A LETTER FROM THE INTERIM DIRECTOR

NEW YEAR, NEW CURRICULUM

Ronald Reagan and Barack Obama; Carrie Henderson, a television and film producer from Los Angeles; and Steve Physioc, a play-by-play broadcaster and voice of the Kansas City Royals. These alumni spoke to students about the value of hard work, good work, and the importance of taking risks. Students and faculty flocked to these sessions.

Susan’s second initiative involves encouraging students and working with them to develop scholarship and internship applications.

We do, of course, have some challenges. As you have probably read, K-State’s enrollment dipped this year by almost 1,000 students. This had an impact on the School because it resulted in a budget callback. This callback, combined with cuts in recent years, has lead us to be cautious in our spending while still maintaining high standards of student achievement, professional development, community engagement and research.

Our primary goals include:
Enhancing the Friends of the A.Q. Miller School of Journalism and Mass Communications fund (F25862) to provide professional education and opportunities for students and faculty.
Expanding the David MacFarland Tools for Tomorrow fund (F31610) to keep students and faculty abreast of new technology.

Engaging alumni to fully fund the Honors Program fund (F28275). (You may contribute using this link: www.ksufoundation.org/give/HonorsProgram)

We welcome your continued contributions to the School and hope you will come visit us, meet the students, and share your experiences.

Jean Folkerts
INTERIM DIRECTOR
jeanfolk@ksu.edu

JOURNALISM & MASS COMMUNICATIONS

It has been an interesting semester for the journalism sequence and we have several accomplishments we would like to share with our alumni:

Sara Quinn, the school’s first R.M. Seaton Endowed Chair, organized and emceed “The Future of Media is Visual,” a one day conference on Nov. 3 in London which drew more than 200 attendees from nine different countries. This was the first-ever London event for the Society for News Design, a 40-year old professional organization with members in 27 countries that represents all forms of visual storytelling. Speakers included media leaders from the Washington Post, New York Times, CNN, BBC, Reuters, Politiken (Denmark), South China Morning Post (Hong Kong), Gulf News (UAE) and the Royal Academy of Art.

Dr. Kim Baltrip was selected for the 2018 International Radio and Television Faculty Seminar, “Media Insiders 2018: Today’s Opportunities & Tomorrow’s Challenges,” held in Las Vegas in 2018.
KSDB-FM is now an NBC News Radio Network affiliate, utilizing satellite-delivered hourly news and content from the NBC 24/7 Internet-delivered wire service. The KSDB-FM Playhouse radio drama was recognized with the Grand Prize from the South Central Broadcast Society.
The Journalism and Digital Media sequence has now regularized the Drones in Journalism class after pilot testing it for two years. Students taking the class can also choose get an UAS Pilot in Command license to qualify to operate drones commercially.

COMMUNICATION

The former public relations and advertising sequences have joined to form a new strategic communications sequence. It is the faculty’s plan that this will help the students become more rounded in convergence journalism and be more competitive for jobs after graduation.

Within the new sequence, we have two new professors who joined us in the fall 2017 semester.
Danielle (Myers) LaGree holds a Ph.D. in Journalism with an emphasis in strategic Communication from the University of Missouri. She moved to Manhattan from Columbia, Missouri, and worked PR in Kansas City. Dani said she chose K-State because of her love for the Midwest and the down-to-earth, supportive faculty.
Alec Tefertiller holds a Ph.D. in media studies from the University of Oregon. He moved to Manhattan from Eugene, Oregon, and said he chose K-State because of the friendly faculty, the welcoming community and the chance to be a part of a research institution with engaging and talented students.
Nancy Muturi will be on a sabbatical in Kenya for the spring 2018 semester. She will be conducting research at the United States International University — Africa.
Barbara DeSanto will be leaving full-time teaching at the end of 2017 to pursue several writing projects and to develop her own consulting company. She has agreed to teach some journalism courses online part-time for the A.Q. Miller School of Journalism and Mass Communications.

SAM MWANGI

- SAM MWANGI

- DEB SKIDMORE
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Cover photo: Pete Souza, the chief official White House photographer and director of the photo office for the Obama administration, receives the Alumni Association’s inaugural Alumni Excellence Award during the ceremony on Oct. 13, 2017. Photo by Emily Starkey

Below: Students come together during the #KSUnite rally on Anderson Lawn. Administration cancelled classes for the rally on Nov. 14, 2017. This was the first time classes were cancelled for non-weather related circumstances since 1916, when students helped with repairs to the football field at present day Memorial Stadium. Photo by Emily Starkey
KEDZIE by the numbers

6 STUDENT PUBLICATIONS
120 YEARS OLD
143 STAIRS INSIDE
162 COMPUTERS
59 Advertising
105 Public Relations
78 Journalism
120 STUDENTS
26 PROFESSORS & INSTRUCTORS
When Nellie Kedzie-Jones stepped away from her lead position at the newly-opened Domestic Science Hall in 1897, she hoped to leave Kansas State Agricultural College behind for the next chapter in her life in central Illinois.

K-State had other plans. Before Kedzie Hall became the face of K-State's Journalism and Mass Communications School, the building housed the art department, English department and even a cafeteria.

Interim director Jean Folkerts' ambition to both recognize Kedzie Hall's history and showcase what current students and recent graduates are working on is the guiding force behind an ongoing building revitalization effort.

“Our idea was to make the place more vibrant, more exciting, more accurately reflective of what we do here,” Folkerts said. “We're trying to show what happens to our students when they leave here, what kinds of jobs they got, what kinds of careers they have and we're trying to blend more of advertising and public relations into our message also.”

The school's lead academic adviser, Sarah Howe, said that a lot of prospective students and incoming freshmen will hear from parents and family that journalism is a dying industry, when the field is actually changing and evolving at a historically fast rate. To combat this perception, updates to the building will include displays of the many different careers and opportunities in journalism and mass communications.

“We are trying to make really high impact with as minimal updates as possible,” Howe said of the project. “Recruitment campus visits was one of the driving audiences that we were thinking about when we were doing this.”

Journalism adviser Kylie Kinley said the updates to the Kedzie library are what she is looking forward to the most.

“We have a history that speaks for itself, and so now we need to be very purposeful in [featuring] what we're working on right now,” Kinley said. “One of the things that’s really important to me as an adviser is making sure that people feel welcome in this space. I think before, [the library has] been a place that's not unwelcoming, but not a place where you would want to go and study.”

While posters promoting recent graduates from K-State's journalism program are installed in the library, more simple touches, such as gathering almost eight decades of Royal Purple yearbook volumes housed in the building, are happening in the background.

“These changes are all part of an effort to appeal to prospective employers who visit the school.

“We're a very a modern program,” Folkerts said. “We understand the changes in the industry and we have revised our curriculum and our student media operations to address those changes, and we think that this is a place where advertising, public relations and journalism employers should come to find people who are really equipped to go forward.”

Sara Quinn, the R.M. Seaton Endowed Chair in Professional Journalism, said an exhibition of notable alumni of the journalism program and student media organizations at K-State is also in the works.

The first selection of alumni to be displayed includes National Geographic photographer Jim Richardson and Pete Souza, former chief White House photographer for former presidents Ronald Reagan and Barack Obama.

“Both of them are part of this big legacy of photojournalists that we have here, even though we've never taught photojournalism as a sequence,” Quinn said.

“It's phenomenal; a lot of these photographers have gone on to do amazing things.”

Moving Kedzie Hall, a unique mismatch of more than nine different floors, numerous architectural anomalies and over 100 years of history, into the 21st century has been a significant endeavor, one which will stretch over the next year.

“It's just this amalgam of a crazy building,” Quinn said. “If nothing else, let's showcase some really good work from students.”
Parents always tell their children not to play with their food, but for Kate Oxler, that was part of her job description. Oxler, senior in advertising with a minor in art, headed west this summer to intern with Room 214, a digital marketing and social media agency based out of Boulder, Colorado, that has worked with companies such as Forever 21, Verizon Wireless and Qdoba. There, she worked to create content for the company’s clients, including food clients such as Haribo Gummy Bears and Natural Grocers.

For inspiration, Oxler often scrolls through her Instagram feed, looking through posts from the several design-oriented accounts she follows, where she has seen a trend in combining everyday objects with lettering.

“While in brainstorm meetings, we made the connection that food and lettering content were often being paired together,” Oxler said. “People were using it a lot, with stop-motion graphics or timelapse videos. We wanted to give it a go and see what we could do.”

From the beginning, Oxler said a project must involve brainstorming, discussing the content, conceping, shot lists, and getting approval from the advertising account team, the creative team and the client — all work that occurs before pre-production even starts.

Pre-production involved planning the actual shoot. That process included going to the grocery store all day to gather all of the necessary materials and props. Other aspects of the process included scheduling the shoot, predicting how long it would take to execute the shot list and gathering the necessary materials. Production itself takes about a week out of the month of work that the team puts in for a client, Oxler said.

“From there, the editor will put the finishing touches on
everything,” Oxler said. “Once it gets approved by creative, account and the client, it goes into the world — out into the wild.”

For the Natural Grocers shoot, Oxler said it was difficult coordinating the time based on food.

“The ‘100 percent organic’ laydown for Natural Grocers was the first one I did,” Oxler said. “That one was super fun. It was a time thing, and working with food is tricky, especially with produce, because it’s going to go brown pretty quickly. With an avocado, you’ve only got 10 minutes.”

Oxler’s first “in” with Room 214 was through Laura Oxler, a relative she had brought in to speak with the Advertising Club in Spring 2017.

Kate Oxler said her background in art — especially calligraphy and lettering — helped her land the internship, but that her portfolio of projects and experience built at JMC made her stand out as a candidate.

“At Room 214 we needed a Swiss army knife-type of associate - someone with a combination of skills and experience,” Laura Oxler said. “She was able to bring design, photography and styling skills to the table. Kate is a very talented illustrator, so we really valued the art experience she brought to the table.”

Katie Olsen, instructor of advertising, said Kate Oxler has done the work to prepare herself to be competitive for post-graduation opportunities.

“Any agency would be lucky to have her,” Olson said. “She would fit in at a big agency in Chicago just as well as she’d fit in at a small agency in Boulder. Wherever she goes, people will very quickly see her value. Not only is she talented and creative, but she also has a personality that fits so well in the advertising industry.”

Above: Kate Oxler, senior in advertising, places fruit for a lettering composition made out of produce for Natural Grocers, who wanted to use the composition as a cover photo.

Left: Oxler creates a composition for an Instagram post for gummy candy manufacturer Haribo at Room 214’s production space in Boulder, Colorado. Oxler interned at Room 214, a digital marketing and social media agency, this past summer. Photos courtesy of Kate Oxler
Danielle Calhoun  
San Francisco, California  
Major: Journalism  
Position: Director of Integrated Media Strategy, Weber Shandwick

Who was your biggest influence or motivator while at K-State, and why?
I have to give credit to my four biggest influencers: Olivia Collins, Mary Hale Tolar, Anita Cortez, and Joye Gordon. These four incredible women gave me more opportunities than I can ever thank them for, pushed me outside my comfort zone, and encouraged me to do things I never dreamt I could.

D. Scott Fritchen  
Manhattan, Kansas  
Major: Journalism  
Position: Associate Editor, Spirit Street Publishing & GoPowercat.com

What is your favorite social media platform and why?
Through the blessing of Twitter I have been able to connect with so many positive and inspirational people and K-State fans that I might not have otherwise had the opportunity to meet.

Emily Grotenhuis  
Kansas City, Missouri  
Major: Public Relations  
Position: Marketing Coordinator, Pulse Design Group

What would you like to achieve 5 years from now?
Five years from now I want to be more comfortable in my career. Being a young professional and not exactly having your bearings can be scary and bring forth a lot of challenges you didn’t know you’d have to face. It’s all a learning experience and I hope in five years I’ll be comfortable enough that I’ve made some advancements in my career.

Roger Zerener  
Garden Plain, Kansas  
Major: Journalism  
Position: Broker, Roger Zerener Appraisals

What’s your advice for current JMC students?
College is a time to discover your strengths, weaknesses and what you really enjoy doing. Don’t be afraid to take a class completely outside your current path. Try to take advantage of all the extracurricular activities available.”
Andy DiOrio
Kansas City, Missouri
Major: Public Relations
Position: Public Relations & Social Media Director for Corporate Reputation, Hallmark Cards

What’s your advice for current JMC students?
You’ll need to be well-versed in writing for all types of communications mediums. This doesn’t include all of your social media accounts, but news releases, website copy, white papers, internet articles, executive briefing summaries, news article abstracts, and articulate emails.

Kendra Kinter
Kansas City, Missouri
Major: Public Relations
Position: Event Coordinator, Cerner Corporation

What is your favorite memory from the JMC school or from your time here at K-State in general?
From writing for the Royal Purple yearbook to designing advertisements for The Collegian, I gained real-world, hands-on experience that helped to jumpstart my career and has served me well since.

Beth Buchanan
Kansas City, Missouri
Major: Public Relations
Position: Communications Manager, Kansas City Symphony

What’s your advice for current JMC students?
Be brave and seek out informational interviews or inquire about job shadowing at places you find intriguing. Sometimes all it takes is an afternoon of job shadowing or an informational interview for you to have a great view of that job or career path – and sometimes you may even realize it’s not for you.

Lori Wilson
Madison, Wisconsin
Major: Public Relations
Position: Marketing and Communications Manager, University of Wisconsin E-Business Consortium

What is your favorite memory from the JMC school or from your time here at K-State in general?
From writing for the Royal Purple yearbook to designing advertisements for The Collegian, I gained real-world, hands-on experience that helped to jumpstart my career and has served me well since.

Emily Porter
Manhattan, Kansas
Major: Journalism
Position: Law and Order Reporter, The Manhattan Mercury

What are some of your aspirations?
My aspirations include being a good role model for journalists younger than myself, be as ethical as possible, and work in a profession that makes me happy, which I currently believe will be journalism, for as long as I can.

Stay connected: K-State JMC @KStateJMC
Above: Students chat as Kedziepalooza is in full swing. Drone footage covered many events on campus this fall.

Photo courtesy of Justin Wright

Right: Molly Thomas, junior in public relations, and Addison Linn, senior in public relations, both JMC Ambassadors, served food to students at Kedziepalooza.

Far Right: Savannah Rattanavong, senior in print journalism, shares her experience at the Royal Purple Yearbook with new students.

Photos by Abby Cambiano
It seemed that everything was set for yet another successful Kedziepalooza for the Journalism and Mass Communications department. Giveaway T-shirts were ordered, different departments in the school had a plan for their respective booths, and the catering was ordered well ahead of time.

Or so Kylie Kinley, one of the academic advisers for the A.Q. Miller School and JMC Ambassadors sponsor, thought.

After the initial catering plan for the event fell through, Kinley scrambled to get another caterer lined up. She contacted Buffalo Wild Wings, who agreed to take the order without much advance notice.

“That was definitely a learning experience for me,” Kinley said. “Also, I think it’s a testament to how the Manhattan businesses are. If one doesn’t work for a variety of reasons, they’re willing to step up and help K-State.”

It was a hectic process to solve such a major problem in a short amount of time. Yet nobody outside of the JMC Ambassadors group knew anything about the catering falling through. This is how Kedziepalooza operates under the watch of faculty members and ambassadors.

The annual event is held at the start of the fall semester in the Kedzie Hall courtyard for new and current journalism students.

Different organizations such as the Collegian newspaper, Royal Purple yearbook and many others have tables at the event to represent their groups and recruit new members. While the organizations host the tables at the event, it is the work of the JMC ambassadors that makes it all possible.

At the end of the spring semester, the ambassadors go to local businesses in Manhattan to see if they are interested in being sponsors for Kedziepalooza. Throughout the summer, these students work on creating flyers and ads to put around campus during the first week of classes. On the day of, they also pick up any catering or items for the event, set up tables for the organizations, and work the check-in table.

Ambassador President Kristen Egger says the planning allows the ambassadors to bond with each other.

“Because the event is in the first few weeks of the semester, our team works hard to become familiar with one another and communicate,” Egger said. “It helps us grow a lot as a team to throw our major event right from the get-go.”

When planning began with fundraising in May, it seemed like a lot of work for an event that lasts one hour. Making sure Kedziepalooza runs without a hitch is crucial for the ambassadors and the faculty because of the impact it has.

“I think it’s huge and it was especially huge this year because we’re trying to create a more welcoming environment,” Kinley said. “I think the whole mission of 2017 for our program has been, ‘How can we make students, both prospective and current, feel more welcome?’ I think that’s something we are really trying to care about.”

This year the ambassadors promoted a peer mentoring program for students new to the journalism school. Kinley said the response the program received from student mentors and mentees was staggering.

“I think that was because Kedziepalooza was so welcoming and so successful,” Kinley said. “They’re like, ‘Look at this group that’s creating these awesome opportunities and informing people about what’s going on. How can I help?’ I think that’s the true mark of a successful event like Kedziepalooza. You find more helpers and people who want to get involved, not just particular groups. They want to mentor younger students.”

In the end, the kick-off event gives students the opportunity to learn more about the school and the opportunities that the ambassadors find so rewarding.

“I think the most rewarding part is being able to see students light up at all of the opportunities that JMC has to offer,” Jones said. “I know for a fact that I come away with more knowledge every year and I can only imagine how it is for a transfer student or an incoming freshman. Being able to be part of that is something special.”
Former New York Times Editor Susan Edgerley started the 2017-2018 school year as the first professional-in-residence for the A.Q. Miller School of Journalism and Mass Communications.

Edgerley is a 1976 K-State alumna with bachelor's degrees in English and journalism from Shawnee Mission, Kansas. During her time as a student, she worked for the Collegian as a reporter and copy editor, and completed internships with a Kansas City magazine and in Washington, D.C., for former Kansas Senator Bob Dole.

Jean Folkerts, interim director for JMC, said this is the first time having a professional-in-residence at the Miller school. While the department does have the R.M. Seaton Endowed Chair, currently held by Sara Quinn, Edgerley's position is specifically designated to help students find internships and apply for scholarships.

Although her position for the JMC school is new, Edgerley has returned to K-State several times over the years because she is on the Edgerley-Franklin Scholarship Committee and has worked as a professional-in-residence with the Collegian. She plans to help connect students to internships, give career advice and continue to improve and attract more students to the JMC school.

Speaker Series

As part of her new position, Edgerley put together the "How I Landed my Job" series to show JMC students how far they can go with careers in journalism and strategic communications.

During the fall semester, former schoolmates Scott Kraft, Los Angeles Times deputy managing editor; Pete Souza, former White House photographer for the Obama and Reagan administrations; Carrie Henderson, producer of the TV series "Mr. Robot" and the upcoming Amazon series "Homecoming" and Steve Physioc, announcer for the Kansas City Royals, spoke to students about their experiences as journalists, filmmakers and photographers.

"I wasn't at all surprised that she went on to a great career, including important leadership positions at The New York Times," Kraft said. "She's an extremely smart, energetic and accomplished newsroom leader, and I feel like K-State is very fortunate to have her as a resource this year."

Edgerley said the speaker series will continue in the spring, with more speakers from the public relations, advertising and publishing fields. She also intends to show the successes of alumni across all age groups.

On the Rise

When Edgerley graduated from college, she took a job as a reporter for the Arkansas City Traveler, working in the Kaleidoscope section. This section of the newspaper was commonly considered the "women's section" because the topics covered everything from food to style and included articles about tipping and other points of social etiquette. She eventually rose to the position of editor after she moved to the Wichita Eagle. From there, she applied to the Philadelphia Inquirer and worked as an editor before applying to the New York Times as a copy editor.

During her career at the Times, Edgerley saw many changes in the way the newsroom was run and the way journalism took shape. In the past, reporters would cover every meeting in their beat, but later began focusing instead on investigations and analyzing agendas for better angles and more in-depth stories.

"I think that journalism has gotten smarter and we've become better storytellers and only in part because we might have more writing talent," Edgerley said. "Bigger than that, I think, is the critical thinking. What is this story all about? If I'm covering a health and human resources meeting on aid to poor people or free school lunches, maybe I need to be in that school, maybe I need to be talking to the people eating that lunch. I think that we've become much more geared toward telling stories that way than through official mouthpieces."

Toward the end of her career in journalism, Edgerley turned almost full circle to her roots. Before she left the New York Times, she became the dining editor. Upon retirement, Edgerley began working with a family friend to start an Italian fast casual dining experience. She said she hopes to continue working with JMC as a professional-in-residence in the future, as well as serve on the Edgerley-Franklin Scholarship Committee.
The K-State administration cancelled classes on Nov. 14 to hold a rally in support of diversity and to reaffirm the university’s values. Students marched from across campus with their peers, professors and friends before convening in front of Anderson Hall. The university hopes this event will spark a crucial conversation about recent events, both nationwide and in Manhattan. Student media covered the event in a variety of ways. The A.Q. Miller School also hosted a panel of representatives from the Collegian, Politico, the New York Times and K-State faculty titled “Racists Acts and Aftermath Through the Lens of Social Media.” The panel discussed how media covers controversial events.

“This is a big, huge story that has national implications, and it’s right in our own front yard. Not even our back yard, it’s in our front yard. So, I think everybody was very eager to be able to tell the stories of what’s going on.”

- ANDREW SMITH, professor and news director
Above: Bridget Howard, sophomore in digital media, interviews a student following the event for Channel 8.

"They will encounter these kinds of events and issues as they go through life and we think it’s important for them to understand these issues and recognize them while they’re students in college and learn various ways of being inclusive and having a great outlook for diversity."

- Jean Folkerts, interim director

Above: Zachary Radabaugh, senior in digital media, films for Channel 8.

Left: Members of K-State’s Speech Unlimited team, Susannah Kaufman, Marley Lowe, Jessica Pietrowski, Michelle Briggs, Logan Stacer, Karly Kinsey, Kristen Egger and Melody Herren, attended the rally in support of their peers.
Unmanned aerial vehicles continue to prove valuable for mass communications

EYES IN THE SKY

Ever wonder what it’s like to see the bird’s-eye view without having to go up in an airplane to see it? Freelance photographer Evert Nelson, a 2016 A.Q. Miller School alum in journalism, had the chance to do just that when he was a student in the special topics course, Drones in Media, during the spring of 2016.

The course, which was taught by instructor Nick Homburg and professors Birgit Wassmuth, Kelly Furnas and Tom Hallaq, covered the use of drones across different media and the ethical implications and responsibilities of drone operators.

Nelson was able to get his drone certification after taking the class, which had students complete practice versions of the required certification tests that would need to be taken in Salina, Kansas. Currently, the university does not pay for the unmanned aircraft license, which costs $150, since it is not required for class completion.

The addition of a drone certification has added a new means of expression and a new tool to bring better quality photos and video to Nelson’s clients.

“I always had a little bit of an interest in drones from a technical aspect,” Nelson said. “I thought it was a very cool technology to get involved with. Photography has always been my passion, so having the ability to have a device that is basically just a flying camera is very much appealing to me. I always loved aerial photography as well, and then this made it a more accessible device to be able to do that.”

Nelson still uses a traditional camera, but he also consults with clients about the best places to get photos and film footage. He has both editorial and commercial jobs that allow him to have a variety of clients from individual portraiture to industrial companies like Garmin, and has been published in magazines like Sports Illustrated. Nelson said drones have allowed him to expand his services and offer something new.

“It’s given me another tool to use in my repertoire of what I have in my camera bag,” Nelson said. “I’ve been getting into video work as well. Being able to have a little device that I can just send up and control to get a different perspective that people aren’t usually used to seeing, I think it’s becoming more popular now.”
After an Oct. 26 vote by the A.Q. Miller School of Journalism and Mass Communications staff, MC 469: Drone Photography and Video was added to the course catalog.

“I think the Drones in Media course being added to the catalog is a great step. I think anything journalism programs can do to add variety and allow students to customize their experiences makes the major more interesting and robust,” Furnas said.

To keep pace with the changing technology, a team comprised of Homburg, Wassmuth, Furnas and Hallaq gathered to research the impact of drones in journalism and advertising in 2014.

The results of the group’s research and Homburg’s master’s thesis led to the special topics class, Drones in Media, which was taught in the spring 2016 and 2017 semesters. Its test run as a special topics course gauged student interest and developed a curriculum that would suit the ever-evolving tech landscape.

In today’s media tool bag, a media professional’s collection ranges from a cell phone to a point and shoot camera. These tools have changed with time and technology, and now, with the inclusion of drones, photojournalists and broadcasters can now capture the world in real time at the tap of a screen.

“With the help of a drone, we can now expand our toolbox,” Wassmuth said. “We have the camera, but then the drone is the extended arm of the camera a hundred feet up.”

Homburg said he is in the process of working with drone operators from CNN and Sinclair Broadcasting to get information about how drones are used by media outlets, and what incentives are offered to licensed drone operators. In his research, he said he learned these outlets pay photographers 30 percent more money just because they have drone certifications.

Homburg said there was a discussion about including the class as a part of the drone minor offered on the Manhattan campus. However, Durant Bridges from the school of integrated studies said at present, MC 469: Drone Photography and Video will not be added to the UAS “Drone” Minor.

Wassmuth focused on the use of drones in advertising based on past use by agencies, and penalties they incurred because of FAA restrictions. She also explored how drones changed the way commercials were filmed to sell products like cars.

Kelly Furnas focused on the legal and ethical implications of drone flight and student pilot instruction. Furnas is now a lecturer at Elon University in Elon, North Carolina.

Tom Hallaq focused on the use of drones in film. When the course was taught as a special topic, he taught the film-making portion of the class.

Nick Homburg At the beginning of the research phase, Homburg was a graduate student getting his master’s degree. The research he conducted for his thesis contributed to putting the class together.
With Kelly Glasscock moving on from his role as assistant director and publications adviser at Collegian Media Group to the executive director of the Journalism Education Association, a hole remained in his place. In July, Spencer O’Daniel, who advised Wichita West High School’s journalism publications for five years, moved to the Little Apple to tackle the position.

“It’s definitely big shoes to fill with all the awards that have been won and the things that Kelly’s done, but I think I’m ready for the challenge,” O’Daniel said.

Under his guidance, O’Daniel’s high school students tied with heavyweight Shawnee Mission East High School for Kansas Scholastic Press Association’s 2017 State 6A Sweepstakes Champion. It was one of his proudest accomplishments, he said, but now it was time to translate that success to his new role.

O’Daniel arrived with three goals in mind: increase communication among the different CMG staffs, instill a sense of competition to win contests and foster a stronger community.

“I want the magazine to get better each issue, which I know it will, starting with this first one,” O’Daniel said. “I want to win a Pacemaker. I want you guys to win several individual awards. I want to take home a bunch of Pinnacle awards. I want to find ways for the advertising and creative team to compete. And the newspaper, I may have an effect there maybe, and you see growth, you see competition, you see awards, you see lots of good times and laughs. That’s what I want to see.”

**What's New with Student Media?**

**CHANNEL 8**

As part of its effort to integrate student media, Channel 8 News, JMC’s weekly newscast, developed a partnership with the Collegian to feature its news packages on the Collegian’s website. This relationship helped increase web traffic and views for both entities.

**KSDB-FM**

KSDB-FM, K-State’s student-run radio station, became an NBC News Radio affiliate in mid-November, allowing it to better cover breaking news. Top-of-the-hour newscasts air every hour, while extended four minute newscasts air four times a day along with local and state news. KSDB also has access to an NBC satellite feed that broadcasts breaking and long-form news coverage, as well as an up-to-the-minute press wire service.
The Royal Purple Yearbook added two new positions to the staff’s structure this year, a creative director and marketing assistant. After evaluating the responsibilities and work input from last year’s design editor and marketing manager, Andrew Nevins, senior and editor-in-chief of the book, saw the need to divide tasks.

“It just became overwhelming with the amount of work that they had to do so we split the design editor position and creative director position,” Nevins said. “... It can be a lot to manage, especially if you have a busy schedule, so we wanted to create leadership opportunities within our staff for those who wanted more responsibility.”

Along with designing pages, the creative director develops promotional materials and a cohesive design style. The marketing assistant acts as the marketing manager’s right hand, helping where needed.

As the summer 2017 semester came to an end and the editor-in-chief position of the Collegian remained open, juniors in print journalism DeAundra Allen and Rafael Garcia connected through Steve Wolgast, the paper’s adviser, to discuss the possibility of becoming co-editors.

The pair decided to share the position’s responsibilities to maintain the paper’s quality, as well as keep up with their busy schedules.

“I went and talked to (Wolgast) in person and then I connected with Rafael,” Allen said. “From then on out, Rafael and I kept hitting ideas off of each other and we had a lot of the same goals and good ideas. We just kind of clicked and it has stayed that way thus far.”

The Collegian also reduced the number of printed issues to three times a week on Monday, Wednesday and Friday as another way to work around students’ schedules.

“Manhappenin’ Magazine hit the ground running with its relaunch as a campus lifestyle publication in fall 2016. In just over a year, the staff grew from four to 35 people, including writers, designers, videographers and stylists. It was more people than Emily Lenk, senior and editor-in-chief of the magazine, knew what to do with at first, but its quick growth allowed the publication to expand to new horizons.

Manhappenin’ launched its online website in late September after several months of planning and delays.

“We had been working on our website way too long,” Lenk said. “I mean, we were planning and working on it since last year, but things come up and obstacles happen. And I’m proud of us for staying positive and finally being able to launch it.”

Due to its swift rise, the editorial board and editors tested running two issues in the fall, but Lenk said she preferred having more time to dedicate to each release.
FORMER CHIEF WHITE HOUSE PHOTOGRAPHER AND JMC ALUMNUS RETURNS TO K-STATE

You know the picture. In the Oval Office, President Barack Obama bends at the waist. A little boy reaches out and touches Obama’s head, to see if their hair is the same.

Or the one where Barack and Michelle Obama share a moment in a freight elevator at an Inaugural Ball while Secret Service members avert their eyes.

Or the one where the president is playing in the snow with his daughters. And countless other photos.

But you may or may not know the photographer who took them. Pete Souza, the chief official White House photographer and director of the photo office for the Obama administration, was the man behind these images.

Souza received his master’s in journalism and mass communications from Kansas State University in 2006, but the path to photographing the presidency wasn’t paved in a day.

Souza said that he had originally wanted to pursue a career as a sports writer, but after taking a basic photography class at Boston University as an undergrad, he decided photography was what he wanted to do. However, he needed a portfolio to do it.

A year later, Souza came across an advertisement for a graduate teaching position in basic photography at K-State. “Having never been west of the Mississippi River, I packed up my car and I drove out to Kansas,” Souza said.

Once at K-State, Tom Bell, then-photo editor at the Collegian, hired Souza as a photographer for the Royal Purple and the newspaper. The year after that, Souza took over as photo editor.

Souza then had the portfolio he needed to work for professional newsrooms. His journey led him to the Hutchinson News, the Chanute Tribune and the Chicago Sun-Times.

In 1983, A Kansas connection led to a staff photographer position in the Reagan administration’s White House.

After that, Souza freelanced for nine years, shooting various assignments for National Geographic, Life Magazine and other publications. In 1998, he began working for the Chicago Tribune’s Washington, D.C., bureau.

After the Sept. 11 terrorist attacks, Souza’s path led him overseas to the war in Afghanistan, even crossing the snow-covered Hindu Kush mountains by horseback.

While working for the Chicago Tribune, he began photographing a rising Illinois senator, Barack Obama.

The rest is history.

Jean Folkerts, interim director of the A.Q. Miller School, said that Souza’s story represents what K-State and the journalism school are about. “It’s a great story of what K-State is really best at, and that is training people, educating people to work hard and do good work and also to be decent along the way and treat other people fairly,” Folkerts said. “And I think that’s what’s special about our alumni.”
Souza received K-State’s Alumni Association’s inaugural Alumni Excellence Award in October. The award recognizes alumni whose career, service and achievements exemplify the spirit, values and excellence of the university, according to the association.

On Oct. 13, 2017, his path led him back to K-State, to meet and speak with current students and to be recognized for his award.

In the same newsroom inside of Kedzie Hall where Souza worked all those years ago, young photojournalists eagerly asked Souza how he got to where he is now.

“It started here,” Souza said, looking around the room. “I started figuring things out when I was here working for the Collegian because we treated it as if it was a regular daily newspaper, not a college newspaper … And then every step of the way, every job I had, I kept learning more. But, it really started here.”

Meg Shearer, sophomore in digital media and photographer for Collegian Media Group, said that Souza’s story inspired her as an aspiring photojournalist.

“It’s motivating to see that someone who started where we did to see him make it that far with all of his hard work and determination,” Shearer said.

Currently, Souza is a freelance photographer in the Washington, D.C. area and Professor Emeritus of visual communication at Ohio University. He recently published his book, “Obama: An Intimate Portrait.”

Souza said that his biggest piece of advice he can give to students is to work hard, do a good job and to take advantage of every relationship.

“You never know who can help your path down the road,” Souza said.

During his acceptance speech, Souza again credited his time at K-State as the start of his life as a photographer and photojournalist.

“When I look back at all these different roads I took in my career, the path every single time leads back to K-State, and especially the K-State Collegian.”

Right: Pete Souza talks with Collegian Media Group photographers in the Collegian newsroom during his visit.

Far right: Souza is interviewed by Reina Garcia, senior in digital media, for Channel 8 News.

Photos by Emily Starkey

PATH TO PHOTOGRAPHING TWO PRESIDENTS STARTED AT K-STATE
Left: Souza reminisces about his time working at the Collegian with current students.

Far Left: Souza receives his award during his banquet in the Alumni Center on Oct. 13, 2017. Photos by Emily Starkey
The Audio Production Foundations class will give students the necessary skills to record, prepare and broadcast in various audio formats, as well as basic audio production concepts and techniques.

The Video Production Foundations class will teach students basic video production with a focus on video editing, especially using Adobe’s Premiere software.

The Social Media Foundations class will prepare students to communicate using today’s wide-reaching social media platforms, including Facebook, Twitter and YouTube.

The Pixel Foundations class will help students learn the basics of theory and practical application of two-dimensional computer photo editing and production, using professional editing software such as Photoshop.

The Vector Foundations class will give students the foundation to create vector graphics and documents using professional standard design software for journalism and strategic communication products.

The Web-CMS Foundations class will focus on developing students’ skills in producing and publishing content across web formats and content management systems.
The media landscape is ever changing, and the A.Q. Miller School of Journalism and Mass Communications is looking to stay ahead of the curve.

After a few years of planning, JMC faculty members are preparing to present a new curriculum — focusing on writing, and multiplatform reporting and communications — to the Faculty Senate, who will vote on whether to approve the new curriculum.

“A curriculum is a roadmap for a school,” Steven Smethers, associate director for undergraduate studies, said. “So for us, it just makes a lot of sense to design it quickly.”

Gone are the four sequences within the all-encompassing mass communications degree, and gone are the classes dedicated purely to newspaper writing or broadcasting skills. Instead, the school will consolidate its sequences to two majors: journalism and strategic communications. The school will also increase the number of departmental credit hours from 39 to 45 to help accommodate the requirements of the new curriculum.

The school will still offer classes with increased specialization, such as the drones class that will be offered in spring 2018, but the emphasis is on greater cohesion among the skills the department teaches overall.

“You don’t declare any focus further than journalism or strategic communication,” Sarah Howe, academic adviser, said. “You can personally choose your electives to focus your own career path, but students won’t have to declare any sort of specialization.”

Kristen Egger, president of the JMC Ambassadors, said the new curriculum will be simpler to understand and explain to prospective students.

“A lot of times, we’ve had to explain the different sequences, and that could get confusing on campus visits,” Egger said. “I think the consolidation of the different sequences is a great consolidation. It’s a great way to market journalism. I also love being able to mention that we are on the frontline of things as opposed to still trying to figure [it] out.”

Smethers said the school has worked feverishly to implement the curriculum soon to position the school to be at the best possible advantage for students looking for quality in a journalism program.

“We’re going to be scrambling for a while, but we have to start somewhere,” Smethers said. “We want something that’s better than what’s available anywhere in the state. We wanted something that matches the current state of the market. And we wanted something that was going to put our students at the best possible advantage in the job market.”

Under the new curriculum, writing will have a greater emphasis, especially toward the beginning of a student’s college career. New students will take the new JMC Writing Academy, a series of three online one-hour credit courses designed to teach the conventions, mechanics, styles, platforms and perspectives of writing in media.

Additionally, pre-majors will take Foundational Skills classes that will focus on the technical skills needed to be proficient as a mass communicator in today’s world. Students will be able to pick from three of six classes — offered in five-week increments — that will focus on skills in audio, social media, photo editing, graphic design, video, web and HTML.

Smethers said the school’s faculty has been committed to the changes and adjusting to teaching under the new curriculum.

“What I love is that we have not had to sell this very hard to our faculty,” Smethers said. “Our faculty understood that we needed to make some changes. They have been wonderfully cooperative. Everyone on our faculty has ownership of this.

“For a while — a semester or two — our students may take a class where the faculty member has just barely learned the skills themselves, because none of us are experts at everything, but that’s fine,” Smethers continued. “That’s how we make ourselves relevant.”

JMC STREAMLINES ITS CURRICULUM FOR INCOMING FRESHMEN

Story by Rafael Garcia
Taj Brimmer, December 2017 graduate, sits in room 107. She took Deb Skidmore’s PR writing class in this room during the fall of 2016. Brimmer said this class was the most influential during her time at K-State. Photo by Emily Starkey
SENIOR IN PR ENJOYS RUNNING POPULAR MUSIC FESTIVALS FOR INTERNSHIP

Story by Ryan Ash

Over the summer, Taj Brimmer, senior in public relations, had the chance to intern with C3 Presents in Austin, Texas. C3 Presents is a live music production company that puts on major music festivals all around the world, including Lollapalooza in Chicago, Illinois, and Austin City Limits in Austin, Texas.

Brimmer found the opportunity through networking and said she was excited when she received the job offer. Gloria Freeland, coordinator of the A.Q. Miller School’s internship program, emphasized looking into all outlets when researching options.

“When I talk to students about internships, I tell them not to overlook their local news organizations, Chamber of Commerce, museums and art centers because they can get great experience in those places,” Freeland said. “And I also tell them if they want to go to an entirely new location, they should go for it.”

Moving to a new city can be a big change for some, and even intimidating, but Brimmer learned to adapt.

“This was an unpaid internship so I really had to invest myself,” Brimmer said. “I had to move down to Austin, Texas, and lived there from May to August. I had to go down a week after school. I was completely on my own doing big girl things. I had another job. I was working like crazy.”

Brimmer worked as the artist relations intern directly under Tami Blevins, the senior artist relations manager.

“My duties were to just learn a system called ‘MyFest Advance’ and learning how to literally advance Lollapalooza,” Brimmer said. “That was my biggest project that I worked in the office.”

While working in Austin, Brimmer had several duties to help run Lollapalooza like keeping talents’ contact information up to date, making sure contracts between C3 Presents and the talent were followed and confirming that the schedule and performances went smoothly.

On Aug. 1, Brimmer flew to Chicago the week of the festival to finally execute the planning.

“On site, I was helping with ticket orders, making sure artists were still compensated correctly and I also helped decorate the trailers for the artists as side work,” she said. “My main job was to be a part of the guitar team ... we go around to all the artists performing and get them to sign the guitars.”

Overall, Brimmer said she loved the internship, even living in Austin.

“Austin is a very weird town, but I love it,” Brimmer said. “If I could describe Austin it would be as a big ol’ taco. I loved the atmosphere, I loved the food and I loved the weather.”

Although Brimmer’s experience at Kansas State University has largely influenced her, she has also impacted many people throughout the Journalism and Mass Communications school.

“I enjoy having Taj in my classes,” Debra Skidmore, public relations sequence instructor, said. “She seems to have fun with everything she does, and she does not back down from a challenge. She has a future ahead of her.”

Brimmer graduated in December and said she hopes to get back into the live music industry soon.

C3 Presents was founded by the three Charlies, Charles Attal, Charlie Jones and Charlie Walker in 2007.

The parent company to C3 Presents is Live Nation.

C3 Presents Lollapalooza Festival takes place in the USA, Argentina, Berlin, Brazil, Chile and Paris.

C3 Presents has 16 festivals it hosts annually, ranging from music to wine festivals.

In 2008 and 2012, C3 Presents hosted the Obama for America Election Night Celebration.

Logo courtesy C3 Presents
Cut and paste. Cut and paste. Literally, cutting and pasting rolls of film. Images filled the walls of dark rooms as photographers waited for colors to finally come to life. Today, student journalists type away on Macs and upload their pictures on Instagram within seconds of capturing the moment.

Technology has drastically changed over the past 30 years, and as such, has changed the way journalists approach the media landscape. From typewriters and pagers to tweets and data analytics, media tools have adapted to the times. Compare the past and present of what it looks like to be a student within the A.Q. Miller School of Mass Communications and Journalism and you will notice some major differences.

Generational alumni of the Miller school, mom and daughter duos Paula Swann, 1987, and Dani Golway, 2015 and 2017, as well as Kimberly Wolf, 1985, and Kelsey Wolf, 2015, have compared, laughed and reminisced on their K-State journalism paths as a family. With such stark contrasts in the Miller School, curriculum and the mass communications industry itself, here are some key differences as told by its alumnae.

“My major was ‘journalism and radio TV,’” Swann said.

“Which no longer exists,” Golway chimed in.

“Yeah, thanks for reminding me of that,” Swann said.

“You’re welcome,” Golway said.

Although her major may not be offered anymore, the skills Swann learned were still applicable. Swann’s path and K-State education led her to her current workplace...
“MY JOB EXISTS BECAUSE OF WHERE TECHNOLOGY IS RIGHT NOW.”

- DANI GOLWAY

Swann did not have a computer on her desk until 1995, seven years after her college graduation.

As technology changed, the rise of social media became prevalent. Kelsey, a 2015 public relations graduate, sees the value of integrating social media into the workplace. As an account executive at Fleishman Hillard, she frequently plans and executes advertising and marketing campaigns. Her position at Fleishman Hillard has a large emphasis on social media analytics, much like in Golway’s position.

Kelsey’s mother, Kimberly, said she noticed a big difference from her time as a student. According to her, internships were not as big of a deal then as they are now.

“You did not have to have an internship in order to graduate,” Kimberly said, “but I will say that I thought it was a good idea because it would probably come in handy down the road.”

Kimberly interned at KAKE-TV in Wichita between her junior and senior year, an internship today’s A.Q. Miller students still take on.

As we look back at what the industry used to be, and look forward to its promise and possibilities, the A.Q Miller School has continually kept up with the times and technology. While the walls may not have changed over the past few decades, the curriculum and culture ever-changing. Read more about the Miller School's curriculum updates on page 24.

“I’VE ALWAYS LOVED PHOTOGRAPHY AND I’M A SUCKER FOR A GOOD AESTHETIC.”

- KELSEY WOLF
A young Kelsey Wolf in a cheer uniform in front of Kappa Kappa Gamma. Further down the road, Kelsey was on the official K-State cheer team for four years, and a captain for two. “I loved being on the sidelines cheering,” Wolf said. Photo courtesy Kimberly Wolf

Kimberly Wolf performs as a twirler during halftime of a K-State football game. Wolf performed at the Independence Bowl, the first bowl game K-State went to in 1982. “Bill Snyder wasn’t even the coach then,” Wolf laughed. Photo courtesy Kimberly Wolf

Paula Swann holds Dani Golway. Dani wore K-State purple at a young age before she was convinced to attend the university by her family. Dani first visited K-State with her mom on senior day. Photo courtesy Paula Swann

Paula Swann circa 1967. Swann grew up in Shawnee, Kansas and moved to Dallas, Texas right after graduation. After a few moves around the country she is currently living in Dallas and working for TD Auto Finance. Photo courtesy Paula Swann

### Average Prices

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Source: The People History
Five students in the A.Q. Miller School of Journalism and Mass Communication were awarded the competitive American Advertising Federation of Kansas City Foundation Scholarship for the 2017-2018 academic year through the Kansas State chapter of the AAF.

Allie Deiter, junior in advertising, Addison Linn, senior in public relations, Kate Oxler, senior in advertising, Tori Burkhart, junior in advertising, and Melissa Huerter, senior in advertising, were chosen from Kansas State University.

Of the 19 area schools eligible for the scholarship, students from six schools earned scholarships. In addition to the five from K-State, one came from Benedictine College in Atchison, Kansas; three from Northwest Missouri State University in Maryville, Missouri; one from University of Central Missouri in Warrensburg, Missouri; eight from the University of Kansas in Lawrence, Kansas; and four from the University of Missouri in Columbia, Missouri.

“Through this scholarship, we hope to reward the best and brightest students in our industry from throughout the region and inspire them to begin their careers in Kansas City,” Kyle Rohde, AAFKC Foundation president, said. “We’ve got an incredible marketing and advertising scene here in Kansas City and students don’t always realize the opportunities that exist here, and instead go to Chicago, New York, etcetera.”

Scholarship recipients received $1,500 and one-year support and counsel of a mentor from the AAFKC, as well as a one year membership to AAFKC and AAF. Rohde said they are also invited to attend all program activities of AAFKC for the remainder of their education.

“I think it’s a huge benefit,” Burkhart said. “Especially in the advertising industry the more you have the opportunity to make connections with professionals in the field, the better the opportunities are for you to build relationships with them and ultimately land yourself a job … and it’s great to learn from them as well.”

The AAFKC Foundation was created to award annual scholarships to area college students who show a passion in advertising, marketing, and graphic arts studies.

For more than 30 years, AAFKC has been funded by Kansas City area advertising professionals who strive to “give a few talented people a head start so they can in turn pass the love of advertising on to someone else,” according to the foundation’s website.

“My mentor has provided me with knowledge of the Kansas City advertising market and the different agencies she’s worked at,” Dieter, who is mentored by Jamie Martin at DMH, said. “She has also given me advice about applying for internships and has provided insight about the different job opportunities within an advertising agency.”

Burkhart looks forward to connecting with her mentor, Julie Prewitt at JNA, throughout the year. After meeting at a connection event for scholarship recipients, Burkhart said she thinks her mentor will be very helpful when it comes time to update her resume and apply for jobs.

As the current president of the Advertising Club, Burkhart is working with Olsen and members to plan an “ad crawl” in the spring, during which the club visits a variety of advertising agencies in the Kansas City area.

“We really get to get a feel for what it’s like working in the ad industry,” Burkhart said. “We get a feel for the environment, and we also get to talk to different professionals in different aspects of advertising so that’s really cool. They just kind of talk about what they do, their internship opportunities, and kind of what their work environment’s like.”

Katie Olsen, instructor and adviser for the K-State Advertising Club, has been encouraging members to seek out opportunities such as this since she started advising and teaching at K-State in 2010.

“It’s a combination of giving them solid foundational skills in advertising: how to write on-strategy copy, how to think strategically, how to have the creative skills, the design skills, and then kind of giving them that practical experience,” Olsen said on how the advertising sequence prepares students for the industry.

Through shadowing and ad crawls, K-State advertising students are ahead of the game when it comes to being prepared for the industry.

“We’ve evolved quite a bit,” Olsen said. “We established a collegiate chapter three or four years ago, and we’ve kind of started creating a reputation for the K-State advertising students in the Topeka area and in the Kansas City area by participating in AAF events, applying—winning—major scholarship from them, and just kind of communicating with them.”

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FROM AWARDS TO REWARDS

AAF-KC scholarship leads students to possible career leads

Story by Abby Cambiano
New scholarship honors pioneer JMC professor

The A.Q. Miller School of Journalism and Mass Communications has a storied tradition of supporting female journalists, and a new scholarship will honor the memory of one of its pioneers.

This year, Janice Patterson helped support a scholarship in memory of Helen Hostetter, a journalism professor in the mid-twentieth century who played an influential role in the lives of hundreds of students at Kansas State University. Hostetter was Patterson’s adviser, and Patterson said Hostetter helped guide her through life.

According to “Seeking Equity for Women in Journalism and Mass Communication Education,” K-State’s journalism program has the longest continuous record of hiring women — having had at least one woman on its faculty since 1915, when the university was Kansas State Agricultural College.

Hostetter taught for 25 years, beginning in 1926, when she was first hired as an instructor. Hostetter quickly progressed through the ranks, attaining the rank of assistant professor the following year. In 1928, Hostetter went to China to teach and returned to an associate professorship at K-State in 1931, teaching a class called ‘Journalism for Women.’

Hostetter again returned to K-State in 1946 to a full professorship, after having edited a professional journal, and research indicates that she was “probably the first woman to hold that rank in a major university’s journalism program.”

When she was hired as a full professor, Hostetter was paid less than the three men in the department. Upon her retirement in 1962, Hostetter received $8,640 in salary, compared to the $11,820 paid to the department head.

Patterson wanted to give back to the school because she believed her K-State degree helped her form the skills necessary to work as an assistant editor at the Salina Journal, which helped spark her political interests. Patterson said she believes that financially supporting students from similar backgrounds will help them form a better perspective of the world.

The scholarship is specifically meant for juniors and seniors who have demonstrated an interest in reporting on political issues. This year’s inaugural recipients are Taylor Bostwick, junior in print journalism from Rio Rancho, New Mexico, and Grant Thompson, junior in public relations from Holly, Colorado.

Story by Ryan Ash
Jill Chittum  
Overland Park, Kansas  
Major: Journalism  
Position: Sales Representative Field, Walsworth

How did K-State's JMC program prepare you for your career and what else did you learn along the way?

I chose KSU because I knew I could start working for the Collegian and the Royal Purple as soon as I started on campus. I began freelancing my first week at school. The experience of filling the paper five days a week was the best training I could have asked for.

Maria Childs  
Manhattan, Kansas  
Major: Journalism  
Position: Editor of the 1st Infantry Division Post, Willgratten Publishing

Who was your biggest influence or motivator while at K-State, and why?

I would have to say Kim Baltrip, because she structured her classes with real life copy and mistakes that made everything I learned much more relatable once I graduated and had to do the job on my own.

Janet Seelhoff  
Omaha, Nebraska  
Major: Public Relations  
Position: Executive Director, Nebraska Home Care Association

What's your advice for current JMC students?

Network and build your professional contacts. Ask someone to be your mentor – whether a recent graduate or seasoned professional.

Jordan Roith  
Kansas City, Kansas  
Major: Advertising  
Position: Digital Media and Advertising Operations, VML

What's your advice for current JMC students?

Network, Network, Network. Meet everyone you can, go to all the AAFKC events. Try to go out of your way to learn a skill they don’t teach you in your classes, it’ll really set you apart.

Annette Lawless  
Wichita, Kansas  
Major: Journalism  
Position: TV Anchor & Reporter, KAKE-TV

What is your favorite of your job?

It's such a privilege to help deliver the big stories of the day, trending topics, and heartwarming stories from here in the Heartland. I am a Kansas native, so to be able to be a part of the business – at home – is truly special.

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Trayl Chaffee
Denver, Colorado
Major: Public Relations
Position: Sales Representative, Anheuser-Busch

What's your advice for current JMC students? Don't be scared to take a class based on a teacher’s reputation, all the teachers in the department are willing to help a student as long as they are putting in the effort.

Kaitie Marolf
Shawnee, Kansas
Major: Journalism
Position: Coordinator of Pediatric Learning Solutions, Children's Hospital Association

What is your favorite JMC memory? I was fortunate enough to get to go to two of the JEA/NSPA conventions representing K-State. My favorite memories associated with the school are definitely from those trips. The opportunity to return to the conferences I once attended as a student as a speaker, convention official and judge, was absolutely incredible.

Katie Johnston
Wichita, Kansas
Major: Journalism
Position: Reporter, Producer & Digital Content Provider, KWCH 12

What do you miss most about Manhattan, K-State, or the JMC program? I miss not seeing a familiar face every day. When you go to college you feel alone at first, but – in the end – you were never really alone...We had such a close-knit community and that’s something I really took for granted while I was in Manhattan.

Gina Garvin
Overland Park, Kansas
Major: Public Relations
Position: Chief Brand & Marketing Officer, Girl Scouts of Northeast Kansas & Northwest Missouri

What's your advice for current JMC students? Appreciate the power of Kedzie Hall. There is so much expertise from your professors and upperclassmen.

Conner Schrock
Chicago, Illinois
Major: Advertising
Position: Assistant Account Executive, McGarryBowen

What student publications were you involved with? I worked for the Collegian for a period of time. I started out in Ad Sales and then worked as the organization's social media manager. I highly recommend working for a student-led organization. I learned more at the Collegian than any internship I have done.
For his entire life, Braxton Jones had the dream of working for a major television network. However, Jones is on his way to make that dream into a reality.

Over the last couple summers, Jones, a Wichita native and senior in broadcast journalism, interned in two major cities. In the summer of 2016, he travelled to New York City with CBS. In 2017, he took on a position in Los Angeles with NBC.

Jones said he enjoyed the opportunities, but even with the glamour of interning at such a big company, the former nearly didn’t happen.

“Two weeks before I was ready to leave for New York, I told my mom I didn’t want to go,” Jones said. “Everybody was going to be in Manhattan for the summer. I was missing a summer with my friends, but then some of my close friends were like, ‘What are you doing? You have to go.’ I was like, ‘You know what? You’re right.’ It was a tough call, but it’s a call that I don’t regret and I’ll never regret.”

In the spring, Jones will be headed overseas to Pyeongchang, South Korea, to be a production assistant at the 2018 Winter Olympics.

“Braxton is a force because he is so focused,” Kim Baltrip, assistant professor at the A.Q. Miller School, said. “When he is convinced that something he wants is worthwhile, he puts in the time — hours, days, months — to make it happen. His work ethic, along with his faith, are not the secrets of his success but the very substance of it.”

Jones said landing these jobs did not come without previous experience. Before his stints with CBS and NBC, Jones interned at KAKE-TV in Wichita and the Kansas City Chiefs training camp.

“I always tell people, that wasn’t my first internship, that wasn’t my second internship, that wasn’t my third internship. New York was four,” Jones said, noting that KAKE-TV and the Chiefs were both unpaid positions. “I had to pay to play and ultimately, it came back and New York was paid, L.A. was paid, Korea is going to be paid.”

The work that Jones has put in not only made a name for himself, but also for the A.Q. Miller School.

Steven Smethers, associate director for undergraduate studies at the A.Q. Miller School, said Jones has used internships to his advantage.

“You know, in this world, lots of times we have to make our own breaks,” Smethers said. “For a student, being able to take advantage of an internship is a way to make our own breaks. Braxton is a really good example of somebody who has had opportunities and has understood what those opportunities are.”

Jones said he sees himself as any other student working to get where he wants to be and he believes that with that same type of mindset, anyone can be successful.

“One thing I tell people is that it’s a process, but you have to fall in love with it,” Jones said. “Accepting those rejections and knowing that one yes can turn into a career or lifetime opportunity. I’m no different, I just stuck my nose to the ground, said, ‘This is something I want.’

“I haven’t even been successful, yet. I’ve been blessed with a lot of opportunities, but I’m still in school. I’m just like everyone else. Work hard and everything will work out like it’s supposed to happen.”

Senior builds on experiences to land international internship

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Braxton Jones helps with a freelance project for MTV/BET while interning in New York during his time at CBS. Above: Jones sits at the desk at CBS in New York City for his summer 2016 internship. Left: Jones records a standup at the Los Angeles Lakers practice facility as part of his internship with NBC during summer of 2017. Photos courtesy Braxton Jones
A LETTER FROM THE EDITOR

To the JMC faculty, alumni, fellow classmates and Update staff members, I want to say thank you.

I hope you were able to recognize the talent within our journalism school shown throughout this publication. I love Kansas State University and am so grateful for the opportunities the A.Q. Miller School, the university and the Manhattan community have given me. Attending K-State and moving to Manhattan, Kansas, from Omaha, Nebraska, was one of the greatest decisions I ever made. Without K-State and its people, I would not be the woman I am today.

I am currently a senior in public relations with a minor in leadership studies. I love PR because it presents me with the opportunity to tell stories, promote positivity, solve problems and meet new people every day.

Being the editor-in-chief of Update Magazine has been one of my favorite experiences while in the journalism program. I look forward to what the future and the industry has to offer for a soon-to-be alum of Kansas State University. Oh boy!

Maddie Salerno
EDITOR-IN-CHIEF & DESIGNER
May 2018 - Public Relations
Riley Gates
WRITER
May 2018 - Print Journalism

“Journalism allows me to cover sports teams that I grew up loving to watch. I never feel like I’m doing a job when I go to work, which is a blessing not many people can say they have.”

Abby Cambiano
COPY EDITOR & PHOTOGRAPHER
December 2017 - Print Journalism

“Coming to K-State was my plan since kindergarten, and I’ve been blessed with the opportunity to go through a program as dedicated to its students as the A.Q. Miller School is. Armed with the AP Stylebook, I’m setting out to make the world a more accurate and factual place.”

Collin Weaver
STAFF
December 2017 - Social Sciences

“Journalism has gifted me with the opportunity to connect with all sorts of different people and worldviews. Getting the chance to tell their stories is a privilege I will always be grateful for.”

Alex Brase
MANAGING EDITOR
May 2018 - Print Journalism

“I love to use data and investigative reporting to give readers deep dives on the issues that are most important to them.”

Savannah Rattanavong
COPY EDITOR
August 2018 - Print Journalism

“Writing has given me a ton of insight into people’s passions and livelihoods I wouldn’t have learned otherwise; I love that storytelling can show you all the interesting and hidden facets of human existence.”

Ryan Ash
DESIGN EDITOR
May 2019 - Advertising

“JMC has helped me understand what I want to do for the rest of my life. The advertising program is preparing me exactly for what is needed to go out into the real world and I am very grateful for that.”
Brandon Fabac, junior in digital media, films for Channel 8 News during the KSUnite Rally on Anderson Lawn. Photo by Abby Cambiano