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FALL Update 2011

News From The A. Q. Miller School of Journalism and Mass Communications Kansas State University

Ashley Brewer contributing writer

Editor’s Note: This article was completed as an assignment for a class in the A.Q. Miller School of Journalism and Mass Communications.

In an effort to support the troops, volunteers at the United Service Organization give their time to help the soldiers at Fort Riley.

The USO Fort Riley has an average of 75 volunteers per month who work 40 hours a week. April Blackmon, director of USO, started the Fort Riley organization from the ground up.

Without the hard work of our volunteers, we would just be another great idea,” Blackmon said. “We wanted this center to serve as a home away from home for our service members and families.”

Reconnected Reporting students writing again for K-State Collegian as part of classroom assignments
GREAT PLAINS RADIO HISTORY SYMPOSIUM  The sixth annual gathering featured Marvin Bredemeir, Don Willis and Herb Hoeflicker. The panelists discussed their experiences in the era of live music on the radio.  

AWAKS REUNION  Twenty five years ago, 44 photographers took nearly 70,000 photos to document college life at K-State for a photo book. A quarter-century later, alumni gathered to reminisce about the creation of "A Week at Kansas State" and discuss the possibility of another project.  

SPORTSCASTERS RETURN  Alumni Steve Physioc and Dan Musil came back to Kansas State to share their experiences with students and give advice to those interested in similar careers.  

CLASSES 2, 3  After nearly nine years as director of the Miller School, Dr. Angela Powers steps down to focus on teaching and research.  

Miller School students are having their work published and broadcast as part of class assignments.  

STUDENTS 4, 5  Students land internships in New York City, Houston, London and Los Angeles.  

Graduate student travels to Kenya with professor to conduct research on HIV/AIDS and links to alcohol.  

FACULTY 6, 7  The Miller School welcomes four new faculty members.  

SPEAKERS and EVENTS 8, 9  Great Plains Radio History Symposium.  

12th Annual Huck Boyd Lecture.  

EVENTS 10, 11  A Week at K-State photo project's 25th anniversary brings photographers back to Manhattan to celebrate and plan.  

Hispanic journalist and activist Claudio Remeseria discusses role of media in coverage of minority groups.  

ALUMNI 13  Advisory Council president and president-elect visit Miller School to discuss mentoring program.  

Alumni Updates  

ON THE COVER  By requiring students to contribute to either the Collegian, the Royal Purple or 91.9, the school is reconnecting its classes to student media. Faculty want to ensure that students get practical experience before graduating and joining the work force.
FROM THE DIRECTOR

Michael Jordan once said, “Talent wins games, but teamwork and intelligence wins championships.”

Through intelligence and teamwork, we will become a premier program by tying into President Schulz’s vision to become a top 50 public research institution by 2025. President Schulz has outlined a number of goals including increasing endowments, faculty awards, graduate degrees awarded, freshman-sophomore retention rates, undergraduate degrees awarded and undergraduate research experiences.

As you will read in this edition, our faculty members are already making strides in these areas for the A.Q. Miller School.

- Advertising and public relations faculty members, Curtis Matthews and Wes Wise, are creating an undergraduate/graduate research lab involving more students in important studies such as the examination of emotional processes involved when viewing television segments.
- Academic adviser, Tom Roesler, is working with our incoming students to pinpoint research and professional interests and directing them toward appropriate faculty members and student organizations upon their arrival.
- New professional faculty members, Vern Wirka and Steve Harvey are impacting student retention by providing hands-on media convergence experience and cross promotion among our newspaper, radio and television operations.
- We are also moving ahead on a proposal for a fund-raising campaign for a state-of-the-art facility on the north side of campus connected to Dole Hall, as mentioned in last fall’s Update. This project ties directly into becoming a Top 50 institution, enabling our research, scholarship, learning, and production to flow seamlessly under one roof.

Senator Pat Roberts, the keynote speaker for the Kansas Association of Broadcasters this fall and an alum of our school, has for many years spoke of the greatness of Kansas State University. What we are set to accomplish has the potential to impact the lives of many students, faculty and media organization in our region and the nation for years to come. This is an exciting juncture in our 100+ year history, one in which everyone can play a part!

It is our honor to work together with faculty, staff, students, administration and all of you to become a leading program.

Sincerely,

Angela Powers

Sen. Pat Roberts and Dr. Powers meet at the KAB annual meeting

JMC BRIEFS

Students launch website for speech

What began as an idea for a K-State entrepreneurial contest in November 2010 is generating national attention. Loudspeaker, a non-profit organization created by three undergraduate students at the university and is the brainchild of Chandler Johnson, senior in journalism and digital media. The organization focuses on important social issues and incorporating and creating a place dedicated to college forensic performances through an online database.

“We’re trying to take those speeches and show people how important their voices are,” Johnson said. “Putting your voice out there and stating your opinion where it has some type of credibility and structure to it has the ability to influence more then just one or two people.”

The team, Johnson and co-creators Jenna Surprenant, junior in communications studies, and Brock Ingmire, senior in communication studies, was awarded a $500 prize for best pitch in the finals of K-State’s Next Big Thing entrepreneurial competition. The team placed fourth overall in the contest.

The team dedicated more than 700 hours to their idea and is focused on reaching out to high school and college forensic programs nationwide.

The Loudspeaker website, www.speechneverdies.org, was designed by Casey Dwyer, junior in journalism and mass communications, and launched November 20.

As the instructor of communication studies and university forensics coach, Craig Brown said in a press release he believes this initiative is exactly what President Schulz’s 2025 plan is all about: “demonstrating how undergraduates are doing something important.”

Castanon nabs fourth in Hearst

Kelsey Castanon, senior in journalism and digital media, placed fourth in the feature writing competition in the Hearst National Journalism Awards it was announced December 2.

Castanon’s piece, “Father, daughter relationship tested after his confession: ‘I’m gay,’” was published in the October 13, 2011 K-State Collegian.

The story details the emotional experience of Castanon’s discovery of her father’s sexual orientation after reading her mother’s diary. Her shock turned to rebellion against him but she later came to accept, and to love him again.

For her award, Castanon will receive a $1,000 scholarship from the Hearst Awards program. The Miller School will receive a matching amount.

Kelsey Castanon

The creators of Loudspeaker, from left to right: Brock Ingmire, Chandler Johnson, and Jenna Surprenant.

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The creators of Loudspeaker, from left to right: Brock Ingmire, Chandler Johnson, and Jenna Surprenant.
Dr. Angela Powers took a risk when she left a position as a professor in Illinois and accepted the job as the director of the Miller School in 2004. “It was a big decision for me because I loved what I did in Illinois, and I’d be doing something completely different here,” Powers said. “But it was the best decision I ever made. For almost nine years now, it’s just been a wonderful whirlwind of exciting events.”

Dr. Powers announced in October she would step down as the school’s director to return to her first love – teaching.

About two years ago, Powers began to see in sight the end of her administrative stint at K-State. “Everything that I wanted to do was starting to come to fruition,” she said.

Updating parts of Kedzie Hall and establishing a converged newsroom in Dole Hall took longer than the other five goals she set for the school. When those two neared completion, she knew it would soon be time to make a change.

Powers’ other goals for the school included strengthening alumni relations, increasing diversity, enhancing curriculum and placing the school on solid financial footing.

Associate Director of Graduate Studies Steve Smathers said the goals have been recognized and complement each other. “As she has been director of the school, we have done a lot more in terms of fundraising,” Smathers said. “We’re never as rich as we want to be - no school is - but we do have some really noticeable improvements in annual giving by alumni.”

The school continues to build its scholarship fund and fund for equipment and technology, he said.

Smathers said people would remember Powers for leading the Miller School into the era of convergence, modernizing its curriculum to reflect the use of new technology in communications.

Overall, though, he said he thinks her most significant achievement is in international outreach. She established new relationships and research opportunities in different countries for students and faculty, and she supported faculty members who wanted to do likewise. Her love of international education, Smathers said, has given the Miller School a unique corporate culture.

“I think that we have built an inclusive culture here in JMC that is even more accepting than ever of people of all nationalities,” Smathers said. “Our diversity has greatly grown here in terms of the cultural makeup of our faculty and student body. And we have, I think, a very welcoming culture here, something that our students who join us from other parts of the world and other parts of the country can feel very good about.”

Even though she is stepping down as director, Powers will remain a part of that culture.

While she now teaches media management in the Miller School, she is looking to teach more as she transitions back into the faculty. Smathers said whatever classes she teaches would enrich students. “I think she brings a lot because of the research that she’s done and because of her interest,” he said. “When you have an administrative role, one of the things that you really, really miss is the constant, day-to-day interaction with students. All of us got into this profession because we love young people. And I know that in her particular case, being director of the school doesn’t mean that you get the opportunity to be in the classroom as much as you want.”

Powers has done extensive research in media management and media economics. She currently teaches a media management class and plans to continue doing so. Also, since the school has not offered media economics in several years, she plans to teach that as well. Being a professor instead of director will allow her to teach graduate classes as well as undergraduate classes.

“I feel this is a really good opportunity for me to go back to my first passion, which is teaching – or who knows what opens up?” Powers said. “When one door closes, another door always opens up. So I’m very excited.”
By EMILY WORRELL

Miller School student journalists are again contributing stories to the K-State Collegian as part of class assignments after nearly a decade.

Starting in the 1960’s, students were required as part of their advanced reporting classes to have articles published in the Collegian. But this changed in 2001 when the link was cut between reporting classes and the student newspaper. At that time, Miller School faculty members believed student editors should not be in a position to affect the grades of their fellow students. There was also concern about the interpersonal skills of student editors and the manner in which they provided feedback to peers.

But in the ensuing years, there was growing concern from both alumni and faculty about journalism students completing their college career without ever knowing the location of the Collegian newsroom and graduating from an accredited program without being published. A practicum system was put in place to give student media experience, but it was not linked directly to the reporting classes.

This semester, the news and feature writing classes are once again writing for the Collegian and other media outlets. The concerns of faculty have been addressed and students are again making important contributions to the daily campus report.

“We discussed it as a faculty, and we want the students to have more and better experience before they go looking for jobs and be more qualified when they are evaluated by their potential bosses,” said Steve Wolgast, director of Student Publications, Inc., and Miller School professor. “This is one way to accomplish that.”

The option to have students write for student media is now decided by individual faculty members, but most require students to be published. The change to reconnect student media was also pushed strongly by alumni of the Miller School.

“It’s important for students to be exposed to the newsroom environment so they understand how the newsroom works,” said Andy Nelson, journalism and digital media sequence head. “As journalists, they need to understand how to report and write but also how to work in a structure that includes editors and copy editors – people who help make their work better.”

Student feedback seems positive so far, although some students say their workload has seen a significant increase.

“I feel like it’s a pain,” said Katy Zimmerman, sophomore in public relations, “Some due dates are fine but other times it’s overwhelming, but it’s a good experience.”

Some instructors leave the option open as to where students must be published. Students not only have the option of the Collegian or the Royal Purple but are encouraged to send their work to larger publications or broadcast media outlets.

Kelly Furnas, instructor in journalism and digital media, is a 2001 graduate of the Miller School. He was required to have articles published when he took the advanced Reporting 2 class. He believed it was an important task for the class, although he had already been writing for the Collegian for two years before he took the class.

“For me it was a good opportunity to bulk up my portfolio,” Furnas said. “But for plenty of my classmates it was a good opportunity to start their portfolios.”

Classes reconnect to Collegian

Prof. Gloria Freeland discusses a story during news and feature writing class. Each of Freeland’s students contribute three stories to the Collegian.
Lauren Halsey was from Dallas. When she graduates in May 2012, the senior in public relations wants to work and live in the Dallas area.

But last summer she said she wanted an internship that would push her out of her element, so she packed her bags for Houston. Online research led her to an internship she felt was in her ballpark. She interviewed with the Houston Astros and spent the summer working in the major league team’s sponsorship and sales department.

She worked mainly with contract fulfillment, contacting businesses and taking clients down for batting practices and other events at the ballpark.

The Astros are involved in several charity events, and Halsey assisted groups with obtaining ticket vouchers, organizing clinics and arranging meet and greets with the major league players.

She had worked with the K-State Athletic Department in the past but gained insight into the operations of a professional team. Connecting with people in the sports industry was the most important part of her internship, she said.

Halsey said the internship helped her learn how to work better with other people. “We had 30 interns — one for each department,” Halsey said. “People were from all over, and each carried their own views.”

By the end of the summer she said she bonded with her fellow interns, and she still keeps in contact with many of them.

-- Kate Gillespie

Brittany Stevens, senior in journalism and digital media, knew she wanted to travel the world when she started searching for internships in fashion journalism. Her quest led her to a summer in London and a glimpse of the red carpet.

Riding the Tube (the British subway), learning British slang and being thousands of miles away from friends and family were all part of adjusting to life overseas.

As work started with fashion design company, Studio 13, she was given mundane duties like cleaning dishes and preparing garments for sale. Stevens was also put in charge of making tea, a task considered an art form in London, she said.

Stevens eventually pulled her boss aside and asked her if she could take home more journalism-based work.

Her boss agreed and was so impressed with her work that Stevens was assigned to work on news releases for the duration of her internship.

While at Fox Sports Radio, Rupert worked with the J.T. Brick Show sports talk program, where he edited sound and prepared clips from games to be used on air.

At KABC-AM, Rupert acted as an assistant to the KABC producer. He interviewed sources for stories and learned to use a more conversational writing style for broadcast stories.

Rupert also worked on the talk radio shows hosted by Peter Tilden and Larry Elder.

At KCBS-TV, Rupert logged games and wrote highlights for the nightly newscast.

Rupert said he would do a few things differently in his internships, but the experience was worthwhile. “Internships [to me] are more important than school,” he said. “They are how you get connected, how you get hired,” Rupert said.

-- Kate Gillespie
Andrew Morris knew he had to go to Kenya when he heard there was an opportunity to conduct research beside Prof. Nancy Muturi.

Morris, graduate student in journalism and mass communication, began to raise money to fund the summer trip to support his thesis about alcoholism in central Kenya and how media can be used to help lessen its effects.

Muturi, associate professor in public relations, doubted that Morris would join her in her hometown of Thika Town. But three months after the idea was proposed, he was working by her side.

In Nairobi, they wanted to see if there was a correlation with alcohol abuse and HIV/AIDS. It wasn't until they began their research that they realized alcoholism was a bigger problem than they imagined.

"You see a lot of people, especially young people that have almost become useless," Muturi said. "It has consumed them, and they are not productive anymore."

The focus of their research was primarily on men in central Kenya because it is the men who have fallen into the pandemic. Morris says there is no one specific reason for the excessive drinking, but the behavior is now engrained in society and has continued to be passed from generation to generation.

When Muturi began looking into whether or not alcoholism contributed to behaviors that lead to HIV/AIDS, she originally assumed drinking too much alcohol would lead to risky sexual behavior, but what she found was quite the opposite.

"Not all of the men drinking were sexually active," Muturi said. "Most of them are married men with families who wake up, drink, go home and sleep. The next day they wake up hungover and go back out and drink. The AIDS is spread by the non-drinkers."

The non-drinking women in families, Muturi explains, have a strong desire to have children, and their husbands cannot fulfill their need. The women then go outside the marriage and participate in risky sexual behaviors.

The men and women of central Kenya do not see a solution, however. Muturi says few alternatives are offered, and rehab is not an option. She said the government is supposed to help alcoholics in the community, but their efforts are often underfunded and ineffective.

Morris and Muturi are looking to help change the future by developing a communications strategy to address the problem.

"We plan to write a grant to return and commence a media campaign against alcoholism," Morris said. "I also hope to create a full length documentary about the situation."

Tongish wows top 25 PR agency in New York City

Morgan Tongish said she wanted a summer internship in "The Big Market" and was thrilled when she received an offer to intern with 5W Public Relations, a top 25 agency in New York City.

The senior in public relations from Topeka, Kan., had lived before in a big city, Seattle, while a student at the Pacific Northwest Ballet, and was able to adapt quickly to New York and 5W Public Relations.

"It was easy to make friends with the other interns, and everyone was so helpful," Tongish said.

Tongish began her time with 5W Public Relations working on their public relations and marketing team. She loves writing and asked for the chance to put her passion to work. The agency put her on its consumer team, and she worked with three clients the duration of her internship.

In her job she sent pitches to the media, made and updated contact lists, set up television spots, was a fact checker, wrote pitches and planned a Christmas in July event.

Tongish said the most difficult part of her internship was learning the organization software program Cision.

Looking back on her summer in New York, Tongish says she wouldn't have done anything differently.

"I got thrown into the job and had no idea what I was doing at first," she said. "It's an intense, young and competitive market, but I knew I could handle it."

– Morgan Tongish, senior in public relations

Andrew Morris shoots video as part of his research documentation.
As Steve Harvey, Miller School news director and instructor, darts around the maze of Dole Hall, it is clear academia has not slowed the professional mentality that helped him win four Emmy awards as a photojournalist at WBNS-TV in Columbus, Ohio.

He is a man on a mission – or more likely multiple missions – and never stays in one place for more than a few minutes. Speed walking down a long hallway with offices off to the left, he stops briefly to say hello to several colleagues. Next, he pauses in the convergence newsroom and consults with a student about a story he is pursuing. After that, he moves quickly into the adjacent studio.

Once there, he converses with one of the anchors. Picking up an audio cable, he listens to the concerns of graduate student Andrew Morris, the show’s director, about getting good audio for the broadcast. On the way back to his office, people stop him and ask more questions.

His mile-a-minute style indeed seems more fitting to a professional than a professor. But this professor wants to do everything in his power to emulate a professional environment at the Miller School, where students produce a weekly newscast on Channel 8 in Manhattan and Riley County.

“'I was one of those kids that took things apart to just figure out how they worked.'

Curtis Matthews, Assistant professor of advertising and public relations

“I’m putting on a newscast the way you would see a newscast in Topeka, Kansas City, Atlanta, Columbus,” Harvey said. “It’s a real show.”

From Harvey’s perspective, the print side of journalism is well established at K-State, and he wants to bring the digital side up to speed. There are now phenomenal opportunities for students in digital journalism at K-State – almost more opportunities than there are students Harvey said.

“My intent is for every student walking out of here to have the best résumé and that they’re on the top of the heap to get that job, by far,” Harvey said. “And I’m going to use every means here in this television studio to give them the skills to do that.”

– Ashley Dunkak

Prof. Curtis Matthews was preparing his doctoral dissertation focused on storytelling research as he took time out in October for a quick interview. Mountain Dew cans and coffee mugs line his desk. He had a bit of stubble on his face and it was evident he had not slept much in recent days.

He earned his Bachelors of Arts degree from Texas Tech University in advertising/public relations in 1989 and master’s degree from Tech in 1995 in mass communications.

Matthews worked in the Dallas/Fort Worth area for 15 years in education, public relations, advertising and marketing. But he realized he had reached the end of his goals as the chief operating officer at the publishing company at which he was working and decided he needed a new challenge.

When he reflected on the past, he saw a six-year teaching stint at Southern Methodist University as one of the most rewarding times of his working life. He liked the dual track of academia, where he could interact with students and help them prepare for careers, and the ability to conduct research to feed his life-long hunger for understanding. For his 12th birthday, he was given a set of Allen wrenches and soon began to disassemble things around his house.

“I was one of those kids that took things apart to just figure out how they worked,” he said.

This curiosity led him back to Texas Tech to work on his Ph.D. As he neared the end of his doctoral research, Matthews met Miller School Prof. Tom Gould, advertising sequence chair, at a conference. He and Gould hit it off, and in November 2010 Matthews interviewed.

“I liked the balance between teaching, research and service,” Matthews said. He also found the discussion of breaking down silos between all sequences to be appealing.

“That is the way the real world works,” he said. “It is the best approach to prepare students.”
Matthews said he sees himself as not only a professor of public relations or advertising, but also a storyteller. He plans to bring a love for career building combined with knowledge of real world public relations, advertising and marketing to his students.

Matthews successfully defended his dissertation in October and the stubble on his face is long gone.

– Kate Gillespie

VERN WIRKA

What originally began as pure entertainment and a hobby to a Cub Scout developed into a second source of income for Vern Wirka and gave him a different perspective on life.

Wirka, instructor of journalism and KSDB-FM adviser, had an immediate fascination with ventriloquism when he saw a performance on a children’s program on ABC television. As a Cub Scout he saw a magazine ad about how to become a ventriloquist and decided to learn the art. Years later, his hobby has taken him from New York City to Honolulu.

Wirka has brought his show to The Little Apple, but a busy few months have stopped Wirka’s performance schedule since joining the Miller School faculty in August 2011.

He spent most of his life in Nebraska and most recently taught at Dana College, a small liberal arts school in Blair, Neb., where he joined the faculty in 1997 and taught courses in radio and television broadcasting technology, communication law and ethics.

In June 2010, Wirka opened an e-mail informing him that Dana College was closing and that he would no longer have a job. The news came as a complete shock. He had no plan and said it was the first time in his adult life he had been without a job. But Wirka felt worse for his students and did not know what alternatives they would have after the closure.

But Wirka, like his students, had to move on.

“‘When the position at K-State came up and I saw that they wanted somebody who had the academic credentials, had the teaching experience, had the radio experience and experience on the business side, I thought ‘wow, I’ve been in training all my life for this position.’”

He moved to Manhattan during the summer and began anew.

Throughout his life he has used ventriloquism as a source of humor and a way to relax and make people laugh. Wirka does not use his ventriloquist puppet in his classes, but when he talks about his “puppets,” he makes sure to note he does not use the word “dummy.”

“‘It is a different way of looking at the world and is therapeutic because I naturally want to focus on the negative and get down, but I force myself to turn it around,’” Wirka said. “‘Part of that process is to utilize a sense of humor. Know and understand that, yeah, life is bad, but it can be better tomorrow.’”

– Colleen Quinn

WES WISE

After Wes Wise’s first visit to K-State in November 2010, he felt the surroundings were to his liking.

“Not everybody matches up with every place,” Wise said. “For me, it just felt really good here.”

Wise has enjoyed the simple things at the university since his arrival in Manhattan in July. Whether it is walking over to the K-State Union or to Hale Library for a cup of coffee or simply being able to take a walk or talk with students or faculty, he said he enjoys the pace on the K-State campus.

Wise teaches research methods and managing integrated strategic communications. Wise enjoys the size of his classes and the fact he can have conversational classes instead of only lecturing.

Wise has experience in both advertising and public relations. He was first inspired by his adviser at Texas Tech to get into research.

One of the things he is starting at the Miller school is a research lab. He will collaborate with fellow professor Curtis Matthews to get students involved in research and work in a cross-disciplinary model with the psychology department.

“What I really look forward to being able to do is getting established and having a chance to really explore some of the good opportunities that I think exist at this university,” Wise said.

Wise is looking to get students involved in research on media and interactions with media and emotion and attention. He hopes the lab will become an incubator of ideas where students can come and discuss issues in a long-term process.

– Emily Worrell

Photo by Tommy Theis

From Left: Vern Wirka, Steve Harvey, Curtis Matthews and Wes Wise joined the faculty of the Miller School in August 2011.
When Marvin Bredemeir took out his fiddle and began to play, the attendees at the Sixth Annual Great Plains Radio History Symposium were transported to a bygone era when live music ruled the airwaves.

The lure of radio for Bredemeir back in the 1950s was the attention that came with being broadcast and, like decades ago, Bredemeir’s fiddling found a rapt audience this October day, too.

“We could play at a local store for a few people or for millions on air,” he said.

Bredemier, a fiddler and vocalist for the “Cowtown Jubilee” back in the 1950s was part of a three-person panel at the symposium co-sponsored by the Miller School and the Huck Boyd National Center for Community Media. Don Willis, a long-time musician, radio announcer and engineer, and Kansas Country Hall of Fame inductee, was next to Bredemeir on the panel while Herb Hoeflicker joined the group via telephone.

Hoeflicker, a former live radio music entertainer and Kansas broadcaster, starred on weekly radio shows as “Little Herb” at the age of 14.

Hoeflicker had listened to the radio as a kid and started picking guitar at an early age. When he later heard people on the radio, he became more interested in announcing. He had a first-class engineering license, which was required to run a station, and he soon fell under the spell of broadcasting.

Willis was hired by telephone for his first job. He got a call on Saturday to be to work in York, Neb., on Monday.

“I stood behind the announcer for an hour and then did a three to four hour show, knees knockin’,” Willis said.

Both Hoeflicker and Bredemier got their start in station-sponsored talent shows where winners became regulars on the local programs. Bredemier said that he and Hoeflicker were “a great team” and always played for a live audience.

“If there weren’t people in the audience, we would invite people in to listen,” Bredemeir said.

The relationship with his audience hasn’t changed much over the years, and he still plays weekly, but at an unusual venue – a Burger King in Overland Park, Kan.

“It’s always been a real trip,” he said. “I get the same love and respect as always.”

Willis played every Saturday night for close to 25 years. He said he enjoyed watching the people and enjoyed playing dances more than shows.

“The more fun the people were having, the better they played,” Willis said.

Willis came in the radio business later than the other panelists and said that he became used to the changes as radio began to switch from live music to records. He later became a country music disc jockey.

As the sound quality on records improved, Hoeflicker said he could see the end to live music was inevitable and also transitioned to being a disc jockey.

The three panelists agreed today’s radio is nothing like that of the past. Music of their day was down-home entertainment Hoeflicker said. There was a purity in the acoustic roots and clear-cut lyrics of the music.

“Musicians today don’t play like they did in the 50’s,” Willis said. “Songs don’t tell a story like they used to.”

Telling stories in music highlighted the morning but the in-the-moment storytelling of legendary K-State sports broadcaster Dev Nelson was part of the afternoon discussion.

Ralph Titus, Miller School professor emeritus, discussed the Kansas State Sports Network’s roots and led a tribute to Nelson.


Titus shared how in the early stages of his career, Nelson would, by necessity, make things up to fill in the telegraph gaps between play-by-play recreations when covering the minor league baseball games. He fashioned together his own sports broadcasting table after sneaking into Nichols Gym.

When frustrated, Nelson had a penchant for saying “This is the last straw!” One day his cohorts decided they had heard enough. They filled his office with straw from a local farm and left a note saying, “No, THIS is the last straw!” Nelson didn’t appreciate the prank and almost quit. But he stayed on for a 25-year career in the booth. His listeners knew games were getting exciting when he let them know it was a “rip-snortin’, hootenanny, double-barreled, deep-dish dilly.”

Nelson was selected to be in the K-State Athletic Hall of Fame in 1991 and the Kansas Broadcasting Hall of Fame in 2001.

The symposium was a time for students and others to learn about this legendary era and for those who love and enjoy radio to reminisce about an important time in radio history.
Media changes as Hispanic population rises

The Hispanic population is making its mark on mainstream media. Claudio Remeseira, award-winning journalist and writer, came to talk about just that with mass communications students on Sept. 22.

As the founder and director of the Hispanic New York Project, Remeseira discussed the importance of diversity in media and the impact of the fast-growing Hispanic presence from both a historical perspective and for the future.

The 2010 Census Bureau reported that the U.S. Hispanic population grew by 43 percent since 2000 to nearly 50 million or 15 percent of the total population. A report by the Pew Hispanic Center finds if the growth trend continues, by 2050 Latinos will be nearly one-third of the nation’s population.

"The phenomenon is there is an increasing transformation and not just of the Hispanic population, but all other segmented groups," he said. “Latinos have a major role in the change.”

Remeseira also said that with the increase in population comes a huge boom in the market of Hispanic media.

Limiting the scope of media to a Spanish-speaking only audience would not be effective long term. Spanish-language media is important for the first generation of Hispanic immigrants, but the growing majority of Latino families have English-speaking children and grandchildren, he said.

“They are no longer a separate entity. Instead, it’s important for influential people to tell their stories in English,” said Miller School Director Angela Powers.

Breaking down the segregation of groups in the media is also challenging journalists.

The division in media between diverse groups like African-Americans, gay or lesbians and Hispanics, leads to the under-representation of these groups in mainstream media, Remeseira said.

“We don’t want these groups to remain in a segregated media, which is what we have now,” he said. “We want them to integrate among each other.”

Powers said she brought Remeseira to campus to expand students’ horizons. She said it’s important to bring in different perspectives from individuals with diverse backgrounds and knowledge.

“He’s an expert on the growth of the Hispanic population and the impact that has on media,” Powers said.

— Kelsey Castanon
College experiences too often go undocumented. The use of digital media has made it easier to share those moments. But while technology may be changing, photographs remain a concrete representation of those college experiences. In 1986, alumni photographers got the opportunity to capture those college occurrences.

The photo book project, called “A Week at Kansas State: College life as seen by 44 photographers,” represented the essence of student life on campus. Photographers came back to shoot a week’s worth of photo stories. Students within Student Publications were in charge of putting the photo book together under the guidance of editor Tim Janicke, '86, print journalism.

“The goal was to showcase all of the photographers,” said Rhonda Corle, '87, mass communications and designer of the book.

The photographers captured students at football games, in the dorms and on campus. By the end of the week, there were a total of 68,000 pictures taken on 1,900 rolls of film.

“We wanted to ensure we had a broad prospective of campus life,” said Andrew Nelson, '87, print journalism and assignment coordinator for the book. "We wanted to cover everything from the fraternity to sororities to people who live off campus to foreign students and nontraditional students.”

Nelson said students working on the project were in charge of taking photos and processing the film of alumni photographers. Janicke and student photographer’s narrowed 68,000 pictures down to the final 231 published in the book.

Part of the students’ jobs were to narrow down the focus of a photographer’s broad story idea. “We promised (the photographers) that by the next day, they would be able to see their film and contact sheets,” Nelson said. “That meant that the first night, we had hundreds of rolls of film to process. We had to pull all-nighters.”

Though creating the photo book took a lot of time and effort, it was a project that set K-State photojournalism apart from other schools.

“One of the greatest outcomes of the project, however, was the formation of long-lasting friendships,” said Janicke. “At the time, it was quite a victory and relief to see the book,” said Janicke. “But in retrospect, the payoff was working with all the people. Everyone was really cooperative.”

On October 14, alumni photographers gathered at K-State once again. This time, with the prospect of discussing a new photo book project – 25 years later.

The reason this project is important, the photojournalists say, is because pictures document experiences and are lasting. “Pictures are as important as words are,” Janicke said. “When you look at a publication, you look at the pictures first.”

Photographers met in Kedzie Hall and discussed the details of planning such an endeavor. The book discussion began with ideas of making it in celebration of K-State’s 150-year anniversary. Though Janicke said the details have not yet been solidified, there was much discussion at the meeting.

Nelson said he hopes the photographers bring the same
intensity to the new photo book as they did the first time around.

“We had a really good time doing it,” Nelson said. “It was an opportunity for several ‘eras’ of photogs to come back and get to know each other and share a common legacy.”

According to Corle, the new book will better represent people of K-State and where they are now, rather than events on campus during that one week when photographers came back.

“The concept is that this time, photographers would be able to generate their own story ideas, whereas last time Andy Nelson spent a year generating story ideas on campus,” Corle said. “We all thought during our discussion today, ‘Can’t we expand this beyond the borders of campus?’”

Corle also said there will be more creative opportunity than the first time around.

“We want to start using the Internet and tools we didn’t have available 25 years ago,” she said. “Now with the use of the computer, there are endless possibilities.”

A second project could also give the alumni a chance to learn from past mistakes.

“We were way too general with the first book,” Janicke said. “The concept ‘A Week at KSU’ was too broad. I don’t think (the new project is) very well defined yet, but it’ll be interesting to see.”

However, no discussion of a new project could go without talking about the first project that brought them all together.

“We talked a lot about how we did the project 25 years ago, which included a lot of the dark room work and rolling film and making contact sheets and all of these things,” said Corle. “If we did the book now exactly how we did it back then, we wouldn’t use those things because we would be doing them all digitally.”

But above all, keeping the purpose in mind is essential to a successful photo book. In that sense, Corle said she would like to see one thing consistent.

“I want to see great photography. That’s the number one thing we strived for last time. And I think that was made it successful.”

New adviser back in Kedzie to help in students' success

BY KELSEY CASTANON

 Sometimes, it takes a second endeavor to appreciate what one has. At least this is the case for Tom Roesler, ’99, public relations, and new academic adviser for the Miller School.

Roesler worked for ESPN as a college football researcher in Connecticut, but decided to come back to his roots in Kansas after a few years.

“I didn’t realize how much I loved the Midwest until I moved away,” Roesler said. “Maybe my first time through I didn’t appreciate it as much. The first time I was like, ‘I just want to have fun, get a job and get out of here,’ but now that I’m back I realize this is a really special place with really special people.”

Roesler always knew he had a passion for giving back, but he came to the decision to invest in the lives of others after repeatedly asking himself what really wanted out of life and if he could fulfill that on the football field.

“What I really enjoy is the one-on-one conversations about life and things that really matter,” he said. “For a while, that was in the world of athletics. But I kept wanting more. Ultimately I found that what I really want is for someone to tell me years down the road, ‘I wouldn’t be where I am today if I hadn’t met you, or we didn’t have that conversation.’”

After working in several other departments at K-State, such as the athletic department and alumni association, Roesler said the new academic advising job came as a pleasant opportunity.

But what’s unique about Roesler’s return to Kedzie is that a little more than a decade after being a student, he is now the one offering advice to a new generation of students.

“It just felt it was a natural fit, where I could invest in the lives of students that are going down the same road that I’ve been down,” he said. “These are my old stomping grounds.”

Though Roesler said he has a lot to learn in terms of technical aspects of the advising job – such as the curriculum, requirements for graduation and the iSIS system – his passion to help students makes the learning process exciting.

“I come into work every day excited,” he said. “If I can’t answer a student’s question right then, I’m excited because it gives me an opportunity to find the answer and learn more.”

More than learning the mechanics of his job, what Roesler said he hopes to build is a trusting relationship with students.

And while one of his main goals was to build an understanding that students have “an advocate and someone they can go to,” Roesler said he expects them to make an effort on their end, as well.

“Doing the work for the students would handicap more than help,” Roesler said. “I want them to understand and have responsibility for their classes and the direction they take.”

Having an advocate can help guide students to the place they need to be. For Roesler, coming full circle marks yet another new beginning in the place he was always meant to be: the Miller School.

“I can relate to every student here,” Roesler said. “I’ve been there so I think that will be a neat experience.”

Adviser Tom Roesler
Steve Physioc talks with Miller School students about the importance of planning and preparation in calling games.

By ASHLEY DUNKAK

Sports broadcasters Steve Physioc ('77 in radio-TV journalism) and Dan Musil ('74 in radio-TV journalism) returned to the halls of Kansas State this fall to share about their career paths and how students today should pursue similar ones. Both discovered broadcasting while at K-State, and they had plenty of advice for students who have found that same passion.

Physioc, best known for his 14 years as the voice of the Los Angeles Angels of Anaheim, saw his future in broadcasting after calling his first football game, a contest between Lucky High and Wakefield. His hands shook as he left the booth; he knew what he wanted to do for the rest of his life. Looking back, he credits the university for the opportunity.

"None of it would have happened if it hadn't been for K-State," Physioc said.

For Musil, a 31-year veteran of KHOU 11 News in Houston, where he is currently the sports anchor, broadcasting kept him close to the games he loved after he stopped playing them. He wanted to be a professional baseball player, but breaking his elbow between his sophomore and junior years of college hammered home the point that any athlete's career is just one bad injury away from being over. With that in mind, he started focusing on his journalism classes. Making a point to always finish projects he started, he learned the necessity of tightly focused hard work.

"You can't just 'jack around' and learn anything of merit. Oh, you'll learn some things, but until you really apply yourself, you won't really learn anything great."

– Dan Musil
KHOU sports anchor

Of course, none of that came easily. At one point in his career, Physioc turned down a six-figure job as a sports anchor at an NBC affiliate to pursue a job in the Bay Area that paid just $150 per week but would get him closer to a position as a play-by-play announcer. Musil, on the other hand, gave up part of his name to take a job. There were too many anchors named Dan at KHOU, so Musil chose to use "Matt" for the alliteration. For both Physioc and Musil, the sacrifices are worth the end result of jobs they love.

"It has been an absolute joy," Physioc said.

That sort of enthusiasm comes across during a broadcast, and it came across to the students who came and listened to Musil and Physioc speak.

Sean Frye, sophomore in digital news, said Physioc's presentation was the best he has seen at K-State.

"I thought it was really good to see alumni come back and support the program, support the school, and try to educate the students here now about the path to get where a lot of the kids want to go," Frye said.
Alumni Council leaders explore mentor program implementation

Alumni Advisory Council president Ryan Hayter and president-elect Paul Arnold returned to Manhattan in October to work on finding ways to boost usage of a mentoring program to connect Miller School students with alumni.

The program concept was developed about five years ago as a way to help undergraduate students connect with journalism and mass communications professionals but was never implemented. Hayter, ’99 in public relations, and Arnhold, ’02, public relations, are now taking steps to fine tune the program.

“This mentorship program offers students the opportunity to learn how to communicate with professionals who are already established,” Hayter said. “Students can connect with them, ask questions and we can help them get comfortable talking to professionals and also give them advice in career directions and interests.”

Hayter and Arnhold want to make all Miller School alumni aware they can be part of the mentoring program.

“You look at both of our careers and networking has been a key to every job we have ever had,” Arnhold said. “I tell students this is the most unique time in your life because the difference here is, K-Staters want to help K-Staters.”

The mentor program will target both alumni and students. They are determined to keep pushing the program forward.

“The faculty we have talked to and have invited us here are helping students and are engaged,” Arnhold said. “To me that is the biggest thing. Your people are where it all starts.”

– Colleen Quinn

Alumni Updates

1985

CHERYL MAY
Master’s in Journalism and Mass Communications

May is K-State’s associate vice president for communications and marketing and will start phased retirement in January 2012. May’s 32-year career began in 1979 in the College of Engineering working for Dean Don Rathbone, and spanned several departments at K-State. In 1984 she moved to University Relations, now the Division of Communications and Marketing. “The best part of my career has been having the opportunity to mentor people who worked in my units,” May said. “I have been fortunate to work with many very talented individuals and I got as much - or more - from that experience as they did.”

1996

CARY CONOVER
Print Journalism

Conover is the photojournalism teacher at Andover High School. He lives in Wichita, Kan., with his wife, Yvonne, and 15-month old son, Julian. He returned to Kansas in 2010 after working in New York City since 2000. He is working to expand his freelance photography business and is shooting weddings and other events. Conover worked on the Collegian and Royal Purple during his time at K-State.

2001

TIFFANY (MINOR) STEPIEN
Print Public Relations

Stepien is the continuing medical educator for Wesley Medical Center in Wichita, Kan. She works to ensure the teaching hospital's accreditation, plans continuing education for physician, and organizes national, state and local obstetrics, pediatrics and trauma conferences. She is a founder of Wesley’s leadership institute and the Dream Big non-profit golf tournament. At K-State, she was a member of PRSSA. She lives in Andover, Kan., with her husband, James, and their 2-year-old daughter, Sophia.

2008

CHUCK ARMSTRONG
Journalism and Digital Media

Armstrong is the assistant program director for 77 WABC-AM Radio in New York City which is the most iconic talk radio station in the nation. He lives in New York City with his wife and K-State graduate, Celine Andersen Armstrong. During his time at K-State, Armstrong was the program director for Wildcat 91.9 and a columnist for the K-State Collegian. “It gave me a thick skin and prepared me for the professional environment knowing not everyone is going to agree with me and I won’t always agree with everyone,” Armstrong.

2011

JASON STRACHMAN MILLER
Journalism and Digital Media

Miller works as the associate editor of the politics division for MSNBC.com. He is currently working on the company’s 2012 election website. While at K-State, he was the Collegian editor-in-chief and managing editor. He said his Collegian roles tuned his ability to filter content that he now uses. Miller lives in Washington D.C. with his wife, Marjorie Strachman Miller.
Alpha Delta Pi with Alpha Tau Omega create human patterns with their routine during Pant the Chant in Bramlage Coliseum, one of the contests in which sororities and fraternities compete during Homecoming Week at K-State.