New Director
Dr. Nikhil Moro
pg. 4
FAREWELL

A LETTER FROM THE INTERIM DIRECTOR

In June I will step down as Interim Director of the A.Q. Miller School of Journalism and Mass Communications. The school has many accomplishments to be proud of during the last 18 months.

If you haven’t visited Kedzie Hall recently, you should. You will see a new spirit reflected in the building with electronic screens promoting faculty and student achievements. You will see a celebration of alumni and inspirational quotations that motivate students to realize they can dream big and realize those dreams.

We revised the undergraduate curriculum and are introducing a new cross-platform plan of study that will engage students in meeting the demands of new media approaches.

We created a new honors program, and several alumni helped fund that endeavor. We believe it will create new professional opportunities for our students and help us to recruit top students.

We emphasized reaching out to alumni. I re-engaged the National Advisory Council, contacting former members and adding eight new members. The Council is vital in furthering the university and national profile of the school.

Three dynamic new faculty members joined us. We also recruited a new executive director, Kelly Glasscock, for the Journalism Education Association. Its national headquarters are in Kedzie Hall.

Our faculty received internal research grants, were selected to participate in K-State’s Teaching and Learning Center project on peer review of teaching, spearheaded activities in Science Communication Week, and consulted people as far away as Kenya to help develop graduate programs there and to conduct research, much of it focusing on communication about health and global food issues. They also continued work on community media, focusing on the lack of news available to Baldwin City, Kan. residents, and presented papers at many national and regional conferences.

There are challenges ahead. Cuts in state funding have been drastic and devastating. The state now only supplies about 18% of the funding required to educate our students. Tuitions have risen, creating stress on families. Fewer Kansas high school students are pursuing higher education of any kind. K-State is facing an enrollment crisis that will further erode resources.

You, our alumni, can help. Your contributions are increasingly important. They are especially important in supporting the honors program and the Tools for Tomorrow Fund, which provides critical technology for students and faculty.

Our greatest accomplishments during the last 18 months are embodied in the students. They have won awards, both locally and nationally. One Collegian adviser described the atmosphere as a “new culture of competition.”

As an alumna who holds both bachelor’s and master’s degrees from the school, I was delighted to give back by using my expertise in administration to prepare the school for the future. I hope that you, as alumni, will reach out to the school, help support it financially, connect with students, visit classrooms and hire its graduates.

July 1, a new director will be leading the school. Dr. Nikhil Moro is an expert in media law, with a specialty in internet law and new technologies. He currently is director of the program at Norfolk State University. Please welcome the new director as you have welcomed me and contribute to making the school a continuing success.

Jean Folkerts
INTERIM DIRECTOR
jeanfolk@ksu.edu

JOURNALISM & MASS COMMUNICATIONS

The Journalism Education Association (JEA) hosted more than 9,500 scholastic journalism students and educators at two conventions.

The first journalism class to be taught at Kansas State University in Italy will launch this summer in Orviet. The class, photography and digital storytelling will be taught by Andrew Smith.

Channel 8 News is partnering with the Collegian to give Channel 8 News an online presence. Channel 8 News won best newscast in the Kansas Association of Broadcasters competition among all universities in Kansas and ranked 9th nationally at BEA.

We are in the process of establishing the K-State Newsdesk to aid in covering stories in the Manhattan area.

We also started the MC 166 – KKSU Participation class – a zero credit class allowing freshmen and other students from across campus to get hands on experience as members of the broadcast team.

Dr. Kim Baltrip was awarded the Outstanding Faculty Member Award by the Mortar Board Honor Society, Kansas State University’s XIX Chapter.

- SAM MWANGI

STRATEGIC COMMUNICATION

There is never a dull moment in strategic communications. Faculty have been extremely busy making a difference within the A.Q. Miller School.

Angela Zhang received the 2018 Faculty Enhancement Grant of $9,210 for research on disaster community resilience communication.

Alec Tefertiller was one of 12 K-State faculty members selected to participate in the Peer Review of Teaching Program in the K-State Teaching and Learning Center. He had two papers published and five papers presented at AEJMC conferences.

Deb Skidmore was selected as the Professor of the Year for the A.Q. Miller School of Journalism and Mass Communications.

Nancy Muturi has been on sabbatical in Kenya teaching at the United States International University-Africa.

Danielle LaGree had two papers accepted at the International Public Relations Research Conference. Jonathan Borden had an article published in the Journal of Contingencies and Crisis Management.

Barbara DeSanto left full-time class room teaching for part-time online teaching for the A.Q. Miller School.

- DEB SKIDMORE
Cover photo: Nikhil Moro is the new director of the A.Q. Miller School of Journalism and Mass Communications. He is an expert in media law and will begin his position on July 1. Photo by Kelly Glasscock

Below: Vern Wirka, Faculty Chief Operator for 91.9 KSDB and journalism professor, has developed KSDB into an award-winning station statewide, regionally and nationally since coming to K-State in 2011. He will retire following the Spring 2018 semester. Photo by Laken Horton

New Director: Nikhil Moro 4
Alumni Updates 8
Behind the Scenes: Manhappenin’ 10
Social Media Career 12
Why Students Chose JMC 14
Alumni Demographics 16
Tyler Traxson 20
Student Updates 22
Fake News 24
Demetra Kopulos 26
Comparing Majors 28
Alumni Updates 30
KSDB-FM Awards 32
Meet the Staff 34
Nikhil Moro, a graduate of three different institutions with a doctorate from Ohio State University, is A.Q. Miller School of Journalism and Mass Communications' new director. Photo by Kelly Glasscock
Nikhil Moro has been involved with journalism in India, Virginia, Texas and Ohio. Now, he is the 19th director of the A.Q. Miller School of Journalism and Mass Communications at Kansas State University.

Months before Nikhil Moro was selected as the 19th director of the A.Q. Miller School of Journalism and Mass Communications, the idea of his hiring was met with elation by the people he values most in this business: the students.

Minutes after Moro wrapped up his late-January conversation with students in Kedzie Hall's library — part of his visit to campus for his interview — the first message crawled across senior Riley Gates' phone, then another. The group message for JMC Ambassadors was flooding with messages of the same theme: this was the perfect candidate.

"Some people were struggling to describe, I think, what they were trying to say, but we all knew what each other was thinking—'This is the guy that we want. This is the perfect fit, because it feels right,'" Gates, a senior in print journalism, said. "I can’t necessarily speak for everybody because I don’t know what everybody felt, but I think that almost all of us, if not all of us, would have picked him to be the guy if it was our choice."

The choice, of course, was not the students'. Interim director Jean Folkerts, a K-State graduate who returned to the school in 2014 to teach a history course, assembled a search committee in September 2017 that spent months deciding who would be passed the torch. But that Moro was approved by the school’s students may have meant the most to him.
“At the end of the day, we all work for our students,” said Moro, currently the chair of the nationally accredited Department of Mass Communications and Journalism at Norfolk State University. “As much as I might like working for myself, the fact is I work for my students. As a journalist, you know you work for your readers or your viewers or your listeners, more than you work for any proprietor. Your first allegiance really lies to your reader. Similarly, for a teacher or professor, my first allegiance ought to lie to my students and what is in their best interest, rather than any competing interest.”

Moro, 44, is a man of many passions. He is originally from Mysore, India—though he spent time in various other Indian cities in his youth—before he departed for the United States to pursue his doctorate at Ohio State. He speaks six languages and reads a seventh. He draws inspiration from philosophers such as Swami Vivekananda. He enjoys swimming in his free time.

Moro, who maintains a national reputation as a scholar and teacher of digital media law, has no shortage of credentials. He has held teaching positions at Ohio State, Kennesaw State, Central Michigan and North Texas. In Mysore, he wrote for The Indian Express and Andolana. Seventy-three miles west, in Madikeri, he served as the founding editor of Coffeeland News before writing for Reader’s Digest, working as a consultant at forindia.com and as a copy editor for The Times of India.

Moro, who will start at K-State on July 1, 2018, has performed extensive research in internet law, complete with a dive into the issue of what he terms “multiple personal jurisdictions,” which he explains allows plaintiffs to file lawsuits against defendants in nearly any place whose government will accept the lawsuit. He knows far more about libel law than the average citizen.

“I am interested in libel law as it affects the users of social media applications, including Facebook and Twitter and bloggers,” Moro explained. These were all attractive qualities to the search committee.

The team included Steve Smethers, associate director for undergraduate studies, who said the committee was on the hunt for someone with experience in running an academic unit, in fundraising, in accreditation and in enrollment management.

“And they had to be somebody who also did research and could be on our graduate faculty, and who could teach graduate courses and things like that, too,” Smethers said. “Nikhil Moro has a background in media law, which is very important for us right now.”

Moro plans to use it all at K-State, where his goals are many. He said he would like to establish a Ph.D. program. He aspires to establish more opportunities for journalism students to study abroad, perhaps in places such as Spain, where he held a visiting professorship in 2014. He is prepared to secure re-accreditation for the school in the fall of 2019. He dreams of improving the A.Q. Miller School’s infrastructure.

This, though, all comes secondary. “There’s a lot of goals I’d like to accomplish, but they all invariably would have to come bottom-up,” Moro said. “In other words, I can trigger discussions and make them happen, but not before they have been really discussed and proposed by the members of the faculty. I strongly believe in faculty dominance.

“My first goal, of course, is to take the time to learn about every member of the faculty, every member of the staff, to learn more about the
Compassion should drive all of us. It drives me.

- Nikhil Moro

Jean Folkerts laughs during a JMC faculty meeting on April 27.

*Photo by Kelly Glasscock*

student body and to spend a lot of time listening, rather than telling anyone what to do.”

Goals like these are in keeping with his personal values. Moro draws inspiration from a number of philosophers, including Vivekananda, who inspires Moro to live for others and ask questions, ones like “In this short period that we have, why not make a difference to others?”

“Compassion should drive all of us. It drives me,” Moro said. “Compassion includes a lot of wonderful approaches to other individuals. It includes empathy. It includes respect. It includes affection. It includes it or not, high expectations, too. It’s maybe wiser to say ‘Keep expectations low, and you will not be disappointed.’ I still think that if we are going to make progress we’ve got to have high expectations, even if we are going to be disappointed at some level, at some time.”

Moro succeeds Folkerts, who, after earning her bachelor’s and master’s degrees from K-State in 1967 and 1973, respectively, spent 16 years teaching at George Washington University and eight at the University of North Carolina. Folkerts retired in 2014.

She came out of retirement and returned to K-State months later to teach a history course. She did so for two years before the dean of the College of Arts and Sciences, Amit Chakrabarti, invited Folkerts to lunch in December 2016 following the departure of former director Birgit Wassmuth.

It was then when Folkerts and Chakrabarti sat in the bowels of the Manhattan Country Club discussing the future of the JMC program, and whether Folkerts would be willing to fill in while a to-be search committee found a permanent replacement. Several thoughts crossed Folkerts’ mind: Did she want to take the job that would last a whopping 18 months? No, she thought at first, but she came to the realization that it would take that long to find a replacement anyway.

So she agreed. “This is my alma mater,” Folkerts said. “I felt really strongly about the program and making sure the program was on sound footing and could move forward, and that we could recruit a good new director. And I knew if somebody wasn’t leading the department during that time, that it would be harder to bring somebody in who was really strong.”

She said she feels confident that the search committee succeeded in deciding on Moro.

They found a man who revels in precision; he remembers the exact time his plane landed at the Manhattan Regional Airport in January—10:04 p.m. He recalls the number of meetings he was scheduled to take part in on his first full day in Manhattan—14. He remembers with flawless accuracy that his second day of meetings began at 8:30 a.m., that his flight later that day left at 2 p.m.—no, he corrects himself, it was 4 p.m.

Moro remembers more about his on-campus interview schedule than the times for which they were set, though. “That was one of the most well-organized campus interviews I have been part of,” Moro said. “I’m a department chair currently, and I’m very familiar with how academic appointments are made, especially in terms of the campus visit candidates, and I must say the Kansas State interview that I was part of was one of the most well-done interviews. It was elaborate ... It was really amazing how sincere and how honest the interview schedule was.”

Moro said he feels especially strong about ensuring that K-State, which has been accredited since the early 1900s, remains so. He has the track record. He earned Norfolk State re-accreditation for the 2016–17 academic year from the Accrediting Council on Education in Journalism and Mass Communication whose site team chair, Caesar Andrews, recognized Moro as a “visionary” leader.

Accreditation requires that several tenets be met, such as ones that students “demonstrate an understanding of the history and role of professionals and institutions in shaping communications,” that they demonstrate “an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications,” among others.

It doesn’t revolve entirely around students; the Council’s fourth standard for accreditation hinges on faculty. But the fact that Moro so strongly values accreditation, which largely depends on the performance and involvement of students, is, perhaps, fitting.

These, after all, are the people Moro lionizes and does it all for. “One of the reasons I love teaching is because it gives me an ability to learn how students are thinking, what they are thinking about, why they are thinking the way they do, what some of their aspirations are, what their priorities are, and then how do they relate with the industries of discipline,” Moro said. “What does learning mean to them? Without being deeply in touch with students for their aspirations and their priorities, it really becomes hard to build a responsive program that can also lead.”
Alumni Updates

JD Garber
Salina, Kansas
Major: Journalism
Position: Student Publications Adviser
Salina High School Central

Was it hard to find a job after graduation?
Not at all. I got a little lucky because a teacher left the school I was applying at mid-semester so I stepped in days after I graduated and started teaching. However, I did have to teach English for three years before the journalism job opened up.

Theresa Trapp
Hays, Kansas
Major: Broadcast Journalism
Position: Program Director and Announcer
KAHZ-FM and Eagle Communications

What is your favorite part about your career?
My favorite part of my career is the time I spend on the air during my radio shows. I enjoy giving my listeners information they can use such as when their favorite artist will be in the area or how to participate in a community fundraiser. It is great to hear from listeners about how I am part of their day.

Michael Lindquist
Kansas City, Kansas
Major: Advertising
Position: Associate Director, Social Bernstein-Rein Advertising

What is your advice for current JMC students?
Listen more, talk less. There is so much they don't teach you in school, and the advertising industry is a crazy world. If you can, do several internships, look for shadowing opportunities, do freelance work and find a mentor.

Steve Wilson
Platte City, Missouri
Major: Electronic and Print Journalism
Position: Associate Athletic Director/Media Relations & Compliance
Park University

What was the biggest challenge you have experienced in your career?
Social media was created at the very beginning of my professional life. It changed everything. It changed the way we spread news about collegiate athletics, it changed how we communicate with, and it really sped up the process when getting things out in the public eye.

Samantha Carter
Wichita, Kansas
Major: Public Relations
Position: Director of Integrated Communications
Midwest Dairy Association

How did JMC help prepare you for where you are today?
My professors helped me gain confidence to pursue my interests. I didn't realize how big the network of past JMC graduates would extend but it has – Wildcats are always willing to help each other!
Julia Brodess  
Denver, Colorado  
**Major:** Digital Media and Print Journalism  
**Position:** Marketing Coordinator  
**TRACOM Group**

What is your favorite part about your career?  
My favorite thing about being a marketing coordinator is that I get to sit down with realtors and go over their marketing plan. Whether that’s designing a flyer for door knocking or helping with their social media, there’s always something new and creative that I get to help them with.

Abigail Thomas  
Alma, Kansas  
**Major:** Advertising  
**Position:** Marketing and Sales Coordinator  
**Grandma Hoerner’s Foods, Inc**

Which class at JMC gave you the most and why?  
Curtis Matthews taught an account planning class my junior year of college. That class to me, was the most beneficial. During my time in that class, I learned a lot about web development, social resources and ways to organically increase traffic to both your website and social platforms. I still use those resources today.

Kari Porter  
Kansas City, Missouri  
**Position:** Content Specialist  
**Diamond Merckens Hogan**

What skill should JMC students master before graduation?  
Aside from writing, the most important skill is communication. If you can’t communicate with anyone and everyone, you won’t be able to be successful in this field. From the interviewing process to working with clients, communication is key.

Briana Hawkins  
Kansas City, Missouri  
**Major:** Public Relations  
**Position:** Office Manager  
**Zoom Communications**

What does your job entail?  
Some of my daily tasks include booking travel for our project management team, planning and coordinating monthly events, organizing community service projects, creating different forms of communication to relay messages, events and special announcements, organizing weekly lunches, communicating with vendors and, first and foremost, delivering happiness.

Jessica Stieben  
Kansas City, Missouri  
**Major:** Advertising  
**Position:** Associate Account Manager  
**VML**

Which JMC professor had the biggest impact on you?  
Katie Olsen hands down had the biggest impact on me during my undergrad experience at K-State. It sounds like I’m on a dating show, but I had an instant connection with her since I was interested in the account management department of agencies, and her passion for advertising and helping students grow professionally only furthered my appreciation for her.

STAY CONNECTED:  
[K-STATE JMC](https://www.k-state.edu/jmc/)  
[@KSTATEJMC](https://twitter.com/KSTATEJMC)
BEHIND THE SCENES: 

Manhappenin’

Abby Pfannenstiel, Manhapennin’ Magazine style coordinator, photographs and styles Ally Burnham, freshman in apparel and textiles, and Brooke Bulloch, freshman in accounting, for an online article about how to wear oversized clothes. 
Photos by Autumn Mock
With totes full of clothes in hand, the models strolled into Justin Hall to escape the rainy Saturday afternoon. The upstairs bathroom quickly turned into a makeshift dressing room, while Abby Pfannenstiel, Manhappenin’ Magazine’s style coordinator, turned a back stairwell into a photo-worthy location.

The time spent setting up unique and creative photoshoots is one of the many things Meg Shearer, Manhappenin’ Magazine’s photo editor, said sets the magazine apart from the other Collegian Media Group publications. Manhappenin’ Magazine was launched in 2016, and as a lifestyle magazine, it publishes content about fashion, beauty, health, culture and other relevant topics to the K-State community four times a year.

Rather than showing up to an event, several stages of planning and collaboration go into arranging a photoshoot for Manhappenin’ Magazine. Once the stories are finalized for the upcoming issue, Shearer passes them out to the Collegian Media Group photographer team. Photographers are assigned based on their portfolio and past experience with the publication. Shearer said that since there is so much creative freedom for photographers with Manhappenin’ Magazine photoshoots, she loves seeing their pride and excitement about their work.

“I love seeing photographers get excited because they created an awesome shot,” Shearer said. “Then, when photographers see their work in the magazine and feel proud about it, that is an awesome feeling.”

In order to encourage collaboration, photographers are required to plan the photoshoot with the writer’s help. This shoot (left) was for Cameron Cirino, a sophomore in apparel and textiles, who wrote an article about how to style oversized clothes. Most shoots also involve the help of a style coordinator, who helps put together outfits and find models.

For this shoot, Pfannenstiel served as both the style coordinator and photographer. To prepare for photoshoots, she starts by creating an overall theme and builds a mood board with all of the outfit and prop details she hopes to include. She also has the opportunity to collaborate with Manhattan stores to bring her vision to life.

“I enjoy everything about planning the photoshoots, but staying up to date with trends and getting to work with local stores to put outfits together are two of my favorite parts,” Pfannenstiel said.

Although, for this shoot, Pfannenstiel brought a duffel bag full of her own clothes and thrift store finds to mix and match with items the models already had.

While Pfannenstiel originally intended to shoot pictures for the article outdoors, the rain outside quickly changed her plans. Instead, she got creative by taking advantage of the large windows and natural light along a stairwell, and enjoyed experimenting with the different location.

“The possibilities for creativity are endless with Manhappenin’. Photographers can really expand their wings and show us their talent.”

- MEG SHEARER

Pfannenstiel said she likes to put in the same amount of effort into an online article’s photoshoot as she would one that is going in print.

“Photographers can really expand their wings and show us their talent with Manhappenin’ assignments.”

The models, Ally Burnham, freshman in apparel and textiles, and Brooke Bulloch, freshman in accounting, are roommates, which Pfannenstiel said was a fun dynamic to photograph. When not being photographed, Burnham and Bulloch also both took Instagram pictures of one another to share and promote the upcoming article with their friends.

Between print issues, Manhappenin’ Magazine publishes content online, which is where this article was later published. Pfannenstiel said she likes to put in the same amount of effort into an online article’s photoshoot as she would one that is going in print.

“The possibilities for creativity are endless with Manhappenin’,” Shearer said. “Photographers can really expand their wings and show us their talent with Manhappenin’ assignments.”
While the popularity of traditional media outlets is declining, recent JMC graduates like Emily Dye are taking advantage of the opportunities social networks have to offer. Considering six out of every 10 people in the U.S. will use social networks this year and the average person will spend more than five years of their life on social media, businesses of all varieties are hiring young professionals to focus on their potential reach, Dye said.

Dye graduated from K-State in December of 2017 with a degree in journalism and mass communications. She said she had a strong passion for all facets of the communications landscape, which led her to choose the public relations sequence. Digital public relations, in particular, piqued her interest because all of the online channels are accessible to nearly everyone.

“I believe it’s the quickest and most efficient way to get your message out to the public in a cost-effective and creative manner,” Dye said.

Her first professional experience with social media included creating social media campaigns for the KSU Foundation. She then went on to the Kemper Museum of Contemporary Art for a summer internship and handled their social media postings. Currently, Dye is a freelance social media consultant for small businesses in Kansas City and will be starting a full-time position as a social media coordinator for MMGY Global in April.

Monica Diaz, sophomore in broadcast journalism, has also started to pursue opportunities with social media this year. Diaz is the social media editor for the Collegian, which she said has allowed her to pursue one of her passions within mass communications.

“I’m really into increasing brands and sharing social media because I think it’s a platform that’s kind of underutilized,” Diaz said.

As social media editor, Diaz took on a role unlike that of any she had been in before.

“Being the social media editor for the Collegian has taught me how to effectively use social media to engage with more people,” Diaz said.

In a world that is becoming increasingly digital, this kind of effective outreach and communication via social media is more crucial than ever for journalists of all varieties.

While Dye said all of her experience leading up to her current career path resulted from hands-on experiences and extensive online research, she also said the skills she learned in the JMC department were transferable and have helped her immensely.

Although, like with most careers in the media nowadays, high adaptability is a trait Dye said people pursuing careers in social media need to possess.

“Social media platforms and algorithms are constantly evolving so it’s important to keep up with the changes and trends daily,” Dye said.

At the moment, Dye said businesses can benefit from social media the most by utilizing paid reach and influencer marketing initiatives.

“This year Facebook will account for 23 percent of all U.S. digital ad spending, and influencer marketing is opening up new channels to connect with consumers more directly and organically,” Dye said.

In the upcoming fall semester JMC will add a social media foundations class to the curriculum. It will prepare students to communicate with today’s social platforms such as Twitter and Facebook.

“I think with our changing society, a social media course is crucial,” Diaz said.
200 million people use Instagram stories per month.

93 percent of Pinterest users use the platform to make purchases or plan future purchases.

90 million hours of video content is watched on Facebook daily.

100 million hours of video content is watched on Facebook daily.

Top brands post 4.9 times per week on Instagram.

67 percent of Americans report getting their news from social media.

79 percent of American internet users are on Facebook.

79 percent of American internet users are on Facebook.

The average internet user has 7.6 different social media accounts.

Posts with emoticons receive 33 percent more engagement than those without.

Statistics gathered from CoSchedule, Data & Marketing Association, Hootsuite and Lyfe Marketing
I chose mass communications because...

We asked JMC students why they chose the degree they did, and it turns out, there's a trend in their reasoning. Pursuing a degree in mass communications allows students a place of creative expression, and a place to learn helpful skills for communication and connection.

Advertising student
"...Actually, [a friend] persuaded me to choose JMC. I was undecided for my first year and a half...she encouraged..., and referred me to advertising. I really like how the professors are so willing to help students beyond the classroom. I see professors get excited to hear about student career plans and their willingness to help them in whatever way they can. They are all unique to the specific course but all come together to represent the industry as a whole. - Nicole Sanchez, junior

Public Relations student
"...We live in an increasingly globalized world that needs strong communicators now more than ever. Furthermore, I have always had an interest in understanding how people perceive messages." - Leah Knobel, senior

Public Relations student
"...I'm passionate about people and relationships. That's what mass comm is all about—connecting with people where they're at!" - Megan Kocer, senior

Journalism student
"I [have] always enjoyed talking to people, and when I came to college, I was convinced that I wanted my career to be involved with communications." - Alan Garrett, junior
**Journalism student**

“...I’ve always had a passion to write. Writing has always been something I enjoyed, so choosing mass communications was a no-brainer for me.”
- Broderick Burse, sophomore

**Advertising student**

“...Because it provides an opportunity to seek a deep understanding of the intersection of communication, culture, and technology and how they work in tandem to shape the world around us.”
- Tyler Samuelson, senior

**Advertising student**

“...I’ve always naturally been a writer and I knew I could get my writing fix in the school of journalism. I’ve only changed my major once, and it was from print journalism to advertising, and it was only to find a field I felt I could write more creatively in. I love my major so much, and I know it’s perfectly suited for me.”
- Lydia Lierz, junior

---

MC 110, Dr. Steven Smathers, associate director for the undergraduate programs, teaches MC 110, Mass Communications in Society.

Photo by Vivian Nguyen

**Advertising student**

“...I’ve always loved telling stories and creating content. When I was younger I wrote plays, I loved acting, and I was already recreating my own version of children books and magazines. I realized creating content was what I wanted to do with my life when I saw things online and on social media, and I couldn’t get over the thought that I could do it differently, that I could [create] it my own way. And when I have a vision, there’s no stopping me.”
- Emily Lenk, junior
By providing students with an excellent education and experience, Kansas State University gives its graduates the opportunity to go anywhere. The data presented shows an average representation of where graduates from the A.Q. Miller School of Journalism and Mass Communications alumni are and who they are. They show the different demographics of JMC alumni such as gender, age, race, graduation year, program plan and residency. All the data used to create these graphics was provided by the K-State Alumni Association. Only demographic numbers were provided, and the identity of all JMC alumni remains confidential.

In 1980, the K-State Alumni Association started collecting data for all K-State graduates. The data collected represents the graduates who were alive by 1980, meaning that any graduate who was deceased before or by 1980 is not represented. At unknown times throughout K-State history, applicants were not absolutely required to provide certain information such as race or date of birth. When the Alumni Association started accumulating graduate data, some of those fields were unknown even though they represent a large portion of some of the demographics.

The graphic above represents the 2,940 K-State JMC graduates who reside in the most populated state by JMC graduates: Kansas. Kansas has 105 counties, the sixth-highest total of any state. Out of those 105, JMC graduates reside in 99. The most populated county is Johnson County (1,220), followed by Sedwick County (318), Riley County (315), Shawnee County (207) and Douglas County (95) in the top-five most populated counties in the state.
The graphic above shows the 5,854 JMC graduates that reside in the United States. Kansas (2,940) is the most populated state, following by Missouri (448), Texas (362), Colorado (270) and California (246) in the top-five most populated states.
The graphic above shows the countries populated by JMC graduates with China (11) being the most populated, followed by Canada (8), Germany (6), Korea (4) and United Kingdom (4) in the top-five most populated countries by JMC graduates.
Tyler Traxson is the video production manager in the Division of Communications and Marketing. After graduating from the A.Q. Miller School of Journalism and Mass Communications in 2006, he received a temporary position for two years in Dole Hall, which ultimately turned into a permanent position.

As a video producer, Traxson deals with all kinds of videos for the school, including marketing videos, interviews and documentaries. In addition, he is responsible for helping students get involved at K-State. Although it’s not an easy job, he said he loves to work and study here with the nice community and good people around.

“It’s not just work,” Traxson said. “It’s like a hobby, and I am constantly learning new stuff.”

During these years, Traxson had produced more than 100 videos for K-State.

Path to video producer

At the beginning of his college career, Traxson was an architecture major, but a friend convinced him to study and work in Dole Hall. He said he finally found what he was really interested in: videos. After that, he changed his major to digital journalism. “Professors here are amazing,” Traxson said. “They taught me how to edit videos and audio, and they hooked us up with news broadcast programs, which allowed us to work with video production for local clients off campus.”

Traxson built up his skills during his years at K-State. After graduating, he continued learning about video trends, new concepts and different techniques. His efforts eventually made him a qualified producer.

“Updating yourself is vital,” Traxson said. “I am expecting to take what I learn and pass them on to students.”

Wildcat Watch

To help more students get involved in video production, Traxson helped found Wildcat Watch.

Originally, it was a K-State TV collaboration project, which formed to create content for Channel 8. Now, this young organization has grown into a complete system.

Students who love videos and films gather here to shoot videos, make short films and produce footage of large-scale activities on campus. Programs familiar to students, like K-State Today, OPUS Band Competition, Miss K-State, are all produced by their peers.

“It’s a big opportunity for students to get involved,” Traxson said. “I am glad to help more students get involved in this field.”

Having witnessed the changes and progress of the A.Q. Miller School during these couple years, Traxson said he was deeply impressed that the school was developed in a right path. “[Students] never stop learning new techniques and new concepts,” Traxson said. “Video skills are a combination of editing, photography and writing. If you have all these skills, you can pretty much go anywhere and do anything. You are master of none, but you are trade of all.”

By Ke Yang
Tyler Traxson sits at his desk in Dole Hall. Photo by Ke Yang

Wildcat Watch

Must-See List

Short Films
• The Coat Job
  A comedy about a girl who has a coat that brings her luck
• The Taste of Vengeance
  A girl tries to find out who stole her sandwich, which leads to some misunderstandings and fights
• Under the Mask
  A detective works to uncover the truth behind several mysterious deaths, rumored to be the work of a “wolf-man”

Live Events
• OPUS Battle of the Bands
  Bands comprised of K-State students compete for a cash prize
• Miss K-State
  Women from varying organizations on campus compete in Delta Upsilon’s philanthropy event
• K-State Voice
  An opportunity for individual vocal acts to perform in front of a crowd for a chance at a cash prize

Other Productions
• The Old College Try
  College students at Kansas State University try new activities, sports, clubs, and more
• K-State Today
  A preview of K-State events for the week
• Homecoming
  A week-long annual tradition that brings together students, alumni and friends of K-State

Go to YouTube Channel: Wildcat Watch to see the videos.
Kenny Roome  
Junior  
Sequence: Public relations  
What is your summer internship plan?  
My plan is to work with the Douglas County Sheriff’s Office during the summer. I am going to be running their social media and helping with community relations.

Allie Dieter  
Senior  
Sequence: Advertising  
Where do you plan to work this summer?  
I applied to be a Stickell intern and was one of 15 students across the nation to be selected for 2018. After being selected, my application packet was sent to a recruiter at The Richards Group, an advertising agency located in Dallas, TX. I then had several phone interviews with The Richards Group and was offered an internship as a media planner.

Rafael Garcia  
Junior  
Sequence: Print Journalism  
Where are you spending your summer?  
This summer, I’ll be interning at the Wichita Eagle. I got this opportunity through a generous grant called the Edgerley-Teter Wichita Eagle Summer Internship. It’s great that it’ll be paid, and I’ll be happy to work at such a prominent paper for the region. I’m also excited to work with some friends I previously worked with at the Collegian.

Mason Voth  
Sophomore  
Sequence: Digital Media  
What are your summer plans?  
This summer at KMAN, I will be a part of our severe weather coverage, so anytime, no matter late at night or any other time, I could be called in to broadcast weather coverage. On top of that I will continue to run the board for different events and be a member of our sports talk show “The Game” from 4-6 on weekdays.

Lane Dickinson  
Freshman  
Sequence: Print Journalism  
Are you staying in Manhattan this summer or going home?  
This summer I will be working under the College of Education at K-State doing publicity work for their documentary about the refugee experience for children in grades K through 12. The documentary is part of the College of Education’s yearly film series called “A Walk in My Shoes.”
Riley Gates  
Senior  
Sequence: Print Journalism  
Where will you be working this summer?  
Following graduation in May, I will continue my work as a full-time employee for GoPowercat.com/Spirit Street Publishing, covering K-State sports. My summer duties will include my usual tasks — serving as the men’s basketball and basketball recruiting beat writer — as well as added tasks, such as covering summer football recruiting events and other summer athletics.

DeAundra Allen  
Junior  
Sequence: Digital Media  
How are you planning to spend the summer?  
I’ll be interning for the Kansas City Star on behalf of the 26th class in the Sports Journalism Institute. For SJI, I am expected to participate in a one week boot camp at Mizzou in May. Once I’m at the Star, I will be covering the Royals, Chiefs summer camp, Sporting KC and if needed, Mizzou. I will be following their current beat writers around and also create video, whether it’s me filming it or me being in it. It’s a lot of writing, videography and some Facebook live.

Braxton Jones  
Senior  
Sequence: Journalism  
Could you please share your experience of internship in Korea?  
I went to Korea in February as an intern for NBC and the Olympics. I was a production assistant for the Primetime programming with Mike Tirico. While I was there I was able to meet some cool people including Gold-Medal athletes like Shaun White and Mikala Shiffrin. I was there the entire month and was able to experience a lot of Korean culture, especially the food.

Madison Obermeyer  
Senior  
Sequence: Print Journalism  
What is your plan for this summer?  
This summer I will be returning to the Wichita Eagle to complete my second internship with them, where I will be working as a General Reporter Intern under Investigations editor Jean Hays. Previously, I worked in the Features department as a winter intern, so I am very excited to experience a different atmosphere of the newsroom and equip myself with a new skill set.

Yixuan Sun  
Junior  
Sequence: Advertising  
What are you most looking forward to this summer?  
This summer I will have an internship in Beijing, China. Even though I don’t know what exactly is going to happen yet, I’m excited about this new adventure! What is sad though is I wouldn’t be able to see my family and friends that much, but I believe I could be one step closer to figuring out my future.
President Donald Trump’s “Fake News Awards,” which were sponsored by the Republican National Committee, targeted six media outlets including The New York Times, CNN and Time. The 12 “losers” included seven stories, which had already resulted in corrections, a misleading tweet from a reporter’s personal account, which was corrected and an opinion piece about the stock market, which resulted in a retraction.

In almost every case Trump highlighted, the publication had acted prior to his scrutiny. In some cases, organizations had shown disciplinary action. One story Trump pointed to already resulted in the resignation of three CNN reporters and the executive editor in charge of investigations. In the fast-paced world of journalism, mistakes and exaggerations — regrettably — can happen, but credible organizations will always rush to fix an error. These corrective actions are why even Trump’s hand-picked examples are a poor equivalent to actual fake news.

The practice of knowingly publishing misleading stories picked up this catchy name during the 2016 presidential election cycle, but fake news has been around since the dawn of newspapers. Fake news is simply yellow journalism and sensationalism by another name. In addition to teaching about that ongoing history of misinformation in news media, the A.Q. Miller School of Journalism and Mass Communications aims to arm students with the knowledge to fight the contemporary challenge of fake news online. Kelsey Kendall, senior in print journalism, said she learned in a summer social media class that fake news writers are in it purely for the click.

“Fake news writers are not concerned with even adding value to what you already think,” Kendall said. “They just care about getting you to click on it. There are actual interviews with fake news writers that will openly admit that. They just say, ‘This is just a job for me. This is like you going to work and punching in numbers if you’re an accountant. I go out and make up these stories.’”

Ad money, then — not politics — fuels the fake news industry. CNN reports that a 22-year-old man from Macedonia, a country where the average monthly income is $426, earned $2,500 per day from his fake news website. During 2016, his targeted ads for his fake news site circled other websites while his Facebook page, with 1.5 million mostly American followers, shared bogus stories written by his team of up to 15 employees. Due to Facebook’s recent efforts to cleanse its site of fake news, the page was shut down.

Fake news sites like this one is just one of more than 100 similar fake news websites known to have originated in this Macedonian community, but the money-making trend has caught on everywhere, from Russia to inside the U.S. Kimetris Baltrip, professor of journalism and mass communications, talks about a man who owns a fake news business in her classes. She said he has purchased several domains similar to reputable companies like the Washington Post and USA Today but changes the name slightly.

Suburbanites like him who run profitable fake news factories from their basements have been profiled time and time again since 2016. Most notable is Paul Horner who wrote hoaxes including one in which he claimed anti-Trump protesters were getting paid, a story that was shared by Trump’s campaign manager. Horner claimed to make $10,000 a month through a process advertisers and fake news peddlers know well: Google’s AdSense, which targets ads to readers based on browser data.
K-State Political Science Professor weighs in on impact of fake news

The 2018 study “Selective Exposure to Misinformation: Evidence from the consumption of fake news during the 2016 U.S. presidential campaign” was funded by the European Research Council. Combining survey responses with web traffic histories voluntarily obtained over a period before the election, it concluded that much of the messaging about fake news has been “hyperbolic.” The researchers found that only about 25 percent of Americans actually click on fake news.

The study found demographic information about who reads fake news too, showing that 40 percent of Trump’s supporters clicked on a fake story, while 15 percent of Hillary Clinton’s clicked on one. In fact, 60 percent of all fake news interactions came from the small population with the most conservative media diets.

Nathaniel Birkhead, K-State political science professor who cites this study in his American politics classes, teaches that the people most likely to click on fake news are news junkies whose views are not necessarily challenged by the fake stories they read.

“Most fake news consumers are not replacing their media diet with fake news, but are instead adding fake news to their media diet,” Birkhead said. “These are people who are gluttons for news evidently, and they’re willing to just add another doughnut to the mix instead of just replacing something healthy for the doughnut. What we see is that the fake news market was disproportionately older, white, Trump supporters.” Since most readers of fake news also read the most credible news sources, it makes sense that fake news may truly do little to sway the vote.

“I would add fake news to the list of things that affected the presidential election outcome, but I would put fake news near the bottom of the list for the simple fact that folks reading fake news were already supporters of Trump or Clinton,” Birkhead said. “The folks reading it were not on-the-fence folks.”

“I think it’s very easy for journalists in particular to get really concerned about (fake news) because … it’s far more interesting to talk about that than it is to talk about venture capital firms buying out local newspapers and gutting the newsroom,” Birkhead said. “The Denver Post, my hometown newspaper, has just been gutted. They cut two-thirds of the photojournalist staff, for example. That, to me, is far more problematic than fake news.”

Fake news spreads faster than ever before, thanks to social media

Being topical and eye-catching is key to getting clicks on social media, and the most-shared fake news is both. Headlines like “Pope Francis shocks world, endorses Donald Trump for president” and “ISIS leader calls for American Muslim voters to support Hillary Clinton” received 900,000 and 500,000 engagements on Facebook, respectively, in 2016—despite being completely fake.

More recently, an altered image showing school shooting survivor and student activist Emma González ripping the Constitution circulated the web around the time of the March for Our Lives demonstration in March. The doctored image of the teen, originally ripping a paper target, was first posted on the Twitter profile of the alt-right website Gab. Gab claimed it was satire hours after the image had been shared 1,500 times.

Google and Facebook use algorithms to tailor results toward users. This information is no curtain-pulling reveal to most JMC alumni. There are ways to avoid fake news on social media despite Facebook’s “audience optimization” because the reader, in the end, chooses what pages to follow and what stories to believe. Kendall shared some signs to look for to identify fake news or otherwise unsavory journalism.

“I’ve always talked about language usage, loaded language that has a whole lot of connotation or emotional meaning behind them is one of the first red flags to me,” Kendall said. “You can’t attribute that kind of stuff.”

Baltrip advised watching out for articles that don’t have hyperlinks for readers to reference and cross reference statements that are being presented as factual.

Both Kendall and Baltrip cited bad journalists who have paid the price for fabricating content, namely Stephen Glass and Jayson Blair, as evidence that the future of journalism is not dim just because of the negative light fake news sheds on the industry.

“(Journalists) are fighting every day to prove that we still have an industry that is full of integrity, that we are still looking out for public good, that we are watchdogs for the public and that we have a voice for our nation,” Baltrip said.

Baltrip said social media giving fake news a platform on which to “go viral” has changed the way journalists work in the newsroom and how she works in the classroom. Although, she said “the message is still the same, we just have more examples.”

“The wise editor now is even wiser to not take for granted what a reporter is capable of doing, intentionally or unintentionally,” Baltrip said. “I think (fake news) has made editors more critical, more careful and more scrutinizing. As a professor, it has taught me that I focus a lot more on critical thinking skills to help students safeguard their own reputations when they get out in the working world.”
DEMETRA KOPULOS

KOPULOS HAS REVIEWED CONCERTS OF NICK JONAS AND AWOLNATION AND PREPARED VIP PACKAGES FOR ENRIQUE IGLESIAS, PITBULL AND GUNS N’ ROSES

By Natalie Bartlova

A fter graduating with a degree in digital journalism from the A.Q. Miller School of Journalism and Mass Communications in 2014, Demetra Kopulos worked as a music journalist for three years. She started as a writer for website AXS.com, which specializes in the entertainment industry, then freelanced for music and entertainment magazine Stage Right Secrets and is now an arena coordinator in the entertainment industry in Chicago.

“It was an amazing chapter of my career,” Kopulos said. “I had the opportunity to work with some great artists, publicists and labels.”

When and how did you decide to begin a career in music journalism?

Music has always been an inspiring and driving force in my life. Writing and storytelling were really two of my strengths as a student and person. I knew after deciding to pursue something so difficult to achieve, I had to get focused if I wanted to be successful in any form in this industry.

Did your education at K-State help you gain the skills needed for such a career?

I would say the classes in editing, writing and creating lay the foundation for everything, but I learned the most from my professors and their experience in the field. Having an open and honest dialogue with them about my career goals was such an amazing help, too. Dr. Mwangi, Mr. Furnas and Dr. Baltrop were a crucial support system throughout my time at K-State. I shared my losses, setbacks and doubts with them while I was a student and they continued to believe in me when I, at times, didn’t believe in myself.

While you were in the industry, has anything changed with the music scene?

The biggest thing I’ve seen evolve is fan and artist relationships. It’s easier now than ever to get connected, so to speak, to your favorite artist. It’s cool to watch artists like Jack Antonoff post on Twitter asking what fans want to come to the show that night because he has a few guest list spots left open. He did that for almost every city on his last tour. Music, like any popular industry, is constantly changing. The resurgence of vinyl has been very fun to watch. We’re now in a time where artists make nothing from streaming but can release an exclusive vinyl pre-order of an album and thrive in that medium.

What or who do you think is going to be the next huge thing in the music industry?

A good place to look for the next huge thing is to look up the acts in the middle or bottom of a festival line-up. It’s not about finding an artist no one has ever heard of anymore; it’s about catching them before they trend and following that rise to the top. I think the relationship between artists and major labels is something that’s a constant topic of discussion. Artists are always seeking more independence. It’s a delicate balance and still hard to make it without a major name behind an artist as a driving force.

How does the situation between print and online music media compare? Do you think there is still a future for printed music magazines?

Something exciting that’s been happening for a while is the merging of online music media and creation of digital magazines. Brands like NKD Mag create an entire issue for viewing or purchase on their sites. I think it’s a great way to drive brand experience and build an identity, when sometimes a site alone can seem overwhelming and full of new and never-ending content.

What are the skills a future music journalist should learn?

Grammar, editing, writing and social media skills are always in demand. Learning how to do a little bit of everything is important and being open to continually learning and growing. Do the homework, don’t waste an artist’s time by asking them the same basic questions they’ve suffered through for the past year. Read their recent and past interviews. Read about the current tour and album. Find the questions that didn’t get asked. Learn the beauty of a properly crafted press request early as it will serve as a first impression when starting out.

Most importantly, always be kind and gracious to everyone you work with. Even if a journalist writes for the most prestigious music publication in the country, no one is owed or guaranteed access to any artist, show or festival. Be someone that publicists, artists and management want to work with again and again.

What type of music do you listen to?

I enjoy a variety of music. It really depends on my mood. There is a heavy presence of Arctic Monkeys and anything produced by James Ford in my collection. The 1975, Highly Suspect, LANY and Walk the Moon are also in heavy rotation.
What do you think of music streaming services like Spotify, Apple Music, Amazon Music or Pandora? Do you use any of these? I personally use Spotify and believe it’s the leader in the streaming world. Maybe it’s because of my personal experience with it and the artists I’ve worked with. It’s the most user friendly and best for new music discovery. Being able to compile playlists and use them in content creation is a plus from a journalism stance. The social aspect is another helpful feature as a content creator, especially if it’s being maintained for a brand.

What do you think of using smartphones during concerts? I’ve worked with artists who have the no cell phone policy. I worked with A Perfect Circle last year and helped run their VIP in Chicago. They’re extremely vocal and have a hard policy of no phones, no recording during their shows.

From a work standpoint, it doesn’t bother me at all. They have every right to try to dictate the environment as best as they can. I will say, it’s something artists without this policy are still very vocal about at shows ... Jack White is another artist that has a similar policy, so it’ll be interesting to see him headlining Lollapalooza this year and how that differs from his venue shows. I back the sentiment of being in the moment but understand the lust for a perfect Instagram photo of the show from a fan and content perspective.

What exactly do you do in your current position as an arena coordinator for Wintrust Arena? We house the DePaul basketball teams, as well as the WNBA team, Chicago Sky. On top of those teams and their seasons, we have a variety of regular concerts, private events, tournaments, etc. My role includes coordinating suites for all arena events and working with suite owners, guests and promoters. I prep, maintain and execute events in our club and lounge spaces as well per event.

Aside from my role at the arena, I also freelance as a VIP assistant for various artists when they have shows in Chicago or surrounding cities. As a VIP assistant, I help execute any VIP packages an artist sells for their tour. Most of the time it includes special merchandise, a VIP lounge or party before the concert, meet and greets and of course amazing seats. I’ve had the pleasure of working VIP for Enrique Iglesias, Pitbull, Guns N’ Roses, Kid Rock and The Eagles to name a few.

“IT was an amazing chapter of my career. I had the opportunity to work with some great artists, publicists and labels.”

Demetra Kopulos, a JMC alumna, worked as a music journalist for three years. She is now an arena coordinator and freelances as a VIP assistant for various artists. Photo courtesy of Demetra Kopulos
Students in both JMC and architecture must have a laptop that can run the necessary programs for their practice by the time they become upperclassmen. Fall of 2014 was the first semester that the A.Q. Miller School, one of the oldest journalism schools in the country, made the decision to require a laptop for all its majors.

“As more universities across the country are adopting similar policies, faculty from the A.Q. Miller School felt the time is right to enrich the educational experience of its students,” then-director Birgit Wassmuth said in K-State Today. “We expect our students will save money in the long run because they will be able to access more material electronically. Having this policy in place also allows our students to use student loan funds for purchasing their computers or deduct the cost from their taxes.”

The school of architecture goes a step further, recommending specific models of computers for APDesign students to buy. While a JMC student needs to only worry about a machine that can run Microsoft Office and some Adobe programs, architecture students are recommended a Dell Precision Workstation by the second semester of their second year. These can cost $1,500-$3,000 compared to an average JMC laptop price of $300-$1,500.

Architecture students also need a 29-inch computer monitor, which can run up to $200-$500. Adobe software needed for both majors is made cheaper to all Wildcats through a $20-per-month Adobe Creative Cloud subscription, and all other programs APDesign students need, such as Autodesk applications and SketchUp, are free. Antivirus software is also free.
There are 51 mass communications classes, but most of them do not require a textbook at all. In these classes, the instructor may rely on their own material or provide readings online through the school’s Canvas system. If a JMC student somehow found themselves enrolled in every JMC class, they would pay $1,258.35 for their 27 textbooks when renting each one as opposed to buying all their classroom reading materials. This is the cheaper alternative to buying the books (sometimes two-to-three times cheaper) and is the route many students take, especially when there are so many other items to buy for the new semester. Repeat buys were omitted, such as when more than three of these classes require a recent AP Stylebook.

An architecture student has far fewer books to read during their college career. In the 29 APDesign classes, there are nine books to buy, totalling $217.30 for the frugal, renting architecture student.

Both majors only have four classes with more than one required textbook.

### Textbooks

Students studying to be an architect and those studying to be in journalism, PR or advertising have a variety of other tools they must have at their disposal.

Upperclassmen in both fields need an external storage device, equaling $50-$200. Multimedia classes such as Digital News or Digital Photography require students to learn skills on equipment used in the field. Luckily for students, they are not expected to buy their own camera equipment if they do not wish to. The JMC Camera Cafe provides free, 24-hour rental for several types of cameras and accessories like tripods, microphones, light rigs and even a drone. Hale Library has computers with Adobe software in the Media Development Center for students who do not have the software. Students may still prefer to buy their own cameras when taking a class to avoid the 24-hour maximum time limit.

Architecture students need tools for projects as well, but largely must buy them to use throughout their college years.

- Portable A1 drawing board - $250
- T-square - $25
- Drawing Instruments like a protractor and compass - $15
- 300mm scale rule - $15
- A metal ruler with cutting edge - $5
- Many sizes of pencils and soft erasers - $30
- Sketchbooks in A5, A4 & A3 sizes - $20

Architecture also spends more money on a weekly to monthly basis to replenish items, like X-acto blades that can cost up to $5.
Alumni Updates

Brittany Reed
Washington, D.C.
Major: Digital Media
Position: Design Intern
ONE Campaign

What JMC professor had the largest impact on you?
My favorite professors were Drew Smith, Tom Hallaq, Deb Skidmore, Steve Smethers and Nick Homburg. I can't choose just one! They all genuinely cared for me, and although they were a lot of fun to take classes with, they also challenged me to excel personally and academically.

Ken Bauer
Fayetteville, Arkansas
Major: Radio & Television
Position: Creative Services Director
KHBS/KHOG TV

Which JMC teacher had the biggest impact on you?
That's a toss-up. Dr. Paul Prince was a great teacher and my academic advisor while Dr. Dave MacFarland was very technical minded and taught me and my classmates so much about the art of radio on KSDB, 88.1 FM.

Alex Achten
Wichita Falls, Texas
Major: Broadcast Journalism
Position: TV Reporter
KAUZ-TV

Which JMC class did you take away the most from?
Advanced Digital News and Producing Digital News. Those two classes were the ones that were part of Channel 8 News, and I learned so much in both of them. Those two were like two extra internships and prepared me for the job I have now.

Kaitlyn Heier
Ames, Iowa
Major: Digital Media
Position: Media Production Specialist
Iowa State Athletics

What pushed you onto your current career path?
Being with K-StateHD. TV for three years taught me a lot, not only about myself but what the real world in this industry is really like. I knew that experience and growth would propel me to my goal of working in a similar capacity at another Division I/Power 5 university.

Marissa Haake
Denver, Colorado
Major: Public Relations
Position: Regional Specialist
EF Go Ahead Tours

What is your favorite part about your career?
My favorite part about my job is I get to continue to learn and explore new destinations. I'm sent on a trip at least once a year and work with colleagues in offices spread out all over the world.
Ellen Collingwood
Minneapolis, MN
Major: Advertising
Position: Account Manager
Tad Ware & Company

How did JMC prepare you for where you are today?
Taking advantage of extracurriculars within our department kept me engaged and allowed me to activate what I was learning in the classroom. In serving as promotions director for 91.9 KSDB FM, I experienced a great deal of personal and professional development that continues to prove useful daily in my career.

Kaley Bohlen
Hutchinson, Kansas
Major: Public Relations
Position: Social Media and Communications Coordinator
Elite Real Estate Group

How has JMC prepared you for where you are today?
JMC taught me to always stay current in my craft... Mass communications is constantly changing, and you have to keep up! I had the opportunity to be a part of Elite’s social media and marketing strategy from the ground-up, so it’s been really cool to experiment and see what works best for our industry.

Alan Wayne Pickett
Abilene, TX
Major: Journalism and Mass Communications
Position: Writer and play-by-play voice
Hardin Simmons University

What is your favorite part about your career?
I have been blessed by doing a wide variety of things in my career. I spent eight years in radio in Kansas and Arkansas and then 19 years as a newspaper sports editor in Searcy, Arkansas and Abilene, Texas. I went to work for myself in 2001. I own an oil and gas reporting service, and I’m a freelance writer and broadcaster. I host a daily sports talk show on the radio. I do college and high school football, basketball and baseball play-by-play, and I have written five nonfiction sports books. I have enjoyed all facets of my career, coverage both on the radio and in the newspaper.

Morgan Huelsmann
Nashville, TN
Major: Digital Media
Position: Digital Program Director
Bobby Bones Show

What JMC skills often come into play in your current occupation?
All of them! Each of my classes taught me a different skill from utilizing social media, shooting and editing video to analyzing digital analytics. As well as my outside activities, I was involved in writing for The Collegian and a digital content producer and host for Wildcat Watch. These classes and experience all contribute to my every day job on the nationally syndicated Bobby Bones Show — in running the social media accounts, website and digital assets as well as being on air.

Sierra Patricia Scott
Wichita, Kansas
Major: Broadcast Journalism
Position: TV Talk Show Host
KPTS

What was your favorite memory in JMC?
Absolutely everything! I loved editing late into the night to get my projects ready. I loved anchoring the news on Cable Channel 6. I loved reading the news on KSDB radio. My professors were all so knowledgeable and passionate about the industry that it was fun to learn. I loved getting a hands-on education that helped me succeed in all of my jobs afterward. Life at K-State was wonderful! I’d go back in a second!

STAY CONNECTED: facebook K-STATE JMC twitter @KSTATEJMC

Alumni 31
KSDB-FM wins two national awards

The KSDB station won two national awards from the Intercollegiate Broadcasting System this year

The KSDB team, led by David Dougherty, and an interview, edited by Dylan Swoyer, won the Best Artist/Band Interview at the 2017-2018 Intercollegiate Broadcasting Awards. The award finalists were announced at the ceremony on Saturday, March 3 in New York City.

Dougherty, the station’s promotion code director and senior in chemical engineering, said although he is not a JMC student, working at the radio station is always his favorite thing on campus.

“One thing I love about KSDB and MC 165, which is the KSDB audition is that they are not only looking for journalism students,” Dougherty said.

The team spent a weekend in New York. Before the students left, they submitted the artwork online through the website: College Broadcasters, Inc.

At the two-day conference they watched several lectures. The lecturers focused on professional development including topics like broadcast goals and media personality. Dougherty said he had the opportunity to meet a man from the music industry who had been a radio personality for more than 20 years. There were also lectures about copy issues and copy laws.

“I am very grateful for the opportunities I got at KSDB like go to New York, and I what I always want to do is to improve the honor of our product,” Dougherty said.

The interview nominated for Best Artist/Interview was with KILL VEGAS, a band from Wichita. Dougherty said the concept was developed during the summer, and he began using it in the August 2017 semester. After Dylan Swoyer — the music DJ of the month at KSDB-FM — helped him edit and put the interview together, they produced intro and outro together.

Dougherty said he always wanted to do an interview from the station’s Classroom Series, which can let fans can learn more about the bands after they performed live in the studio. Therefore, he named it ‘Before and After.’

“I want to hear more about their inspirations, not only just listen to them play,” Dougherty said. “Audiences are
the same. It is important to let them hear the inspiration behind the music."

Dougherty has worked for the radio station for three years now. He said his favorite experience has been meeting Shine Boys and Full Bloods in Kansas City for a show. Both are his favorite local bands.

“KSDB is the best place to help me get away all the engineering work,” Dougherty said.

Swoyer helped Dougherty edit and put the interview together. Four years ago, Swoyer and other staff started bringing in artists, mostly local, to play live in-studio sessions like many other radio stations.

Swoyer graduated from JMC last semester. He said he started out slowly at KSDB over the summer in 2014. Since 2016, he has worked for the radio station as a music DJ.

Swoyer said he was very introverted when he first joined, but KSDB has since given him an outlet for getting his voice heard. His passion for music also motivated him to learn more.

At KSDB, Swoyer has also helped maintain the Classroom Series by scheduling a consistent lineup that features a new artist nearly every week.

Over time, the Classroom Series has grown into being broadcasted on the campus cable channel and music videos are produced for each session.

Top left: A look into the KSDB studio. Top right: The equipment sits stacked in the radio station. Bottom left: David Dougherty, the station’s promotion code director, stands in the radio station office. Bottom right: The wall in the radio station office is covered in music artwork. Photos by Tong Liu
THE STAFF

A LETTER FROM THE EDITOR

To the JMC alumni, faculty and fellow classmates, I want to say thank you for paving a way for success in the field through both education and support. I’m incredibly grateful for all the A.Q. Miller School has provided me, and I hope this publication truly highlighted the talent this school has cultivated.

Journalism captivated me when I realized it gave me the platform to tell other people’s stories. Whether it’s sharing people’s successes or trials, I love being the medium through which their voice is heard.

My favorite experience while in the journalism program has, by far, been being editor-in-chief of Update Magazine, and as I go into my final year at Kansas State University, I’m looking forward to taking advantage of all the upcoming opportunities this program has to offer.

Autumn Mock
EDITOR-IN-CHIEF
May 2019 - Print Journalism

“Journalism gives me the opportunity to paint vivid pictures of subjects and events that other mediums cannot. I’ve been partial to writing for as long as I can remember. It’s a passion that has taken me on a thrilling journey already, and I plan for it to flourish into an even more rewarding career in the years to come.”

Gibson Combs
COPY EDITOR
May 2019 - Print Journalism

“Journalism is the only way I have found to keep up with our fast-moving world. What attracts me to the field as a profession is the fact that writers will always be students of the craft of storytelling.”

Hannah Markel
DESIGN EDITOR
December 2019 - Print Journalism

“Words are something that have always made sense to me. I wanted to put myself in a position to reach people with them. I hope to build upon and utilize the skills I’ve been given in order to impact others in this world.”

Laken Horton
CONTENT EDITOR
May 2019 - Print Journalism

“I love interviewing and getting to know people’s stories. My favorite part about journalism is the coming together of a story.”
Tong Liu
ALUMNI EDITOR
December 2019 - Digital Media

“I have always been interested in studying journalism and doing video. My main goal for the future is to be a video producer. I enjoy every moment of learning how to shoot videos and edit them.”

Petra Zelinkova
PHOTO EDITOR
June 2019 - Public Relations

“I love stories. I like writing them, reading, listening and taking photos of them. The breadth of journalism is fascinating – various techniques, different emotions, diverse places, people and moods. Being a journalist means you travel, explore, meet people and get better every day. You have a mission.”

Ana Ordaz
WRITER
May 2018 - Public Relations

“My favorite part about journalism is the endless creativity that can be put into it. You can write and edit the same story a million different ways. There are endless opportunities in mass communications, and I love it.”

Natalie Bartlova
WRITER & COPY EDITOR
June 2019 - Print Journalism

“The only thing I was ever good at was writing, putting words together and proofreading the work of others. I love music and literature, and writing about it is my passion. Journalists can influence hundreds of people, and I believe it’s one of the most important occupations there are.”

Ke Yang
WRITER
May 2019 - Advertising

“Journalism is full of possibilities. I love videos, editing, photography, designing and all the visual things. I enjoy telling stories to others and reading their reactions. Journalism is something worth pursuing for a whole life.”

Vivian Nguyen
WRITER
May 2018 - Advertising

“I love that journalism is inclusive, paves roads to further understanding of one another, and oftentimes, provides people with an outlet for creative expression.”
Abby Pfannenstiel, Manhappenin' Magazine style coordinator, photographs Ally Burnham, freshman in apparel and textiles, in Justin Hall. Photo by Autumn Mock.