided to introduce the new course to appease student demand.

“I’m a sucker for trying new classes and it usually works out,” Simon said. “In this class we will work through the organizational details with a special emphasis on maintaining the events’ message and purpose. Creating an event is relatively straightforward, conceptualizing is not.”

Morgan Holechek, senior in public relations, finds event planning to be one of the more exciting aspects of public relations.

Holechek is exactly the type of student Simon is gearing the class toward.

“I do not know that I will seek out a specifically event planning position, but I am positive that event planning will be a significant part of any career I pursue after graduation,” Holechek said.

K-State alumna Megan Day, ’98 public relations, has been planning events for Children’s Mercy Hospitals and Clinics in Kansas City, Mo., for the past three years. The opportunity to take an event planning course as an undergraduate would have been beneficial to her career, she said.

“Organization and attention to detail are two critical skills an event planner must inherently possess,” Day said. “Knowing those were strong for me, it would have been valuable to have had an introduction to the profession, budgets and contracts.”
A MAN FOR ALL SPORTS SEASONS

D. Scott Fritchen's passion for sports fuels a love of writing

By TYLER SHARP '12

The small corner office is filled with stories.

A framed piece of paper with the signature and handprint of National Basketball Association Hall-of-Famer David Robinson is prominently displayed on a back wall. An adjacent bookshelf features titles by sports luminaries such as John Feinstein and Rick Reilly. While on the top shelf several black typewriters harken back to the past. Two tall black filing cabinets separate the bookshelf from a desk. The cabinets are filled with notes meticulously organized by game and year. Family pictures are spread across the top of the desk and information is situated carefully in different drawers.

Each component of the office embodies the spirit and passion of the storyteller. It is a craftsman's collection of articles containing insights into K-State's beloved sports icons and the setting for yarns yet to be woven.

D. Scott Fritchen, ('99, print) Manhattan, has been telling the stories of Wildcat sports heroes for years. He has written in-depth features on modern icons such as Terence Newman, Darren Sproles and Jacob Pullen. Each has had an unmistakable impact on K-State athletics.

“I want to be able to tell their story so that people gain a greater understanding of what these athletes are about off the field and court,” he said.

Those opportunities are plentiful for Fritchen, assistant editor of Powercat Illustrated and GoPowercat.com. Fritchen produces a variety of content for both publications. An original staff member, Fritchen has seen his role evolve with time. But feature writing remains his preferred medium.

Tim Fitzgerald ('86, public relations), Manhattan, editor and publisher of Powercat Illustrated and GoPowercat.com, believes Fritchen's feature writing is among the best.

“He is able to provide our readers with a level of writing and storytelling that I know compares to any magazine writer in the country,” Fitzgerald said. “K-State fans are truly blessed to have him writing about Wildcat athletics.”

It all began with family.

Fritchen's parents are K-State alumni and actively promoted the Wildcats tp Fritchen from an early age. Even though the Fritchen family moved frequently because of his father's job in the Navy, their love for K-State remained.

“Even as far away as Guam, we were all diehard K-Staters,” Fritchen said.

Frequent trips to visit his grandparents in Mount Hope and Council Grove also helped to establish a sense of K-State pride. Visits to Manhattan were customary along with detours to the K-State Student Union to purchase Wildcat merchandise. In 1991, his grandparents purchased tickets for the family to attend the K-State/University of Kansas football game. The Wildcats prevailed 16-12 for their first home victory over the Jayhawks since 1986 and K-State fans tore down the goalposts leaving no doubt in Fritchen's mind about where he would go to college.

He was committed to becoming a Wildcat.

Fritchen arrived at K-State in the fall of 1993 and began to immersed himself in writing. As an undergraduate, Fritchen wrote for Update Magazine, the K-State Collegian, the Royal Purple and the Kansas City Star.
The practical experience was invaluable for Fritchen.

“You cannot learn just reading a textbook,” he said. “Having so many mentors, having so many people that took time to help me early on and develop my writing voice really helped out.”

One of those mentors positively influenced Fritchen’s writing and personal life. Fritchen was introduced to his wife while both worked on the yearbook for Linda Puntney, former director of Student Publications and Royal Purple adviser. Fritchen calls Puntney a wonderful lady.

“The way that Linda taught you, molded you, shaped you, pushed you, was second-to-none as far as I was concerned,” he said.

The respect is mutual.

“The thing about Scott is that he has talent,” Puntney said. “He’s not afraid to learn and work hard to apply what he has learned and he’s genuinely one of the nicest guys I know.”

As graduation neared, Fritchen met Fitzgerald and established a connection that translated into a job. This enabled Fritchen to stay near his family, who had relocated when his father accepted a job at K-State. His wife’s family lives in Abilene, Kan. The couple has an 12-year old daughter who is, unsurprisingly, a big K-State fan. Fritchen wrote his favorite column before she was born.

“I wrote a column about her being born and the week leading up to it,” Fritchen said. “I asked Bill Snyder over coffee about what it was like to be a father and he just gave me some advice on that end.”

A widely respected family man, Snyder told the then-expecting father that parenting was an impossible task. But, it was special. The column concludes with Fritchen humming the “Wabash Cannonball” while rocking his daughter to sleep, setting the tone for another generation of Fritchen Wildcats.

Fitzgerald and Fritchen have seen rapid growth in Powercat Illustrated and GoPowercat.com. Today, the site consistently ranks in the top 20 for rivals.com’s collegiate sports websites.

“To be able to see it expand and to see the product continue to evolve and new employees enter the picture has been tremendous and has been very awesome to experience,” Fritchen said.

The growth has also allowed for new ventures in coverage. Last summer, Fritchen traveled with a pair of video staff members to Pullen’s hometown of Maywood, Ill. Observing Pullen off the court provided poignant personal insights.

“That’s what it is all about for me,” Fritchen said. “Getting to know these athletes and being able to provide for our readers.”

For Fritchen, there are plenty of words remaining to be written. He is committed to writing those words for K-State fans.

“I don’t envision that changing,” Fritchen said.
Patchwork Nation looks beyond usual divides

By TYLER SHARP ’12

Red states and blue states. Such simplified descriptions of voting patterns in different states litter the American political landscape. But to provide accurate analysis of the country’s demographics requires a broader definition.

Moving beyond red and blue is the goal of Patchwork Nation, a reporting project led by Dante Chinni, a journalist, and James Gimpel, a political scientist. Chinni, the project’s director, presented the “State of the Patchwork Nation” at K-State on January 26.

The Patchwork Nation analyzes the country’s 3,141 counties and divides them into 12 different community types based on population and economic data. Those community types are now used for the study of culture and economics in addition to politics.

According to Chinni, the state of the Patchwork Nation is “fractured.” Creating greater understanding of the country’s socio-cultural dynamics is of great use to journalists and an area where they are far behind according to Chinni.

“We have this tendency in this country to think of the United States as a nice cohesive thing,” Chinni said. “The country is really complicated.”

The 12 different community types were developed with the complicated country in mind, as well as maintaining a degree of coherence for journalists.

Chinni visited communities across the country to aid his understanding of the data. Along the way he spoke with a variety of community and business leaders to delve inside the attitudes defining each community.

“These places are essentially the characters in understanding what is going on with America,” he said.

Carpenter laments diminished watchdog function

Lack of resources, time means in-depth stories becoming endangered

By CARRIE GILLIAM, ’11

With the downsizing of media, the revolution of the Kansas government landscape will be not be exposed and, says Topeka Capital-Journal reporter Tim Carpenter, stories scrutinizing life-changing legislation will not be published.

Carpenter (’86 agriculture journalism), covers state and federal government and politics and is this year’s Bill Brown Master Editor at the Miller School.

The Bill Brown Master Editor program was endowed in 1990 with a gift from Tom Carlin, (’72, print) general manager of Ag Press in Manhattan, Kan. Carlin said Brown had a major influence on him when he was a student.

“He was able to give me and others a real world view of community journalism,” Carlin said. “The lecture series allows me to honor Bill while bringing working journalists to campus who can share the same type of experiences with today’s students.”

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The 12 different community types were developed with the complicated country in mind, as well as maintaining a degree of coherence for journalists.

Chinni visited communities across the country to aid his understanding of the data. Along the way he spoke with a variety of community and business leaders to delve inside the attitudes defining each community.

“These places are essentially the characters in understanding what is going on with America,” he said.
Don’t plan on getting home on time for dinner every night if you want to be a journalist K-State students were told at panel featuring four well-known Miller School alumni in March held at the K-State Alumni Center.

The panelists included ’81 Miller School graduates Gail Pennybacker, a broadcast journalist with WJLA-TV in Washington, D.C., Ted Lewis, Wichita photojournalist, Craig Bolerjack, CBS sportscaster and voice of the NBA’s Utah Jazz, and Jeff Morris, K-State’s vice president for marketing and communications.

The idea for the “Learn From the Best” panel discussion came from Bolerjack’s son, D.J. Bolerjack, junior in journalism and mass communications, and a member of the Delta Upsilon fraternity.

The panelists started out the discussion with a brief overview of their work history and their accomplishments. Each panelist touched on how the career of a journalist isn’t your average, every day career.

“It’s not a nine-to-five job,” Pennybacker said. “And you don’t complain, because hundreds of people are standing in line behind you who want your job.”

Pennybacker recalled times when she worked for days, especially after the September 11, 2001, terrorist attacks, and didn’t have time to go home and change clothes and got little sleep.

“You have to have passion for this kind of job,” she said.

Lewis’ recalled the day in 1991 when he and a reporter survived being in the middle of a tornado. After taking cover underneath a nearby bridge, the tornado passed over Lewis and his colleague as he rolled tape. He is the only person to shoot inside a tornado that size. The twister destroyed Andover, Kan.

“It’s neat to have people who are this successful who were K-Staters come talk to us about their jobs,” said Karlee Wedekind, sophomore in pre-journalism and mass communications. “You don’t often hear about people from our school doing big things like that.”

These four alumni didn’t just have their education and passion for journalism in common; they all went to K-State together and can remember working for publications and on broadcast teams together.

“I remember sitting in our fraternity and hearing Craig practicing speaking through the walls,” Morris said.

Each of the alumni worked hard to create opportunities for themselves, whether it was opportunities on campus or internships, or pursuing advancement in their professional careers.

“It takes a lot of commitment to work in this kind of field,” Bolerjack said.
PRSSA wins national award, re-brands

By AMANDA WEISHAAR, ‘12

The K-State chapter of Public Relations Student Society of America rebranded itself as PowercatPR and showed their strength in winning a national competition at the end of the spring semester.

PowerCatPR was named the winner of the Fleishman-Hillard national Home Court Advantage campaign besting seven other state universities. Fleishman-Hillard awarded the chapter $1,500 and was given a recommendation letter for their efforts.

The goal of the Home Court Advantage campaign was to increase sales at local Buffalo Wild Wings restaurants and create a strategic public relations plan.

The PowercatPR team created a public relations campaign to promote watching basketball games at the Buffalo Wild Wings in Aggieville.

The team’s campaign, four "Wing N’ Watch" events during the K-State men’s basketball season, increased restaurant sales up to 68 percent. The co-chairs of "Wing N’ Watch" were Courtney Boman, junior in public relations, and Lauren Swirbul, sophomore in public relations.

"The partnership between Buffalo Wild Wings and the PRSSA members at K-State was phenomenal. I could not have asked for a better group to work with," said Scott Klone, manager of Buffalo Wild Wings in Aggieville.

The award capped a busy year for the K-State chapter of Public Relations. Fleishman-Hillard national Home Court Advantage campaign besting seven other state universities.

PowercatPR has already started using the new logo on flyers, Twitter and Facebook. Members are excited to more fully embrace the new brand when school begins again for the fall 2011 semester.

K-State News Services contributed to this report

Ad Club finds inspiration at NYC agencies

By HEIDI PROEHL, ‘11

Miller School advertising club members escaped the Little Apple for a spring break getaway to the Big Apple visiting five agencies in New York City. They returned from the five-day journey with ‘I Love New York City’ t-shirts and ‘I Love Advertising’ attitudes.

“There is more to the advertising life and the profession than just ending up in Kansas City,” said Ashley Homan, senior in advertising. “Plus, who wouldn’t want to go to New York City?”

Club members sold self-designed t-shirts to pay the majority of the trip expenses. Members visited five agencies – Publicis Modem, JWT, Deutsch, McCann-Erickson and AKQA.

Each agency gave ad club members a tour of their offices and gave presentations on their company profile. The presentation highlighted their clients, their brands and products. The agencies concluded tours by showing examples of their work to the group.

“The agencies gave advice on how to get into the industry and told us personal stories about their experiences,” said Homan.

After each agency visit, members came back with business cards, names, information packets for future contacts and they returned with greater knowledge of the advertising industry.

The five days in New York exposed club members to advertising professionals enabling them to gain contacts and access the networking tools needed for after graduation.

“Networking is probably the single most important thing for an advertising student to do before they head out to the real world,” said Homan. “The more people you know and the more connections you have, the better your chances are of getting your foot in the door somewhere.”
Broadcasting talent garners national, state recognition

Emily McIntosh won third place for on-air personality in the Broadcast Education Association’s annual contest.

A tradition of excellence in broadcasting continues as several Miller School students earned national awards for their work in radio and television in the Broadcast Education Association’s Festival of Media Arts and at the Kansas Association of Broadcasters.

Five students collected awards at the BEA Convention in Las Vegas in April.

Emily McInosh, senior in digital journalism, tied for third place in the on-air personality with her show "Hot Donna on The Wildcat 91.9." The sports talk show "3Man Weave" featuring the senior trio of Paul Harris, John Kurtz and Lucas Wempe scored an honorable mention in the specialty audio program category.

A "Manhattan Matters" newscast story—"Junk Food Diet"—featuring a K-State professor’s study on Twinkies and their dietary benefits earned Brent Pinkall, a December 2010 graduate of the Miller School, an honorable mention in the television feature news reporting category.

Student-run radio station KSDB won 35 awards in the awards announced in April.

Wildcat Watch, a student-produced television show garnered several awards including 1st Place in the promotional event or activity category for the "Opus Band Competition LIVE 60-second Promo" done by David Kaufman, senior in journalism, Kelly Price, senior journalism and Andrew Morris, graduate student in journalism.

Kaufman won 2nd place in the station promotion announcement category for "K-State TV Classic."

Abigail Gloe, James Rico, Jayci McKenney, Kaufman, seniors in journalism Ynonne Ramierez, December 201 graduate, won 2nd place in the complete news feature category for "K-State Homecoming 2010–Pant the Chant."

Hillary Boyle, senior in accounting, Jacob Mueller, junior in journalism, Justin Moss, senior in marketing, and Kaufman won 2nd place in the promotional event or activity category for "K-State Homecoming 2010–All-University 5K Race" promo.

Anthony Drath, Meredith Lindsey, Kyle Mathews and Kaufman, seniors in journalism, and Chris Powell, sophomore in journalism, won honorable mention in the "Complete News Feature" category for "Purple Goes Green–Game Day Recycling."
Business journalism fellowship leads Baltrip to plan class

Kimetris Baltrip was one of 15 teachers nationally named as a Business Journalism Professors Seminar Fellow by the Donald W. Reynolds National Center for Business Journalism.

“It was like winning the academic jackpot for me,” Baltrip said. “I felt honored and blessed.”

Dr. Angela Powers nominated Baltrip, an assistant professor at the Miller School, because of her extensive work at The New York Times as a copy editor on the business and metro desks and her teaching experience at K-State.

“Dr. Baltrip was involved in business coverage at the New York Times,” Powers said. “She was a good choice for this program with her ability to share knowledge and learn from others.”

Baltrip said the seminar, at Arizona State University’s Walter Cronkite School of Journalism and Mass Communication, was like attending business journalism school with the nation’s top business journalism professionals.

Baltrip also worked with professors on planning and creating a syllabus and assignments for a potential business journalism class at K-State.

“Students need to know how to understand financial statements so when they are out in the field and have to write a business piece, they know what they are reporting on,” she said.

Baltrip is currently working with Dr. Anand Desai, associate dean and director of undergraduate programs for K-State’s College of Business Administration, to create a business journalism class for the university.

“I’m majoring in marketing and minoring in journalism, so a class like that would be really beneficial for me,” said Shaley Van Loenen, junior in marketing. “I would like to see how the two connect and relate to one another.”

Powers said students need to know how to effectively report business stories.

“Business is the largest category of human endeavor,” she said. “Our students will develop areas of specialization that will help them differentiate their skill sets when seeking employment.”

The purpose of the class would be to teach students how to research, report and write compelling business stories.

“Business is something more and more journalists are having to report on,” Baltrip said. “There are so many issue driven stories that use data, and the journalists need to know how to report on it.”

Powers sabbatical in Sweden expands research of media globalization

Miller School Director Dr. Angela Powers will bring new knowledge to the classroom in Fall 2011 after a spring sabbatical in Sweden studying globalization in media.

“Globalization is transforming media industries, and their audiences and advertisers are using media in completely new ways,” said Powers. “By collaborating with international scholars, we can identify effective strategies worldwide.”

Powers was appointed as a research fellow at the Jönköping International Business School in Jönköping, Sweden for six weeks starting in March 2011 to research global media structures. For the past 10 years, she has been a part of an international group of researchers looking at media management. In Sweden, she conducted research with scholars from Austria, Germany, Saudi Arabia and the United States.

Powers presented seminars on the media structures in Egypt and Kuwait at the Media Management and Transformation Center (MMTC) housed in the Jönköping International Business School. She said media is moving toward privatization in Egypt and media managers must respond quickly to the radical changes taking place. Countries like Egypt and Kuwait are looking for guidance from the MMTC.

Miller School students will study media management under Powers in the fall 2011 semester. She says students in her media management class will benefit from her research by being able to make comparisons between media in the U.S. and other countries.

“There is a lesson to be learned everywhere, so we encourage international experiences for both our students and faculty,” Powers said.
Photographer Jeff Tuttle waited under a dark Kansas sky. It was the kind of day you don’t want if you are trying to make nice pictures. “I just need it to stop raining for 30 minutes so I can make a little money,” he said.

Tuttle made the transition to the world of freelance photography nine months ago after 22 years at The Wichita Eagle.

“What’s really been the most fun is to take what I call my photo appetite, or demon, or whatever you call it, and take what I did at the newspaper and try to create something for myself in the freelance world,” Tuttle said. “I just love the whole new challenge of everything.”

The move from the fast-paced, super-stressed atmosphere of newspaper photojournalism to the make-your-own schedule world of freelance photography was long in the making. He said the changes at the newspaper made the move easier.

“I was working under constraints and furloughs that were not really why I got into the business,” he said. “I got into it to be a photographer to tell stories. I was just ready for a new challenge.”

He was given his first camera at age 20 from his wife, Laura, as a wedding gift in 1981. He enrolled at K-State in 1984 and began working for Student Publications. The challenge and aura of Kedzie Hall influenced him to become the best. He described the work ethic at the Collegian and Royal Purple as “full force and really good.”

Having a strong work ethic has always been important for Tuttle. He said the bar was set long before he came to Kedzie Hall and he still treats photography the same way. “As long as you have [work ethic] along with a little talent, you’ll be great at anything you do,” he said. “The harder you work the more it pays off.”

Jenna Streff

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### News from graduates

**1986: Tuttle finds new challenges in freelance world**

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**1973: JANICE ROMBECK, print**
— Rombeck lives in San Jose, Calif., where she is the founder and editor of NeighborWebSJ, a website devoted to local news no longer covered by larger newspapers. She was a Knight Digital Media Center Fellow in 2010. Rombeck worked for the San Jose Mercury news until 2007 as a reporter and editor. While at K-State she worked for the Collegian in various capacities including editor-in-chief.

**1981: DAVID BRUCE BUCHANAN, print**
— Buchanan is president of Harris Enterprises, Inc., which owns six daily newspapers and a marketing company. He has been working for Harris Enterprises for nearly 30 years and lives in Hutchinson, Kan. Buchanan and his wife of 25 years, Lynette Lacy, have two sons, Sean, a current K-State student, and Benjamin, who will attend K-State in fall 2011. Buchanan was a photographer for the Collegian and says he owes his success to his K-State academic advisor Bill Brown.

**1984: JILL MEGREDY, radio/television**
— Megredy was named registrar at Bethany College in Lindsborg, Kan., in November 2010. Prior to her new position, she was the registrar at Emporia State University.

**1987: VERA McMINIMY BOTHNER, public relations**
— Bothner is a managing partner at the communications and consulting firm Bothner and Bradley Inc., Wichita. While at K-State, she was involved in PRSSA and was a double major in psychology. Bothner is married to Jim Bothner, also a K-State alum. “My business partner and I were recently on campus to facilitate a meeting,” Bothner said. “It was great to be back on campus and see how much has changed and yet how that campus feel and energy remains the same.”

**1989: NANCY CHARTRAND BESA, ’89, public relations**
— Besa lives in Overland Park, Kan., with her husband, Greg Besa. She is the owner of Besa Public Relations where she is a publicist and media relations consultant specializing in the entertainment field. She has three children, Brett, 18, Sydney, 10 and Allison, 8. During her time at K-State, Besa was a frequent writer for the Collegian.

**2002: ANDY DiORIO, public relations**
— DiOrio was promoted to director of internal communications for AMC Theaters in Kansas City, Mo., in October. He has been with AMC for five years and was previously the manager of corporate communications. He lives in Overland Park, Kan., and married Danelle (Hake) DiOrio in May. He is the current professional advisor to PowerCat PR. While at K-State, he was a member of PRSSA and a leadership ambassador.

**2003: SHANNON HARTENSTEIN KRUEGER, M.S.**
— Krueger lives in Wamego, Kan., with her husband Cody Krueger. She is communications coordinator for the Department of Agricultural Economics at K-State. She also works as a freelance writer, designer and photographer. While at K-State, she was involved with the Agricultural Communicators of Tomorrow, K-State Singers and Collegiate 4-H.

**2004: MAKO (BLEVENS) MILLER, print**
— Miller is the admissions coordinator at Metropolitan Community College–Longview in Lee’s Summit, Mo. She married Walter Miller in September and lives in Shawnee, Kan. She is working on a master’s degree in higher education administration at UMKC. At K-State, Miller worked for the Collegian as a reporter and as the multicultural editor.

**2007: CARLY BALTES, public relations**
— Baltes is a communications specialist with Garmin International in Olathe, Kan. A summer internship led to a full time position with the company after graduation. While at K-State she was a JMC Ambassador and member of PRSSA.

**2008: AUSTIN MEEK, print**
— Meek lives in Topeka, Kan., and is the K-State sports reporter for The Topeka Capital-Journal. He began working for the Capital-Journal in 2006 as a student correspondent. While at K-State, Meek wrote for the Collegian and was involved with Campus Crusade. Meek contributes his success to his time at K-State. “The education I received gave me the chance to do a job I love, and I’m very grateful,” Meek said.
Burdick Meat Market owner Gary Hageberg (left) joins customers in the morning ritual of coffee and conversation.