Kedziepalooza!

Nearly 200 students kicked off the 2016 fall semester with a lawn party to celebrate all things purple. Page 5
A LETTER FROM THE INTERIM DIRECTOR

A new year, a new face

It’s an exciting time to be at the A.Q. Miller School of Journalism and Mass Communications. In today’s world, the ability to communicate effectively and with credibility is a requirement not only for journalism and communication students, but for those of us who want to be informed citizens.

The School is well positioned with expert faculty in health and rural communication. These areas of expertise fit well with K-State’s overall mission and its strength in agriculture, global food issues and other areas of importance in today’s society.

Students here are learning to communicate with all the modern forms of media. Students become experts in dealing with a variety of media—broadcast, print, and the various forms of digital communication, including Twitter, Facebook and online news and public relations sites.

All students take for granted social media like Facebook, Twitter and Snapchat. But for our students, social media also present new ways of creating advertising, public relations messages and news and information. These messages require careful sourcing and expert crafting.

We have several excellent faculty on one-year contracts. Nick Homburg is covering courses in digital news, photography. He also is taking the lead in the Drones and Media class; Jonathan Borden, Ph.D. candidate at Syracuse University, is teaching courses in advertising and public relations; and Dr. David Thompson is teaching news writing and global advertising.

With Kelly Furnas’ departure from our faculty, the Journalism Education Association named Linda Punteney to return as interim executive director. A national search has produced several finalists for the permanent position. They are scheduled to interview on campus early in February. Two additional national searches are underway, one in public relations and one in advertising.

We hope you as alumni will come to visit us and see firsthand the exciting projects our students create in the four locations we occupy across campus.

I am the new Interim Director, and you will see on page 4, a short bio that explains a bit about who I am.

I’d like to thank Birgit Wassmuth, who has been the director of the A.Q. Miller School, and who decided to transition to the faculty as of Dec. 31, 2016. I am sure students will benefit from her experience in advertising and design.

Jean Folkerts, Interim Director
jeanfolkert@ksu.edu
<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>We Heard From You / Interim Director</td>
<td>4</td>
</tr>
<tr>
<td>Alumni applaud Update. Folkerts to lead</td>
<td></td>
</tr>
<tr>
<td>Kedziepalooza</td>
<td>5</td>
</tr>
<tr>
<td>A.Q. Miller School kicks off year with fun, food</td>
<td></td>
</tr>
<tr>
<td>Alumni Updates</td>
<td>6</td>
</tr>
<tr>
<td>See what alumni are up to</td>
<td></td>
</tr>
<tr>
<td>Student Awards</td>
<td>8</td>
</tr>
<tr>
<td>Learn about three student recognitions</td>
<td></td>
</tr>
<tr>
<td>Curriculum Changes</td>
<td>10</td>
</tr>
<tr>
<td>Faculty works to reimagine course offerings</td>
<td></td>
</tr>
<tr>
<td>News Desk</td>
<td>11</td>
</tr>
<tr>
<td>A concept for collaboration, convergence</td>
<td></td>
</tr>
<tr>
<td>Peer Mentoring</td>
<td>12</td>
</tr>
<tr>
<td>Students help each other navigate the major</td>
<td></td>
</tr>
<tr>
<td>Sarah Howe, Adviser</td>
<td>13</td>
</tr>
<tr>
<td>She’s the first face to welcome JMC students</td>
<td></td>
</tr>
<tr>
<td>Love at First Copy</td>
<td>14</td>
</tr>
<tr>
<td>Newsroom traditions lead to love, proposal</td>
<td></td>
</tr>
<tr>
<td>Sisterhood Connections</td>
<td>16</td>
</tr>
<tr>
<td>Freeland keeps sister cities relationship alive</td>
<td></td>
</tr>
<tr>
<td>Nancy Muturi</td>
<td>17</td>
</tr>
<tr>
<td>Challenges face returning PR sequence head</td>
<td></td>
</tr>
<tr>
<td>Craig Bolerjack</td>
<td>18</td>
</tr>
<tr>
<td>Returning to KSDB was a trip down memory lane</td>
<td></td>
</tr>
<tr>
<td>Election Coverage</td>
<td>19</td>
</tr>
<tr>
<td>Students experience excitement of live reporting</td>
<td></td>
</tr>
<tr>
<td>Collegian Goes Tab</td>
<td>20</td>
</tr>
<tr>
<td>Format changes to increase student appeal</td>
<td></td>
</tr>
<tr>
<td>Magazine Madness / Royal Purple Win</td>
<td>22</td>
</tr>
<tr>
<td>Find out what exciting things are happening</td>
<td></td>
</tr>
<tr>
<td>KSDB Then and Now / Radio Drama</td>
<td>24</td>
</tr>
<tr>
<td>Station manager looks at past and present</td>
<td></td>
</tr>
<tr>
<td>Trained Teacher</td>
<td>26</td>
</tr>
<tr>
<td>Passion for trains adds dimension to Smethers</td>
<td></td>
</tr>
<tr>
<td>Alumni Features</td>
<td>28</td>
</tr>
<tr>
<td>Four alumni tell us a little more about their lives</td>
<td></td>
</tr>
<tr>
<td>Alumni Updates</td>
<td>30</td>
</tr>
<tr>
<td>See what alumni are up to</td>
<td></td>
</tr>
<tr>
<td>Bill Brown</td>
<td>32</td>
</tr>
<tr>
<td>Remembering a Kedzie Hall legend</td>
<td></td>
</tr>
<tr>
<td>Thomas Gould Book</td>
<td>33</td>
</tr>
<tr>
<td>Advertising text addresses global issues</td>
<td></td>
</tr>
<tr>
<td>Meet the Staff</td>
<td>34</td>
</tr>
<tr>
<td>Meet the 11 students who created this issue</td>
<td></td>
</tr>
</tbody>
</table>
Interim director returns to alma mater

DR. JEAN FOLKERTS, alumna, has been named interim director of the A.Q. Miller School of Journalism and Mass Communications effective Jan. 3.

The announcement for the 18-month appointment was made by interim dean of the College of Arts and Sciences, Amit Chakrabarti.

“Dr. Folkerts has extensive administrative experience and a stellar academic background,” Dean Chakrabarti said. “She will lead the school and will help recruit a new director via a national search.”

Folkerts, a media historian, has served as director of the School for Media and Public Affairs at George Washington University and dean of the School of Journalism at the University of North Carolina, Chapel Hill.

Both Folkerts and her husband, Leroy Towns, were editors of the Collegian in the 1960s. She was named Kansan of Distinction 2002 and Freedom Forum Teacher of the Year 2001.

Get to know her better in the next Update.

We heard from you

Thanks for the kind words and the donation

Dear Director Wassmuth,

Kudos on the lively recent Update; a good look at students, faculty and alumni of the JMC school and nifty illustrations.

I was shocked, though, to read of the school’s financial problems. Being out-of-state, I had no idea the budget cuts hit so hard, so I’m enclosing $150 toward another issue of Update. Wish it could be more.

Lance Gilmore, class of 1958,
(but awarded a B.S. in 1965 after completing an incomplete course)

1964 alumna appreciates design, content of our last issue

To the Editor:

My heart stopped when I saw the Flint Hills pix on the Update cover! What a magnificent photo by Jim Richardson! The accompanying story and photos of Mr. Richardson were equally impressive.

I was transported to the years 1960-64 when I would drive from and back to Hutchinson via U.S. 24 from Manhattan to I-70. I always stopped for a long view of the Konza Praire from on high... and it seemed I could see acres of buffalo and a dozen covered wagons traversing those fantastic hills. From those heights, I literally could see “night fall” as the evening sky morphed from the pales of sunsets into the inky blue-blacks of night.

I congratulate the Update staff for a most superior spring-summer issue. I always look forward to Update’s arrival and immediately read (and edit) its content cover to cover. The quality of past issues has ranged from sorta’ good to why-didn’t-they-run-spell-check. But THIS issue can compete with any mag on any news stand!

The design is classic but progressive. (I wish the design specifics had been included on Page 3.) The large headline typography and the sans body type complement but contrast nicely; the drop caps and finger-pointing symbols are subtle but effective. The student photography, cropping and placement are outstanding. The story topics are specific to alumni and students but universally appealing and current -- I wanted to read more and more. How exciting it is to know that KSU is teaching the use of drones in news collection and research. The writing was beyond my expectation -- professional, informative yet clean and terse. How interesting to present exploration of cultures through costumes and dress.

I would hire these students in an instant.

I’m sure today’s students cannot really appreciate how greatly “journalism” has changed in the past 50 years -- from 1964 when we thought we were so progressive. We learned hand typesetting with a California job case and had a try at a Linotype. We didn’t have enough typewriters in the news room; with a soft-leaded pencil we proofed type galleys and page proofs from Ralph in the downstairs press room.

We did have a new library and lecture hall over which Director Ralph Lashbrook presided. But, as now, we J-students of the ’60s excelled: The Collegian was one of two Kansas newspapers recognized by the Kansas Press Association for immediate remake of the day’s edition after teletypes clanged out the assassination of President John Kennedy.

Kedzie still holds fond memories for me, especially since I was the lone reporter at Kedzie when that teletype rang out Friday, Nov. 22, 1963.

Clare “Cam” Cameron Cox, TJ 1964
(editor/Student Phone Directory; assistant editor/Royal Purple; reporter, page editor/K-State Collegian; elected member/Board of Student Publications)
Kedziepalooza brings exposure to JMC groups

Story by Kelsey Kendall
Photo by Evert Nelson

A long line of students and faculty waiting for their free burrito from Chipotle wound its way along the sidewalk. Every now and then, there was a splash as an A.Q. Miller School ambassador was dropped into a tank of water that broke through the constant chatter and laughter.

Professors and other JMC faculty and staff wandered through the crowd between tables, introducing themselves to new students, passing out tickets for the dunk tank and catching up with former students.

It was Kedziepalooza, a day where Kansas State’s journalism and mass communications organizations came together to greet new JMC students and explain their organization.

Organizations included the Royal Purple yearbook, the Collegian, KSDB, Society of Professional Journalists and the Public Relation Students Society of America. Members set up tables on Kedzie Hall’s lawn. Students were encouraged (perhaps bribed by free Chipotle) to introduce themselves to the organizations and get more information.

“I think the informal setting of (Kedziepalooza) allows students who are uncomfortable approaching a formal club or faculty members... to walk around without having to say they’re interested at first,” Sarah Howe, JMC academic adviser and organizer of the event, said. “Maybe just sneak their name on a piece of paper and walk away.”

A important part of the event was showcasing opportunities for students to explore the different publications to get involved with.

Danielle Cook, sophomore in journalism and social media manager at the Collegian, stood at the group’s table to chat with students about joining the newspaper staff.

“This is a nice, fun gathering of everyone who’s interested in the same sort of career path,” Cook said. “It kind of brings us all together.”

David Dougherty, junior in chemical engineering, works with KSDB and said after events like Kedziepalooza, membership for this club always increases.

“Bigger, bigger, bigger,” is how Howe described the sixth annual Kedziepalooza. Whether they came for the free Chipotle or the various JMC clubs and organizations, approximately 170 students checked in at the event. Though Howe wasn’t sure on the exact numbers in attendance in previous years, she said this year’s event had the largest turnout yet.

Howe said the interaction occurring between students, clubs and professors and staff helps keep students in school and involved. She said studies have shown relationships between faculty and students help with keeping students in school.

“The biggest thing we can do for our students is to help them acclimate,” said Steve Smethers, associate director of undergraduate programs in the A.Q. Miller School.

“Students get to learn about all of our publications. These (groups) are part of your college memories.”

Nearly 200 students kicked off the school year with free food from Chipotle, a dunk tank and networking opportunities for both students and faculty.
Caroline (Fry) Riley
Overland Park, Kansas
Major: Public Relations & Spanish
Position: Marketing Coordinator at Go Local Interactive

What is a unique fact about yourself?
I get to work for a non-profit organization called The Call KC (thecallkc.org). They coordinate our agency’s monthly volunteer work and we help them out the best way we know how—marketing services. This means I get to coordinate and write for their blog. It is a really unique opportunity that has been a blast so far.

Matt Stamey
Gainesville, Florida
Major: Print Journalism
Position: Multimedia Specialist at Santa Fe College

What’s your advice for current JMC students?
Creativity doesn’t happen in a vacuum; you need to collaborate. Reach out to professionals and ask advice or team up with classmates on a project and bounce ideas off others. Always be curious. Keep asking questions and telling stories. Journalism and communications will always be important, no matter the medium used to publish.

Linda Cook
Manhattan, Kansas
Major: Journalism and Mass Communications with a concentration in Public Relations
Position: Worked for General Motors for 25 years and was Director of Public Affairs for GM’s North American Operations; currently assistant vice president of communications for K-State Alumni Association

What would you like to achieve five years from now?
Now that I am in the later stage of my career, I am so happy to be back in Manhattan at the K-State Alumni Association working for the people and a cause that I care a great deal about. When I retire I plan to write those books I’ve been contemplating for years.

Erin Poppe
Manhattan, Kansas
Major: Print Journalism
Position: Owner, Poppe Photos

What is your favorite JMC memory or K-State memory in general?
Working for the Collegian Media Group. I started there as a photographer my first day and then never left.

Kelli Reese
Branson, Missouri
Major: Public Relations with a concentration in Business
Position: Student at The Kanakuk Institute and working on my Masters of Science in Leadership and Ethics at John Brown University

What’s your favorite social media platform and why?
I’m not ashamed to say that Snapchat is my favorite right now! It is so fun and easy and I just love being able to capture the funny memories!
Alumni Updates

Stay Connected on Facebook: www.facebook.com/JMCUpdate

Tim Fitzgerald
Manhattan, Kansas
Major: Public Relations
Position: Publisher at Spirit Street Publishing Inc.

What’s your advice for current JMC students? Thirty years ago, journalism was specific: print, television, radio, public relations, advertising, etc. Now the industry is about convergence, so no matter what you think you will be doing as your career, you better be prepared in all areas. Writers appear on the radio and TV, and TV talent must now write for websites. View it as professional cross training.

Paige Thomas
Manhattan, Kansas
Major: Apparel Textiles Marketing with a minor in Mass Communications
Position: Assistant Manager at Buckle

What is your favorite JMC memory or K-State in general? Being surrounded by a community of people who had the same passions as me and were not afraid to dream big.

Shelby Dinkel
Salina, Kansas
Major: Journalism Education
Position: Video Broadcasting teacher at both Salina Central High School and Salina South High School

What would you like to achieve five years from now? I want to focus on preparing my students for college and I want them to be able to compete among other high school journalists. I plan on taking my students to the Spring 2017 Journalism Education Association conference in Seattle.

Chuck Armstrong
Manhattan, Kansas
Major: Journalism with a concentration in Electronic Media Production
Position: Pastoral Resident in New York City

What’s a unique fact about yourself? I launched Geraldo Rivera’s first-ever radio show during my time at WABC-AM. I’m also an avid vinyl collector, so if any alumni need to unload their records, please let me know!

Carly (Hannon) Brettmann
Olympia, Washington
Major: Advertising
Position: Marketing Manager for Stormans, Inc.

What’s your favorite social media platform and why? Professionally, for my clients I prefer Facebook especially for starters. However, personally, I like Instagram because it tells stories visually.

Alumni Updates

Stay Connected on Facebook: www.facebook.com/JMCUpdate
IN TODAY’S media heavy world, the necessity to stand out as a journalism professional is growing. Though we may be biased, we think students at the A.Q. Miller School at Kansas State are doing a pretty darn good job.

Katie Johnston, senior in journalism and digital media, was named the grand prize winner for her video in the Television Talent category at the South Central Broadcasting Society’s annual conference in October. “I had five videos in my portfolio that I was pretty proud of and that I really wanted to submit for an award,” Johnston said. “So I sent them to my professor, Tom Hallaq. He’s been my professor, and my mentor, really the entire time I’ve been in college and he’s the one that’s responsible for sending in applications.”

Johnston described her winning video as “a highlight reel” of some of her work. Johnston was not the only student to receive recognition for their work at the conference. Avery Osen, senior in digital media, and Natalie Otto, senior in digital media, were named semi-finalists in the same category as Johnston.

Johnston was also named a semi-finalist in the Promotional Video/Music Video and News Program categories. Williams will be returning to her hometown of Wichita after graduation to work as a multimedia journalist and producer at KWCH 12.

Anthony Williams, a December graduate in digital media and physics, was also recognized at the SCBS conference in October. Williams is double majoring in journalism and digital media and physics, which has led him down a unique path, and a winning one at that. His video, “Maize Mosaic Virus,” won the grand prize in the Informational or Entertainment Shorts category.
Katie Johnston, senior in digital media, won the grand prize in Television Talent at the South Central Broadcasting Society.

Williams’ experience with science-related video production has helped him land an internship at NASA’s Office of Communications with its director, an opportunity which has him “geeking out on the inside so hard” since he will be doing work with the International Space Station.

Williams applied for other internships within NASA, but not this one. He said he had been told they might have a great mentor for him, and they might have even created the position for him.

The NASA internship will have him move to Houston in January for the 16-week time period. The internship coordinators helped him arrange housing with other NASA employees. He said there might be a permanent job offer waiting for him at the end of the internship. A perfect scenario since it is one of his dream jobs—another being with the Discovery Channel. However, even if that does not happen, Williams’ said his experience at seven different internships and jobs in video production, as well as his experience in JMC, will help him find the right job.

“I’ve learned a ton everywhere I’ve been,” Williams said. “The journalism school provided a basis for going out and getting a lot of the experience I’ve had.”

Both students, while feeling dread and excitement towards their impending graduation dates, said they are excited for their careers and attribute, at least in part, whatever success comes to them to K-State.

“The journalism school provided a basis for going out and getting a lot of the experience I’ve had.” — TONY WILLIAMS

Zin Myint, grad student, is one of the first to be named to the Young Southeast Asia Leaders Initiative program initiated by President Obama. Myint was chosen to meet the President. You can read Myint’s story in the next issue of Update.
**Curriculum Changes**

*Story by Rachel Schrag*

**IT’S NO SECRET** the media are ever changing and that means the A.Q. Miller School must change its curriculum.

The JMC faculty has spent several months editing and revising the current curriculum. The major will still offer three sequences—journalism, advertising and public relations. However, journalism will no longer be split into two separate focuses—print and electronic. The new curriculum will increase the number of credit hours in the major from 39 to 45, allowing for more electives.

“We’re taking those extra hours and we’re front-loading our curriculum with more training in writing, production, and research concepts,” Steve Smethers, associate director for undergraduate studies, said. “We’re also following the trend of our industry and putting a lot more instruction in visual communication.”

Front-loading the curriculum means freshmen students will take a variety of 100-level courses covering all aspects of journalism and mass communications before entering the major. The students will experience the different aspects of communications and will better understand if they are in the right field.

Through yearly assessments, the JMC faculty discovered students are not receiving enough training in writing. The new curriculum will require students to take courses to teach them writing skills across the board, not just for one specific sequence. Specialization will come when students enter their major.

“It’s not just K-State, every university I’ve worked with has said ‘Oh, our writing skills overall are not what they should be’,” Sara Quinn, R.M. Seaton Endowed Chair, said. “If someone is going to go into media, they need writing as a central focus.”

While writing skills have been the central focal point for this curriculum change, so has the idea of collaboration. The new curriculum will allow students to take various elective courses that will broaden their skills and focus. The goal is to produce multimedia journalists.

Along with this idea of collaboration is the introduction of the “news desk” led by instructor Andrew Smith. The desk will be implemented into all of the School’s reporting classes. The idea is to have a central location in Dole Hall where students from various news outlets can gather information and share stories with one another. They would also be able to share information with news sources within the community.

The process to complete a curriculum change is long. However, it allows for like-minded individuals to gather and collaborate on ideas.

“I think it is really great to get a room of faculty together and they find out what commonalities they have,” Quinn said. “People are able to share their materials and share their expertise.”

Faculty members dropped their own work and research to come together for the needs of the school and their students.

“Our faculty took assessment results and paid close attention to where the deficiencies in our program are and they developed a curriculum to meet those needs,” Smethers said. “They have been very enthusiastic about this and they’ve worked very hard on this so I am really, really pleased.”

This long process will come to a close as soon as the new curriculum is completed. Implementation is planned for fall semester of 2017.
Converging student media

Story by Kelsey Kendall

Currently, the student media groups are separate for the most part. The Collegian puts out the newspaper, KSDB runs the radio station and Channel 8 News produces shows for students and the community to access.

Not much interaction happens between them, although Andrew "Drew" Smith, multi-media news director, wants to change that.

Starting in January, Smith hopes to have the news desk, a central hub for all the student publications, operating.

The desk will serve as a place for information and news to pass through to be distributed to the various campus media outlets.

The desk will be housed in Dole Hall as a room set up with a police scanner and other equipment to keep current on the local happenings.

"The goal of the news desk is to conglomerate and bring together all the families," Smith said. "So there is a place where we can share information, we can share stories and we can share content."

JMC now does not have a structure allowing for much interaction between publications. The news desk would encourage collaboration and convergence, which is the direction of professional media, said Smith.

Smith said Kansas State is fortunate to have the student publications it has, but more can be done to improve.

"Right now, the student publications are divergent in their goals and in their coverage," Smith said. "We want to bring them all together. Convergence is kind of a trippy type of word ... but the concept behind it is what's important."

The news desk will mirror the convergence of the different types of media. Smith explained the newspaper, television and radio news outlets might have different ways of running, but the direction of digital media is forcing them to work together to create new ways of providing information.

Another goal of the news desk, according to Smith, is to help with student involvement. Students could work on the news desk and see the interaction between the different publications even before they become an official part of the JMC program. It's possible they could become "news producers," before taking their first JMC course.

(Top) Andrew Smith, multimedia news director, will bring his professional experience as executive sports producer at WLUK-TV, Green Bay to the JMC curriculum when the news desk is fully implemented. (Left) Students work in a collaborative atmosphere in the facility.
Get a little help from your friends

JMC Ambassadors serve as mentors to newer students in the major

Story and photo by Emily Moore

**FRESHMEN** wander into Kedzie looking for room 004. By the time they follow the signs and make it into the basement, they stare into the dauntingly long hallway, wondering if they are in the right place. They wish someone would say, “Yes, it really is right down this hallway,” or “Yes, classes can be in the basement. Don’t worry!”

This year the A.Q. Miller School is spearheading an official peer mentoring program allowing students to have someone in the program answer their questions and concerns. This program pairs newer students with mentors in similar majors. Mentor/mentee pairs meet throughout the semester to provide mentees with guidance and answers to questions or concerns they may have.

JMC Ambassadors make up the mentor side of the program and journalism students, particularly freshmen and pre-majors, are encouraged to become mentees. According to Sarah Howe, academic adviser, the mentoring process can be beneficial to everyone.

“This is really the first year the program has launched,” Howe said. “It gives (students) a connection into the school since they are only in intro classes and they don’t really know the faculty yet. So, it’s giving them a sense of belonging early on that they might not get until they’re in the smaller, upperclassman courses.”

Julia Jorns, freshman in journalism digital media and mentee, said the program has benefitted her because she is used to having friends who are older and can guide her, which is what her mentor provides.

“Growing up, most of my friend group was always older than me or younger than me and I don’t necessarily make friends in my age group,” Jorns said. “So growing up with that, it makes it easier because they already know what to do.”

Her relationship with her mentor, Kaitlyn Heier, senior in digital media and JMC ambassador, is special. The two girls met while Jorns was visiting K-State and their connection began to grow. Then, when Heier found out Jorns was interested in gaining a mentor, she snatched up the opportunity.

“Julia and I have a different relationship because I knew her before she got to K-State and then through a mutual friend—her cousin,” Heier said. “We work together at K-State HD TV. We kind of know each other a little better than probably most mentor pairs.”

Additionally, the program is trying to get momentum within the department. Howe said she hopes to expand the program to have mentors other than JMC Ambassadors by next fall, as there are 18 ambassadors for the 2016-2017 school year. She also said that, eventually, she would like to grow the program’s resources.

“Since this is a new program, it has a lot of opportunity for growth—increasing mentors beyond just using our ambassadors and all upperclassman, increasing marketing and outreach to our freshmen and sophomores,” Howe said. “There’s a lot of training and professional development we could do for mentors if we have resources to do it.”

Howe said these resources could include professional development seminars, or paid positions, whether payment be direct or indirect. However, while she wants growth for the program, Howe said the program is encouraged, but completely voluntary for incoming freshmen to enhance its effectiveness.

“I would never want to require mentoring because then you don’t get quality or true connections between people if they are required to be there;” Howe said. “So I want it to be a more genuine relationship.”

Because the program is voluntary, the application is available year-round online. Sara Soph, senior in public relations and Peer Mentor Chair of JMC Ambassadors, said relationships formed through the program can provide several resources and opportunities for mentees.

“I want the relationships to be professional and advising,” Soph said, “but I also think it’s good because there could be a friendship that comes out of it or connections later on because that’s something you need to establish in college.”

These connections also exist between current JMC students and alumni of the school. According to Clarissa Weers, senior in digital media and mentor, the alumni can also indirectly take part in journalism mentoring.

“I think alumni should know they really planted the seed,” Weers said. “I mean yes, we’re the mentors to the underclassmen now, but someone was our mentor as well. If they could even continue that mentorship as alumni with upperclassmen, I think we would have a whole domino effect of success for K-State students.”
BETORE THEY were the majors and then alumni of the A.Q. Miller School, they were pre-majors trying to find the best emphasis in JMC. For the last year, Sarah Howe, academic adviser, has significantly strengthened the sense of direction for students trying to find their place within the program.

Story by Nick Cady
Photo by Evert Nelson

Steven Smethers, associate director for undergraduate studies, said Howe’s guidance of pre-majors is a key step in the advancement of them officially joining the major.

“Sarah is a remarkable individual because she understands what 18-22 year-olds are thinking. She has very pragmatically sold this program to a whole new assembly of students,” Smethers said, “She’s been able to provide a very special touch in both interest and direction.”

Julia Worley, junior in pre-JMC, transferred to Kansas State last fall, and hopes to be accepted into the major as an advertising student by the spring semester.

“Right now as a pre-major it can feel a bit like limbo, but I think the best part of having an adviser like Sarah Howe is that she thinks like us and understands that we want to eventually graduate and feel like a part of the JMC community while we’re here.” Worley said.

Howe finds the school’s involvement opportunities to be invaluable.

“Experience is so much more important than the classes you choose,” Howe said. “If students aren’t sure what they want to do, I always recommend getting involved. Go to meetings, go to clubs, just experience it a little and you’ll get a much truer sense if it’s a good fit for you than you will get from sitting in a classroom. You’ll often find your niche by experiencing working with the types of people you’ll later encounter in the given profession.”

Incoming freshmen have also been a focus of Howe’s recruitment and retention efforts.

“Getting a mentor is so important for freshmen. Starting this year, we’ve launched a new mentor program, and you’ll be able to meet members of the program and faculty, and build a sense of belonging before you’re officially in the program. Engagement is key,” Howe said.

Students already within the program have been a helpful tool for Howe as well.

“I’ve passed off the majority of recruitment efforts to our ambassador program. I’ve found that students interested in the major engage at a much higher level than they do with me as an adviser,” Howe said. “Campus visits can be so intimidating for a 17-year-old, and the interaction with student ambassadors tends to lead to more of a connection. There is certainly a level of trust with their peers.”

Howe cites the A.Q. Miller School’s opportunities of involvement as one of the greatest selling points for students interested in the major.

“There is good faculty at every college, but the experience and environment is what you’ll enjoy and remember,” Howe said. “There are constantly new people and new ideas within the A.Q. Miller School and within Manhattan, and that idea of a connection and K-State family can be what gets many of our students to choose A.Q. Miller and want to become an involved member.”

Helping students find the way

Adviser encourages involvement
EVERY MESSAGE written on the ceiling has a story. But it wasn’t until 2008 someone as bold as Brendan Praeger took to the ceiling to write a personal message that would capture a moment forever.

Love at First Copy

Story by Evert Nelson

Megan Moser embraces Brendan Praeger Sept. 24, 2016, while they visit the Collegian newsroom. It was in the newsroom where they fell in love and where Praeger proposed marriage. (Photo by Evert Nelson)
For him, the newsroom was more than a college job, it was also where his most important relationship began.

Praeger never had the idea of studying journalism when he arrived at K-State. In fact, he really didn’t have any idea what he wanted to do, so he went with business. But that choice was short lived.

“It was actually during enrollment, I was like, well, I don’t really like any of these people and so I came over to journalism pretty much, literally, because it was the building next door,” Paeger said.

During his sophomore year he switched to education and found his way to the Collegian using what he learned from the semesters in the journalism school. He quickly worked his way up to summer managing editor and later, copy chief and presentation editor.

All the while, Megan Moser was working at the Collegian. A friendship between the two grew as they became more involved with the newspaper, JMC and each other.

“We kind of had a romantic connection on a journalism trip actually. That’s when it was like, we’re not friends anymore. It was totally innocent,” Moser said.

During the trip at the College Media Advisers Convention in St. Louis, they found themselves starting the morning together getting coffee.

“So every morning I wanted to get up early and get coffee, because I was…am, addicted to coffee. And every morning, just Brendan and I would get coffee,” Moser said. “It was just cute.”

They officially started dating when Moser was editor-in-chief and Praeger was presentation editor in 2007. When they were about to graduate they decided they would sign the ceiling together, but Praeger had something else in mind.

“I wanted to find a good way to ask her, to propose…it was just something we had never done. You know, write our names on the ceiling,” Praeger said.

It was 11:30 p.m. on December 9, 2010, according to image date by the photos Matt Binter, 2010 graduate of journalism, took when Praeger wrote his message on the ceiling.

“I started to think I knew what was going to happen when we got (to Kedzie),” Moser said. “He was like, look up there, and it took me a minute to see it, and when I turned around he was down on one knee and it was just really sweet.”

She replied with her own mark on the ceiling, “YES!! YES!! YES!!.”

“It was really fitting since we had spent a lot of time in this room in college and…it’s where we met and where we got to know each other,” Moser said.

The couple is still in journalism. Moser is editor at the Manhattan Mercury while Praeger teaches newspaper, English and drama classes at Wabaunsee High School. Although years have passed since their time at the Collegian, they still reminisce about nights staring up to read others words.

“I just love the ceiling. I think it’s history and I think it’s motivating,” Moser said.

Praeger and Moser celebrated their fifth wedding anniversary on Oct. 1, 2016. They are also expecting a child in January.
Morganville trip to Fèves strengthens sisterhood

GLORIA FREELAND, assistant professor, guided Morganville, Kansas, mayor on a 10-day trip to Fèves, France in late September.

The sisterhood Morganville developed with Fèves by helping them after World War II spiked an interest in Freeland. Along with her journalism students she researched the history of this relationship and decided to re-establish the communication between the two cities.

In the summer of 2015 a group of 20 Fèves’ citizens came to Morganville and cordially invited Brent Rundell, mayor of Morganville and his wife, Charlotte, to visit their city.

The Rundells agreed to visit the French town with Freeland’s guidance and that of her husband Art Vaughan because of their previous visits to the town and their knowledge in the history of the cities.

“We chose to visit Fèves with Gloria because she was instrumental in renewing the relationship between Morganville and Fèves,” Brent Rundell said. “She and her husband, Art, were able to help us build relationships with the people in Fèves.”

In addition to Fèves, they visited Metz, St. Privat, St. Arvold and Hyange in France, Trier in Germany and Bastogne in Belgium.

“The places we visited were primarily of historical interest,” Charlotte said. “We saw Roman ruins, aqueducts, baths and amphitheaters, the World War I and II memorials, monuments and cemeteries, we toured the magnificent St. Etienne’s Cathedral in Metz and a city market square, palace gardens and the Porta Nigra in Trier, which is the remnant of the ancient wall which once protected the city.”

Using email, the people of Morganville and Fèves revived the two cities’ sisterhood and communication. According to Freeland, authorities of both cities are thinking about developing an exchange program for high school or college students between schools in the two towns and surrounding areas.

“I am hoping to do something to bring the story together, it could be a book or something on the web,” Freeland said. “I’m not sure of the format but I want to put something together.”

Currently, Freeland is writing a biography about Velma Carson, who wrote the pageant script to raise money to help Fèves during World War II.

“I think she would be amazed that her pageant script really made a difference in the world,” Freeland said.

Freeland’s experience in Fèves benefitted her current research of Carson and will help her students understand the importance of a global engagement.

“I think it is as important for students as it is for professors to travel abroad,” Freeland said. “To get an idea of what the rest of the world is doing and it shows me what a small world it is really, just think how this small town in Kansas and another small town in France are connected.”

Standing outside the Fèves, France mayor’s office, from left, Gloria Freeland, Charlotte and Brent Rundell, Fèves Mayor René Girard, Fèves Deputy Mayor Cyrille Crast, Art Vaughan, Gérard Trolletting and Maria and René Schreiber of Fèves. (Courtesy photo.)
PAY A VISIT to the new public relations sequence head and you will be greeted by a familiar face. Nancy Muturi took on the role for a second time at the beginning of the fall semester. This may be Muturi’s second time around, but she still faces a few challenges. One of those challenges is the curriculum change being completed this semester. Faculty and administration of the A.Q. Miller School are working together to update and improve the current curriculum standards. Another challenge the sequence faces is the lack of faculty. Muturi hopes to encourage A.Q. Miller School alumni to come back and share their skills with current students.

“We want (the students) to be able to come back and teach for us,” Muturi said. “Obviously, we are not going to be here forever. We are retiring and we need fresh blood to come.”

Muturi’s goals are student centered. The public relations sequence is the largest in the journalism school with 132 students as of fall 2016 enrollment. She said she hopes to increase the number of students drawn to the sequence. She also wants to ensure the sequence offers students courses with real world experience.

“I think we have exciting courses for PR with interesting co-electives and they are designed for what is out there in the real world,” Muturi said. “We are hoping that by the time students are done they are completely prepared to either go to graduate school or go into practice.”

Students see Muturi’s passion for her students in the classroom. Cameron McLaughlin, senior in public relations, said Muturi truly cares for her students. “As a teacher, she is very knowledgeable about the field and she constantly pushes us to understand,” McLaughlin said. “She seems to want the best for her students.”

Being head of a sequence is a balancing act between students, classes and meetings. Despite the time-commitment, Muturi said she loves to be involved in the process and make a contribution to the courses and curriculum as part of the team.

As a sequence head, decisions will not be made independently. Muturi said this idea of teamwork is the most enjoyable part of the job.

“At any time there is something new you don’t want people to be developing it and telling you about it,” Muturi said. “Just seeing, participating, engaging and talking to people and exchanging ideas is the part of the process that I like.”

Dr. Nancy Muturi teaches graduate and undergraduate courses in public relations, health communications, gender and diversity issues in the media, as well as communication for social change. (Photo by Evert Nelson)
LIKE A CHILD in a candy shop, Craig Bolerjack, 1981 alumnus in broadcast journalism, toured the KSDB radio station. He was led by just a couple of current students, being shown the new and old that still hangs around the station’s studios. An old reel-to-reel tape recorder from when Bolerjack was a student at Kansas State sat in one of the rooms, unused and replaced by newer equipment. It brought back memories as he fiddled with the machine.

“Right here actually is where you would do your edit,” Bolerjack said, reminiscing about his days in the studio. “You would use a knife (to cut the tape)- an Exacto knife...That’s archaic by the way.”

Bolerjack may have graduated from the A.Q. Miller School, though that is not how he started his college career. Bolerjack said he came to K-State to play football, but when an injury prevented that from happening, he found his way to sports journalism.

He started as a biology major but nearly dropped out after his sophomore year when he stopped playing football. Then his brother, a senior at K-State at the time, suggested he try the radio station.

“I changed my major almost overnight,” he said. “To be honest, I dove in head first.”

Bolerjack was a disc jockey and did play-by-plays for high school football games. While many students would go out to Aggieville on Friday nights, Bolerjack was in Wamego, Kansas, getting passed popcorn and Cokes by people working in the concession stands below him and announcing for a football game he knew few people were even listening to.

“At that time I would’ve been talking into a dead mic,” Bolerjack said. “I knew that was what I wanted to do.”

Thirty years later, he is the voice of the Utah Jazz and an announcer at Fox Sports, and he came back for just a few days during September to talk with current JMC students and faculty.

Since Bolerjack attended K-State, things have changed and they continue changing. There was a reel to reel tape machine, but there was also more modern digital equipment in the radio station than 30 years ago.

“I love having alumni back,” James Copeland, junior in broadcasting and KSDB program director, said. “It’s such cool perspective. I just imagine myself when I come back to KSDB to put myself in their shoes.”

Copeland was one of the current students guiding Bolerjack through the radio station, watching him reminisce about his first broadcast and sweating bullets trying to edit audio at the reel-to-reel tape machine.

Bolerjack spent so much time at the radio station he said it became his second home. When he came back to visit, his advice for current journalism students was to get internships, make a digital resume and keep up with technology. He talked about all the changes in journalism during his luncheon with JMC faculty and during his roundtable discussion in classes with students.

“Where we’re going from here, it’s hard to say, but you guys are right in the thick of it” Bolerjack said in a JMC class. “You guys are right at the forefront of a change that I can’t predict.”

JMC students and Bolerjack share a moment talking about the good ol’ days at KSDB.
THE STUDIO was covered in red, white and blue decorations and balloons. Cameras were set to film the coverage, five TVs were set with different channels including CNN and FOX News and 10 tabs were open simultaneously on every computer for students to track results as they were called by news organizations including The New York Times, The Guardian and The Washington Post.

November 8, was a night JMC and political science students looked forward to. Students at KSDB radio geared up to cover the event as returns came in.

James Copeland, junior in broadcast and programming director at KSDB organized the event with the station manager, Joe Kucharski, graduate student in public relations and news director, Brandon Fabac, sophomore in mass communications. They reached out to The Collegian and Channel 8 news to gather 30 reporters and political enthusiasts to make the coverage professional.

“We decided that we wanted to do this because it is really important and a once-in-a-lifetime experience to do this in college,” Copeland said. “We had reporters at the Republican and Democratic watch parties, people doing analysis in here and a room full of reporters looking at different races. We not only looked at local races, we also looked at state, national and senate races as well. We hoped we would be able to predict things even before the national networks by looking at the raw data.”

Copeland was in charge of the on-air coverage while Catherine Caffera, political science and mass communications senior, Stephen Kucera, Senior in Business and Music Performance and Wesley Wise, advertising sequence head handled the analysis room.

“This is a great experience,” Caffera said. “This is a historic election and tonight is going to be one of the most important and memorable nights for me. I can’t think of a better place to be tonight.”

Besides monitoring the results as they started coming in, Caffera and Kucera also worked as commentators on air. The group of three gathered information and formed opinions they would later share when joining Copeland on the show.

JMC students cover the election live at KSDB main studio in McCain on Nov. 8, 2016.

Reporter Jemima Nesthant, senior in political science and minor in mass communications, was enthusiastic about being able to experience the elections in an environment filled with people sharing similar interests.

“This is my first time voting as well so I think it is important for me to see what other people are thinking and doing,” Nesthant said. “My dream goal is to work in the White House, being press secretary, I think you have to put it out there in the universe so, I’m going to be press secretary and it is going to be an awesome ride.”

Wise, who taught ‘Mass communications and political campaigns’ during the fall semester, was excited to see students organize the event with professionalism and dedication.

“I love seeing the enthusiasm,” Wise said. “I think this speaks well of our students and of our democracy.” Wise predicted a win by democratic candidate Hillary Clinton, but was eager to see how the senate race turned out.

“I think it is very advantageous for students to know what is going on around them, not only for the presidential race but also the local races which actually i more than anything else, but that’s only if they choose to be involved,” Wise said. “They need to understand the resources available and take advantage of them.”

The coverage took place continuously from 6 p.m. to 12:15 a.m. with reporters collaborating from different watch parties, one joining the on-air show from the Union KSDB station and others coming and going from the main station at McCain Auditorium.

“Many of us were so busy reporting the results we didn’t have much time to really analyze it,” Copeland said. “Channel 8 news director was a guest in the Union and was one of the first people to really call the evening.”

Copeland announced the final presidential result on air at 2 a.m. Afterward, he published an article at ‘Radio World’ about his great accomplishment of organizing a night to remember.

“I felt like I had a good chunk of Northeast Kansas at my fingertips that night,” Copeland wrote. “The night was simply electric, with people constantly commenting on how ‘This is the coolest thing I’ve ever done!’ I have to say, I felt the same.”
AFTER DECADES of publishing the Kansas State Collegian as a tabloid only in the summer, the transition from broadsheet to tabloid is now year round.

“The transition was easy because it’s something we had already done before,” said Stephen Wolgast, director of the Collegian Media Group and adviser to the Collegian. “The biggest difference is the size. The column widths are the same. We didn’t have to create new ad sizes, which is great. We just run things horizontally rather than vertically.”

The Collegian has published since 1896, and this isn’t the first time the paper has been a tabloid during the regular academic year. During World War II, the Collegian was published weekly in tabloid format due to a nationwide paper shortage. Recently, student pickups have declined, so the staff said they wanted to change the format to be more like a magazine and relatable to students by providing them with a newspaper format they would be likely to be fond of reading more often.

Jon Parton, Spring 2016 editor in chief, made the official decision to transition from broadsheet to tabloid. In his research, he found tabloid to be the most popular with millennials because the size is comparable to a magazine that students are accustomed to. For Parton, the transition from broadsheet to tabloid was not a hard decision.

“Everything about tabloid is better in my opinion,” Parton said. “Not only do we have the research that shows that, but it’s better for our photographers who are able to show off their photos on the cover and better for our advertising department.”

The design department manages the limited space in the paper. The designers have half as much space to work with, although the general layout is close to the same.

Audrey Hockersmith, lead design editor, redesigned some of the page headers. “Style-wise, they are about the same as the previous format, but I redesigned them with tab in mind,” Hockersmith said. It has been easier with this format. It’s just challenging to fit things on the pages because sometimes the stories are too long to fit.”

Since the change, the Collegian’s pickup rate has increased. During the week of Sep. 11-17, the pickups of the Collegian were about 8 percent higher than the same week last semester.

Tim Everson, current editor-in-chief, anticipates the tabloid style will remain for future issues, but will develop further. Stories that aren’t featured in the newspaper are available online.

“I like the style. I hope we can continue to have it, but even bigger,” Everson said. “Right now we’re looking at 8-12 pages, but hopefully we can make it a 14-16-page edition to get more news into the paper. Currently, we’re limited to about five to six stories a day,” Everson said.
The Collegian Goes Tab
EMILY LENK, junior in journalism and mass communications, had the perfect idea to update Purple Pedia, K-State’s directory publication published by the Collegian Media Group. She had seen other schools create a fashion and lifestyle magazine and thought K-State and Manhattan’s culture needed this outlet for students. Lenk’s idea transformed into K-State’s new magazine, Manhappenin’ magazine.

“We have such great publications already, but this kind of magazine will highlight real topics and trends going on around us,” Lenk said. “It will make our school stand out and encourage students to grow and admire the culture and fashion we have here.”

With the August issue being the first, Manhappenin’ magazine’s blank canvas allowed it to develop its own personality. Produced by the Royal Purple yearbook staff, the first issue’s content was for incoming students and distributed at orientation. The articles focused on places and activities in Manhattan. The next issue, scheduled for release in Spring 2017, will feature sections on beauty, food, fashion and K-State features. It will be distributed on campus for free to reach more of the student body. The magazine is completely student led and student run with Lenk being the
Royal Purple Wins Pacemaker for 2015 Edition

For the first time since 2010, the Royal Purple yearbook has been named a Pacemaker publication by the Associated Collegiate Press (ACP). The Pacemaker is regarded as college journalism’s equivalent to the Pulitzer Prize.

Out of all the online submissions across the nation, the 2015 Royal Purple was one of only 14 finalists. ACP judges evaluate submissions on coverage, organization, strong photography and design elements. The Royal Purple exceeded expectations in each of these areas.

“The Royal Purple is kind of a pioneer with its look,” said Laura Wildmer ACP executive director. “It shows how to deal with a contemporary book and attempts to make sure it is inclusive in coverage and meets the expectations of its readers.”

The Royal Purple has a long history of nominations and winning. The most recent being a Pacemaker finalist in 2014. Kelly Glasscock, JMC yearbook adviser, knows what an honor it is to be considered a finalist.

“It feels great because it means we are in the top tier of books around the country,” Glasscock said. “We broke through to be a Pacemaker winner this year.”

The winners were announced Oct. 22 in Washington D.C. Kaatie Marolf, 2017 yearbook co-editor, represented K-State at the convention and accepted the Pacemaker on behalf of the Royal Purple staff.

Facts
Advertisers: 38
Pages: 36
Next issue: March
Circulation: 5,000
Printed: Denver

editor in chief. Lenk built her staff by reaching out to the K-State apparel and textile program for contributing stylists, photographers and models. In addition to these student collaborators, journalism students write contributing articles to the magazine.

“Emily has been phenomenal in organizing, coming up with staff and story ideas,” Kelly Glasscock, faculty adviser for Manhappenin’ said. “I feel like this publication will be very high quality because of her efforts.”

Manhappenin’ models have a light moment between shots on the set of “Big Hair, Don’t Care” for the beauty section of Manhappenin’.

The newest addition to the long list of Royal Purple Pacemaker award winners, the 2015 book was edited by Jacinda (Dent) Hoehn.
KSDB Radio: Then and Now

Story by Myia Hodge

FOR MORE than 65 years, KSDB has been part of Kansas State and run completely by students. Led by station manager, Joseph Kucharski, graduate student in public relations, the staff works in a newly renovated space in the K-State Student Union. Kucharski has been with KSDB since August 2015. He shares with Update the changes he has seen during his time with the station.

What’s new?

We have created a lot of different things. For instance, my actual staff has grown by six positions, and I have made sure we have an underwriting program. As of now, we have collected $2,700 worth of ad sales for the radio station. Other than that, we brought back the Round Table event from years past. The Round Table Event is a group of people including students, staff and professionals discussing everyday topics. We thought it was a valuable news outlet and it is something that I am really excited about because it allows us to not do the cutesy feature stories. We are doing the hard-hitting news, which hits topics not generally spoken about.

We had to gut out our old Union position, move back to McCain and now we have two radio studios, one in McCain and one in the Union, which we go live from.

We created a program called Open Mic which allows every student, faculty member or organization on campus access to free advertising on our airways from noon–1 p.m. every single day and we want to make sure people know about it. It is more for awareness than advertising. There are many clubs and organizations that people do not even know exist and getting the word out is the most important part. We want to kind of give back to the community of K-State and let people get their voices out.

What is being brought back?

In the ’90s, what I have understood, 91.9 was everywhere. Everyone listened to KSDB 91.9 and with our rebranding in 2015, we decided we could do much more and we could grow more depending on what our staff and DJ staff was. I think as long as that kind of mentality is still here when I leave, I believe we will be growing.
Another program we had before I even became a part of the station was The Classroom Series. We have bands that come into Studio E (a classroom in Kedzie Hall), we take all the chairs out and we put a live performance in there. We put that over our airwaves and on our TV station, then we take that footage and we create a music video for the band to have and show to whomever.

Can K-State expect any changes from KSDB?

With new people comes new direction. I cannot say where we are going to head next year because I will be gone, but with that being said comes a new person with a new direction and a new management style so everything is going to be completely new.

The more events we can do, the more awareness we can get, the more underwriting we can get equals the more money we will have so we can do the certain things we actually want and get the equipment that we definitely need. This will be something we are working to strive for.

What do you want alumni to know?

We are excited about where we could go. I have seen in the last year how much we can do if we put our minds to it. We have done a lot of new things I think were great, and I invite all alumni who were part of KSDB to see where we have gone from the last couple of years.

The first year I was here, we did start an Open House. We do one in the spring and one in the fall, and we like to keep it around the holidays. We invite the entirety of JMC, everyone who is involved with the radio station, other departments and anyone who wants to come up. We have a huge spread, anyone is allowed on air and we have DJs going all day. We have had families come up who were not even part of JMC or KSDB, but they just wanted to check it out.
**ONE NIGHT**

Shortly before Christmas, a three-year-old boy walked with his dad to the nearby railroad. They were waiting for the train to come by so the boy’s father could get the mail from the train. However, on this particular night, the train whistled by and the engineer tossed out a surprise: a bag of hard candy.
The young boy, Steven Smethers, now associate director of the A.Q. Miller School, on that night had his interest sparked in trains.

“My father had this job where he would go down and meet the passenger train and the passenger train would throw out mail for the next day,” Smethers said. “So dad would get the mail for this little town we lived in and he would take the mail sack down to the post office every day.”

Smethers now shares his passion for trains by volunteering on the Smoky Valley Railroad in Abilene. The railroad is an excursion line where passengers ride just for enjoyment and experience, and Smethers serves as a docent. It’s his third season volunteering.

“I’ve always had more than a passing interest in railroads,” Smethers said. “For me to do something like this, it’s kind of like a childhood fantasy. I don’t know how else to describe it.”

On the train, he tells guests about the all-wooden train car they are riding on, the history of Abilene as a cow town and also interacts with the passengers in his car. Smethers said this experience is part of his love of trains, but also his interest in Kansas history.

“As somebody who loves history, I’ve always been fascinated with the building of the state of Kansas,” Smethers said. “So much of Kansas history that we think about is Civil War history, but certainly how the railroad built the state of Kansas is an amazing story.”

In fact, he includes some of these Kansas history stories in classes he teaches at K-State. Smethers said his knowledge of Abilene and other aspects of Kansas history allow him to make his class more relatable.

“It’s a way for me to be able to spice up what I do in the classroom with stories about great Kansans, entrepreneurial Kansans, and to be able to add a little bit of hometown charm,” Smethers said. “I think people care more about a class when all of a sudden they’re hearing stuff about where they live instead of reading about stuff that happened in New York City.”

Both jobs involve speaking and interacting with those he teaches. In fact, Mary Jane Oard, manager of the Smoky Valley Railroad, said Smethers was placed in his docent position because his experience fit well with the responsibilities.

“He’s a natural fit,” Oard said. “He doesn’t mind talking and he knows his history, he’s studied on trains, so he is just a natural fit for that.”

Train passenger, Richard Beard of Wichita, said Smethers did well as a docent.

“He did a great job,” Beard said. “He seemed really knowledgeable about what he was talking about.”

Smethers said his time volunteering helps him unwind while getting such an uncommon experience.

“You go and you invest two or three hours in doing something that is so different from what you normally do,” Smethers said. “That is so cool. It’s such a great way to be able to relax. It’s very therapeutic.”

The young boy waiting near the railroad with his dad to catch the train now stands tall, in a bright red vest, at the front of a wooden passenger car speaking about the history of railroads in Kansas. He is able to look into the eyes of the children, who are—like he was—fascinated with the train, and tell them all he’s learned.

“There’s a little bit of a train, I think, that brings out the kid in everybody.”

— STEVE SMETHERS, associate director for undergraduate studies
To the Stars, Through Difficulty

Story by Nick Cady

Alexandra Wilkinson, 2006 alumna in advertising, has worked with some of the largest and most notable brands in the world.

“I am very blessed to have such a career and I owe a lot to my education at Kansas State,” Wilkinson said.

She has worked in the advertising industry for much of the last decade. After graduating, Wilkinson initially worked as assistant property manager for Manhattan’s American Residential Communities (ARC) while her husband finished his schooling at Kansas State.

Wilkinson relocated to the Kansas City area and continued working with ARC until complications with the recession of 2009 led her to job searching in the advertising industry.

“The recession soon hit that job hard, and I decided to get a job in the advertising industry,” Wilkinson said. “Thus, beginning my advertising career.” Wilkinson kick started her career in advertising at Ketchum Directory Advertising in Kansas City where she handled white page listings.

“It was as entry level as I could get, but it got my foot in the door. I quickly moved up to account executive where I assisted with the Penske and Best Buy accounts,” Wilkinson said. “During this time, my marriage came to an end and I knew it was time to move with my family to Tampa, Florida.”

Wilkinson started her advertising sales career in print working for the Tampa Tribune, but she quickly moved on to radio, working as a senior account executive for the largest media company in the world: iHeartMedia.

“I handled the largest local key accounts such as The Tampa Bay Lightning and The Tampa Bay Storm,” Wilkinson said. “I worked a lot of their concerts, meeting many famous people including Nick Carter and Tim McGraw. I then got promoted to national account executive handling sales for all 850 radio stations nationwide.”

Wilkinson then went on to work at CBS as a national digital specialist and sold national digital advertising on sites such as Oprah.com.

In regards to her clientele, Wilkinson cites her most notable position to when she worked with Toys R Us at Triad Retail Media.

“I handled all of the national advertising on toysrus.com and my clients were Disney, Universal Pictures, Dreamworks Pictures, Microsoft, LEGO, Nintendo and Mattel, to name a few. I traveled to both New York and LA to visit my clients,” Wilkinson said. “I was even invited to DreamWorks Studios to discuss their upcoming marketing. As a movie buff, this was a dream come true.”

In 2016, Wilkinson took a short break from the advertising industry and went back to school to get her real estate license. Wilkinson is currently a licensed real estate agent in the state of Florida. In October 2016 she accepted a full-time position with Total Sports Publishing as an account executive handling their local, regional and national sales.

Wilkinson resides in her first purchased home in Tampa, Florida, but still bleeds purple.

“I have a Kansas State flag out in front,” Wilkinson said. “I also have a little Kansas State gnome that lives inside my house. I am a huge fan and I never miss a football game.”

Wilkinson then moved on to radio, working as a senior account executive handling sales for all 850 radio stations nationwide.

World Traveler

Story by Mayara Garay Kostianovsky

Dusty Thomas graduated in 2003 with a B.S. in Journalism and Mass Communications focused on public relations from the A.Q. Miller School. He has worked in the digital cinema entertainment industry for most of his career. Thomas is passionate about what he does and believes he has the best job in the world.

“It’s wonderful to work in an environment where the goal is to make people smile,” Thomas said. “I love working with movie theatres. I’ve got the best job in the world – making people feel. I get to be part of making people smile, cry or be scared. I love going to the movies and seeing everyone’s eyes get big.”

Thomas, Global Cinema Sales Manager for Klipsch Group, Inc., sells audio equipment to movie theatres internationally and has traveled around the world selling his products. Dubai, Australia, China and South America, are just some of the places he has been throughout his career.

He enjoys traveling and learning about new cultures, but spending that much time away from home is a challenge.

“After nearly 15 years of traveling, the only place I want to be is home,” Thomas said.
Know the Brand of You

Story by Natalie Gonzalez

Although Andi DiOrio, a 2002 graduate of the Kansas State A.Q. Miller School, was raised a Jayhawk fan, he knew K-State was the place for him as soon as his first campus visit. "(K-State) sent me a bevy of materials, I visited the campus, liked the structure of the programs and saw the light," DiOrio said.

He became the first member of his family to become a Wildcat, and his younger sister followed. "Not sure our parents ever recovered, but we turned out okay, so they at least respect it now," DiOrio said.

As an incoming freshman, DiOrio had a vision for what his time in Wildcatland would look like. "I thought I wanted to major in business, began life in the dorms, presumed I'd graduate in four years and possibly meet my future wife," DiOrio said.

In DiOrio's case, those four years went completely different than he had planned. "Turned out, I majored in public relations, became a proud member of Lambda Chi Alpha, graduated in five years and met my wife outside of school," he said.

DiOrio attributes his success in part to hands on experience. "Any real-world experience or internships you can acquire while in school gives you an automatic head start over others in the full-time job search," DiOrio said.

"Also, be involved in both activities and the classroom. I didn't have a 4.0 GPA, except for that one glorious semester, but I beat out 400 applicants for an internship with Sprint in large part because I successfully had a wide range of interests and experiences, and took leadership positions in those activities. Find out what works for you. Then change it if needed. You're the boss of brand 'You,' make the best decisions for it."

Austin Barnes, 2015 alumnus relies on Twitter to communicate with sources. (Courtesy photo)

Topeka’s Hidden Treasure

Story by Rachel Schrag

Austin Barnes, fall 2015 graduate, said he is awake and working before most have had their first cup of coffee. Barnes, a multimedia journalist for KSNT News, travels around the Topeka area covering a variety of stories, and often finds himself back on the Kansas State campus covering news.

Barnes said he still craves the crab rangoon dip at Wahoo Fire and Ice Grill whenever he comes back to Manhattan.

"You'll hear from your professors that your peers will play a large role in your career journey," Barnes said. "You probably won't believe it, because I never did, but, spoiler alert, they're right."

As a journalist, Barnes said he relies on Twitter to communicate with others. He said the social media platform challenges him to think about how he conveys his story. "Unless you're Kanye West, Twitter is sure to help you craft clear and concise social media contributions," Barnes said.

"Ideally, you'll catch me on a national morning show someday," Barnes said. "If that doesn't pan out, maybe you'll see me doing some international reporting. The bottom line is working in the world of TV is where I feel most at home."
Sarah Budke
Kansas City, Missouri
Major: Apparel and Textile Marketing with minor in Business and Journalism Mass Communications
Position: Account Executive at Light Years Ahead

What's your favorite JMC memory or K-State memory in general?
Being able to spend a year studying at The Fashion Institute of Technology (FIT) in New York City. Dr. Haar of the ATID Department helped me apply to the visiting student program. I was completely exhausted, but gained valuable experience and knowledge about what sort of company environment I thrive in.

Sherry (Foster) Novick
Fairway, Kansas
Major: Broadcast Journalism
Position: Area Director of Sales and Marketing for DoubleTree by Hilton Kansas City & Embassy Suites Overland Park

Do you have any family who graduated or currently attend K-State?
Both my husband and oldest son graduated from KSU and my youngest is a senior studying advertising.

Katy Zimmerman
Kansas City, Missouri
Major: Journalism Mass Communications with a concentration in Public Relations and a minor in Entrepreneurship
Position: Community Manager on the Content Team at Barkley

What’s a unique fact about yourself?
I still believe that one day I will be on SNL and I am also obsessed with weather and severe weather storm tracking.

Michael Lindquist
Kansas City, Missouri
Major: Advertising
Position: Social Content Strategist at Bernstein-Rein Advertising

What’s your advice for current JMC students?
Nobody knows what they’re doing, but some are good at faking it. Continue to learn every day and maybe you can fool some people.

Hannah Hunsinger
Rapid City, South Dakota
Major: Photojournalism
Position: Photojournalist for Rapid City Journal

What’s a unique fact about yourself?
I won first place for feature photography at the 2015/2016 NCPA awards and was also named one of the Newspaper Association of America’s top 30 under 30.
Amy Pond
Orlando, Florida
Major: Journalism and Digital Media
Position: Walt Disney Company Global Talent Acquisition marketing team

What’s your favorite social media platform? YouTube because I really love the interaction between the creator and viewer. I probably spend more time watching YouTube than actual TV, and plus, I love a good makeup tutorial!“

Travis Lenkner
Chicago, Illinois
Major: Print Journalism
Position: Managing Director at Gerchen Keller Capital

What’s your favorite destination or restaurant in Manhattan? It’s not a trip to Manhattan if I don’t have a Western on Sourdough at Rock-a-Belly with a summer beer.

Emily DeShazer
Topeka, Kansas
Major: Journalism and Mass Communications with a concentration in Digital Media
Position: Online visual editor for Topeka Capital Journal

What would you like to achieve five years from now? I just always want to improve my skills and build on what I’ve done before. I just want to get better at reaching people on social media, I want to get better as a writer, I want to get better telling stories through photography.

Lauren (Swirlburl) Ellis
Sacramento, California
Major: Public Relations with a minor in Leadership Studies
Position: 3fold Communications, Project Manager

What is your favorite destination or restaurant in Manhattan? I will always have a special place in my heart for So Long Saloon! The chipotle black bean raspberry dip is to die for. I'm also a big fan of brunch so I loved The Chef and Early Edition on the weekends.

Morgan (Bell) Jones
Manhattan, Kansas
Major: Print Journalism
Position: Customer Service Representative at People’s State Bank

What’s your favorite JMC memory or K-State memory in general? Honestly, I would say my favorite memory is signing the ceiling of the Collegian. It brought everything into perspective and made me realize just how much the last couple of years meant to me and to not ever take anything for granted.

Alumni Updates
HE WAS accurate and professional. He was a teacher, a mentor, a husband and a father. He was a U.S Army turret mechanic for tanks during World War II. He had a hatred for Truman Copote.

Willbur Eugene “Bill” Brown, respected journalist and director of Student Publications, Inc for 16 years left his mark on Kedzie Hall and the hundreds of students he mentored. “He was gruff, outspoken and just totally dedicated to good journalism,” said Carol Oukrop, PR and ethics professor during Bill Brown’s time in Kedzie Hall. “He was dedicated to his students and didn’t want to be fussed over.” Oukrop had originally been disappointed when she learned Brown had been hired because no one on the staff knew he had been offered the job and no one knew him.

Bill Brown: Kedzie Legend

Never at a loss for words, Brown speaks to members after being inducted into the Kansas Press Association Hall of Fame.

Brown returned to K-State after his retirement to speak to groups or to attend K-State activities. Here, he poses with Gloria Freeland, a former student and later teaching contemporary and Carol Oukrop, fellow teacher and then director of the A.Q. Miller School.
“Here they hired this stranger wandering the halls and because he was the director of Student Publications, he did not have to go through the whole faculty,” Oukrop said.

During Oukrop’s first meeting with Brown, he asked her what she taught. She responded with reporting, PR and ethics.

“PR and ethics?” Brown said, “It simply can’t be done.”

From there, Oukrop and Brown had a friendly rivalry during their time at Kansas State and became good friends. After his retirement, they got together when he came to Manhattan for dentist appointments.

The rigor Brown brought to Kedzie Hall was founded in his professional experience as a reporter and an editor. It was when he was editor of the Garden City Telegram, the Herbert Clutter family was murdered and became the subject for Truman Capote's book “In Cold Blood.” Brown, who had first covered the murders for the Telegram, despised Capote because he said Capote took no notes, embellished the facts and was insensitive to those who were close to the family.

Students remember him for his tough teaching style and knew he would prepare them for the real world. He had their back when it came to reporting news on campus. His support reminded young reporters and editors their publisher would stand behind them.

“I was a student of Mr. Brown’s in the early 1970s and one day had an assignment in his Reporting II class,” Doug Anstaett, 1973 alumnus in journalism, said. “When I got it back, he had used a red marker and circled the word “that” 17 times. He pointed out the story would be just as good if I eliminated a good portion of them. Let me tell you, that one little lesson has stuck with me throughout my journalism career.”

Anstaett is now the executive director of the Kansas Press Association comprised of 200 daily and weekly newspapers in Kansas. He has been in the newspaper business for 43 years.

Another former student of Brown’s, Gloria Freeland, knew Brown as not only a mentor but a colleague. Brown was Freeland’s adviser during her time as an undergraduate in the ’70s.

“He was always available to answer questions or give us advice,” Freeland said. “He never told us what to do or told us you can’t do a certain thing. He never tried to control.”

Freeland became close with Brown after she returned to K-State to be a professor along side him. She was nervous about having to transition from student to professor but Brown made her feel welcome. They remained close friends even after his retirement.

He was a Kedzie Hall legend.
He will be missed.

Global Advertising in a Global Culture

Story by Myia Hodge

Thomas Gould, former professor and advertising sequence head at Kansas State University, died early spring 2016. Prior to his death, he was extremely ill, but dedicated all of his time to completing his book “Global Advertising in a Global Culture.”

Angela Powers, professor in journalism and mass communications at K-State, was a dear friend of Gould and worked closely with him before his final days. “This book explains how advertising is a primary driver of trans-global change,” said Powers.

In addition, Powers adds how the book takes a look at how governments use advertising, the role children play using apps and gives a general understanding of the history of advertising.

Powers said she believes Gould’s book is very innovative. “It takes a look at global media and the way it’s transforming cultures.” One important and insightful thought Gould had was he warns social media would become a narcotic for the mind. “We think we are doing stuff all the time [on our phones] and that is a narcotic for the mind rather than a real means for progress,” said Powers.

She believes people should read Gould’s book because it will make a great textbook for undergrad and graduate students not only in advertising, but in marketing and public relations. “It’s a good book to think about where we are going and how we are going to share information in the future.”

Gould worked hard to finish this book and he did it during a time when he was very ill. “Tom Gould was a great thinker,” said Powers. “He was a great professor and students saw him as a deep thinker. He looked at the world in a unique way which many others did not. He will truly be missed at K-State.”
Meet the students behind this issue.

Emily Moore
EDITOR IN CHIEF
I’m a junior in journalism and English. I chose journalism because I have a passion for the written word and I love to share stories. This is why I hope you enjoy the stories we had the opportunity to share with you in this issue of Update magazine.

Search for me on Facebook. I love to share my journalistic work.

Evert Nelson
PHOTO EDITOR
I’m a graduating senior in journalism and mass communications with a print focus. I chose to pursue journalism because of my passion for photography and it seemed like a good idea at the time.

Instagram: @evertnelson
www.evertnelson.com

Kelsey Kendall
COPY EDITOR
I’m a junior in journalism and cultural anthropology. I hope to be able to combine the two in writing about different cultures, people and experiences around the world.

Twitter: @kelseyksu

Rachel Schrag
ALUMNI EDITOR
I’m a senior in secondary education with concentrations in English and journalism. I chose this field because I love working with students and I want to help foster the next generation of journalists.

Twitter: @rachelkschrag

Nick Cady
ALUMNI EDITOR
I am a senior majoring in digital journalism (print focus), with minors in English and theatre. Although I primarily enjoy reading and writing prose fiction, I chose to pursue a journalism degree to create a clearer definition between fact and fiction within my devious mind.

Amber Bolton
STAFF
I am a senior in the A.Q. Miller School of Journalism and Mass communication. My concentration is public relations. I decided to major in PR because I am interested in managing communications.

Mayara Garay Kostianovsky
STAFF
I am a native of Paraguay and a graduating senior with a B.A. in mass communications. Over the course of my life I have learned five different languages and earned a political journalism certificate. I hope to work in public affairs and international relations.

Twitter: @mayaragaray
Myia Hodge
STAFF
I am a junior in journalism and mass communications with a focus in digital media and a minor in leadership studies. Starting off as a political science major, I quickly realized my passion was writing, radio and television. I hope to work for ESPN after college.

Natalie Gonzales
STAFF
I am a senior majoring in public relations. I am passionate about words, people, coffee, stories and adventure and I chose my major because I am determined for those things to fill my life.

Hattie Doolittle
LAYOUT DESIGNER
I am a senior majoring in apparel textiles and marketing, with a minor in journalism. Passionate about editorial styling and marketing. After graduating in May, I hope to work at a fashion magazine, while continuing to be inspired by traveling.

Hattiedoolittle.wordpress.com

Kristin Nycklemoe
LAYOUT DESIGNER
I am an apparel and textiles marketing major with a minor in journalism. After graduation in May 2017, I will go on to work for Target. In my spare time, I enjoy reading, playing with my dog and eating ice cream.

Instagram: @kristinelizabethblog

Myia Hodge
STAFF
I am a junior in journalism and mass communications with a focus in digital media and a minor in leadership studies. Starting off as a political science major, I quickly realized my passion was writing, radio and television. I hope to work for ESPN after college.

Natalie Gonzales
STAFF
I am a senior majoring in public relations. I am passionate about words, people, coffee, stories and adventure and I chose my major because I am determined for those things to fill my life.

nataliegonzales.wixsite.com/mysite

Hattie Doolittle
LAYOUT DESIGNER
I am a senior majoring in apparel textiles and marketing, with a minor in journalism. Passionate about editorial styling and marketing. After graduating in May, I hope to work at a fashion magazine, while continuing to be inspired by traveling.

hattiedoolittle.wordpress.com

Kristin Nycklemoe
LAYOUT DESIGNER
I am an apparel and textiles marketing major with a minor in journalism. After graduation in May 2017, I will go on to work for Target. In my spare time, I enjoy reading, playing with my dog and eating ice cream.

Instagram: @kristinelizabethblog