

SCHOOL OF JOURNALISM & MASS COMMUNICATION

Jargon

ALUMNI NEWSLETTER



Photo By: SCOTT R. GALVIN

Photo By: HARAZ GHANBARI



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JMC photojournalism students earn national, state recognition.

See page 24 for details.



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From the director's office

One of my favorite events each school year occurs on a Sunday afternoon in late April, when the School of Journalism and Mass Communication holds its Scholarship and Awards Ceremony.

This year family and friends joined faculty, staff and scholarship donors on April 25 to honor worthy undergraduates. In April, 51 students received awards totaling about \$30,000, funds earmarked exclusively for JMC majors.

Part of what makes this Sunday special is that these scholarships really make a difference to students and their families struggling to afford an education. I hear these stories first-hand, as for many stu-

dents the struggle to pay for their education cuts into their classroom performance.

- Tuition hikes are outrunning inflation, as state funding cuts mean a higher percentage of the actual cost of education must be borne by students.
- Federal loans and grants have not changed in years and often fall far short of need.
- Kent State has more than its share of first-generation students, as well as students from lower-income families, for whom financing higher education is a daunting challenge.
- Many of our students work at one or more part-time jobs during the semester to try to make ends meet, often while carrying a full schedule of classes.

To help meet this need for our worthy students, funding scholarships has become a development priority for JMC. Many of the scholarships come from permanently endowed funds donated by alumni and friends. Awards are from annual gifts or non-endowed funds. Gifts can be targeted to specific existing scholarships or to the general JMC scholarship fund.

The total available for scholarships and awards has increased almost every year, due to the generosity of our alumni and friends, although 2003 was a real stretch because of the weak investment climate.

The School aims to add to the number of endowed scholarships each year to increase that permanent base. You can read about the newest endowed scholarship on page 26, from a gift by alumnus Paula Slimak.

We have a standing scholarship committee composed of JMC faculty and staff to manage the process of soliciting applications and selecting recipients. To make that process less onerous on students, we ask them to fill out just one form to be eligible for all scholarships.



Jeff Fruit
Director, School of Journalism & Mass Communication



SHORT TAKES

Planning for **Franklin Hall** is proceeding apace. We have been working with our outside architects and engineers on the single, integrated facility. We'll be giving you a detailed look at our plans as they firm up, probably in the Fall 2004 Jargon. We hope that construction will be underway a year from now...

The fall semester was a very good one, as you can read in the pages that follow, with the successful launch of the Robert McGruder Lecture and Award Series and a great Homecoming event...

If you check out our Web site, <http://www.jmc.kent.edu>, you will see that we're now providing an electronic edition of Jargon and back issues in portable document format (PDF)...

Keep up the good work and keep in touch.

Kent JMC wins \$360,000 grant

Award adds three years of scholastic journalism workshops

Kent State University JMC has been named one of six accredited journalism schools in the country to host the second round of American Society of Newspaper Editors (ASNE) Institutes.

These two-week summer training programs are part of ASNE's effort to revitalize scholastic journalism.

Thirty-five teachers, particularly those from schools with foundering or non-existent journalism programs in urban or rural districts, will attend Kent State July 11 - 23, 2004. ASNE, through a grant from the John S. and James L. Knight Foundation, covers key expenses, including transportation, room and board and tuition for three graduate credit hours.

Kent State was one of 27 institutions to apply for the highly competitive grant. Its \$120,000 proposal, renewable for 2005 and 2006, includes sessions with award-winning high school newspaper advisers, JMC faculty and journalists from partners, the Akron Beacon Journal, The (Canton) Repository and other area media.

"We try to balance input from 'classroom professionals' and 'newsroom professionals,'" said Scholastic Media Program coordinator **Candace Perkins Bowen**, who directs the Kent summer institute. ASNE wants the teachers to learn about the operation of daily newspapers, news values and ethical decision-making, in addition to basic writing, editing, design, photography and graphics.

JMC was also a site for the first three years of the ASNE Institute, hosting more than 100 teachers from 28 states during that time. Those who attended previously have an e-mail distribution list to help support each other year round, and the 2003 group created a Web site with lesson plans and hundreds of story ideas: (<http://jmc.kent.edu/asne>).

When Perkins Bowen put together the pro-



Participants learn it is important to be alive, alert, awake and enthusiastic from H.L. Hall, a former JEA president and ASNE instructor.

posal for the next three years, she asked for input from those who had attended and received positive comments from many teachers.

"I returned to the classroom with resources, knowledge and support crucial to transforming a journalism class that had been little more than a study hall for kids who liked to write before I started teaching it into an actual journalism program," wrote **Karen Stautberg**, Glen Este High School near Cincinnati. "Thank goodness, too. Today I teach four levels of journalism to about 75 students. My students are enthusiastic, and they sell ads and subscriptions so we can publish a paper that looks like a paper."

"Without the experiences I gained from the institute, I doubt I would have students begging for a schedule change or asking to take an independent study so they can get that third or fourth year of journalism in," she said. "I know my school would not enjoy the quality paper (which admittedly still has much room for growth, but has come a long way) we publish every month."

Stautberg now volunteers to help with the Journalism Association of Ohio Schools conference its director, Perkins Bowen,

organizes in Columbus each year, and three of Stautberg's independent study students have Kent State graduate students for online mentors and coaches.

Other sites for the 2004 workshops are the University of California, Berkeley; University of Texas at Austin; and University of South Florida, Tampa, which will each host 35 teachers, and Hampton University, Hampton, Va., and Winthrop University, Rock Hill, S.C., which will each host 17 teachers.

ASNE president and The Oregonian executive editor **Peter Bhatia**, who welcomed participants to Kent State last summer, said the initiative has been successful.

"The Institutes are a highly effective way to train and prepare dedicated high school teachers who in turn are inspiring and shaping the next diverse generation of journalists," Bhatia said in ASNE's announcement of the selections.

Information will be available at <http://highschooljournalism.org>, ASNE's site for teachers, students and guidance counselors.

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JMC Homecoming 2003 has attendees 'going places'

Raffle, awards, buffet were huge success; almost 100 alums attend

The party was better than ever on October 4, as over 100 alums attended homecoming 2003.

With the theme of "Going Places with JMC," alums gathered at the Rusty Nail in Twin Lakes to enjoy a buffet dinner, a short awards program, exciting raffle drawings and an excellent local cover band that included JMC Assistant Professor **Ben Whaley**.

The major fund-raising event this year was a multiple raffle drawing, which netted about \$2,700.

The 2003 William Taylor Award went to veteran Dayton Daily News sports reporter '62 **Hal McCoy**. McCoy has covered the Cincinnati Reds for more than 30 years, longer than any other baseball beat writer for any one MLB team. Hal was inducted into the writers' wing of the MLB Hall of Fame in July.

JMC senior secretary **Sharon Marquis** and adjunct faculty member **Margaret Garmon** were honored as well with Service awards from Friends of JMC@KSU. President of Friends of JMC @ KSU Lori Cantor made the presentations.

Winners of the major raffle items were: '80, **MA, Cynthia Peck** won the grand prize of a four-day trip to her choice of Vancouver, New Orleans or San Diego.

This prize included an airline voucher and \$300 in travel cash. Cynthia and her husband, William Johnson, kept the airline voucher but gave back the \$300 travel cash as well as the trip itself, valued at \$800. They want the money to fund print media scholarships.

"We thought students could use the money more than we could use a trip," Johnston said.

"Raising money for the journalism program was what the raffle was about in the first place," Peck said.

Cynthia and William live in Lakewood with their two children, who are both currently attending Kent State.

Robin Estrin of Fairlawn won a Goodyear Blimp ride for two. Kent State English department alum **Paula Maggio** sold this winning ticket.

Allison Petit of Akron won a \$100 Dubois Book Store gift certificate. '97 **Carrie Massucci** sold this winning ticket.

A number of special guests attended, including KSU President **Carol Cartwright**, Provost **Paul Gaston** and College of Communication and Information Dean **James Gaudino**.



Photo by Marie Ho

Hal McCoy, winner of the 2003 William Taylor Distinguished Alumni Award, is pictured relaxing after the homecoming dinner.

'34 **BA '64 MA, Helen Westcott Dix**, '56 **Al Fitzpatrick**, '56 **Bill Miller** and '61 **Dave Meeker**, all former William Taylor Award winners, were also in attendance.

For more information on Hal McCoy, future homecoming events and scholarships, go to www.jmc.kent.edu.

JMC Web site benefits students, as well as visitors

The new JMC Web site (www.jmc.kent.edu) is attracting a lot of attention inside and outside the university.

JMC professor and Web Editor **Fred Endres** reports the site is averaging about 500 individual visitors and 1,600 page views each day.

"We have been working really hard to produce a site that will provide useful information for our students and alums, along with an exciting array of features about the program, faculty and students," he said.

Much of the content on the site is generated by a special, invitation-only class in Collaborative Online Journalism. Only seniors and graduate students are invited to participate, and they are divided into teams of writer/producers, still photographers, videographers and designers/artists.

"These students are providing professional-quality online stories and making the site incredibly interesting," Endres said. "At the same time, the students are learning about online journalism and collaboration, and they're developing super resume' material."

The site was completely redesigned last year by Endres and sophomore photojournalism major **Rami Daud**.

"The site continues to grow, keeping alumni and visitors informed and up to date," JMC Director **Jeff Fruit** said. "The look, content and ease of use of the site make it one a school of journalism can be proud of."

CCI update

It is an honor to be counted among the outstanding staff and faculty of the School of Journalism and Mass Communication and to write to you as the first permanent Dean of the College of Communication and Information. My transition to Northeast Ohio and this new position have been made easier by the warm welcome I have received, and I thank you for it.

I am also pleased to report that both the College and the School are receiving strong support from the University community.

Perhaps the most visible sign of support is student enrollment. The schools that comprise CCI (in addition to JMC are the Schools of Communication Studies, Library and Information Sciences, and Visual Communication Design) continue to be very attractive to both undergraduate and graduate students.

The College also continues to be a high priority for investment by Kent State University. Last year, Journalism and Mass Communication received two new positions and Visual Communication Design one. This year, the School of Communication Studies received three new positions, and the Information Architecture and Knowledge Management graduate program received two. These new positions are particularly meaningful in light of

overall budget reductions for the University.

The high priority being given to the Schools and programs within the College are only partially the result of the enrollment increase the four Schools have experienced. Equally important is the recognition by leaders at Kent State of the importance of CCI's four Schools to the core mission of the University.

Kent State is highly committed to its role as a public university, and we have recently completed a draft of a strategic plan that articulates a university that is relevant to the economic, social, and cultural life of the public it serves. Being responsive to the community means that the University must be attentive to those it serves, must provide real-world experiences for its students and faculty, and must provide an innovative, student-centered learning environment.

As alumni, you know that the School of Journalism and Mass Communication typifies this vision of the public university. Our faculty and students are engaged in the communities and the professions they serve. The School offers creative learning environments that combine classroom and professional experiences.

We also work hard to be responsive



James L. Gaudino, Dean
College of Communication and Information

to our varying communities, including our alumni. I hope that you will continue to help us build upon our academic excellence and to maintain strong relationships with our individual, professional, and civic stakeholders. I also hope you will feel free to call upon me if you have ideas or suggestions, or if you would like to get more involved in the School or in the College.

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McGruder Lecture series

Gregory Moore delivers McGruder Lecture, receives award

Denver Post Editor, **Gregory Moore**, spoke on the news media and diversity in society at the first Robert G. McGruder Lecture in December.

Almost 400 students, faculty and administrators attended the speech. Akron Beacon Journal Publisher **Jim Crutchfield** introduced Moore.

JMC Director **Jeff Fruit** welcomed the group in the Kiva. Also speaking were **James Gaudino**, dean of the College of Communication and Information; **'56 Al Fitzpatrick**, former vice president of the Beacon Journal and now a JMC adjunct professor and advisory board member; and **Glenn Proctor**, associate editor at the Newark NJ Star-Ledger.

'63 **Robaert McGruder** was a former editor of the Daily Kent Stater.

He had been executive editor of the Detroit Free Press and was a winner of the William Taylor Award. He died of cancer in 2002.

At an earlier luncheon of media professionals, hosted by KSU Associate Provost **Steve Michael**, President **Carol Cartwright** spoke on the university's diversity efforts. Later, she presented Moore with the McGruder Distinguished Lecture Award.

JMC faculty, staff and students met with Moore at a morning reception in Taylor Hall. He later toured JMC and Student Media facilities.

For the text of Moore's speech and other related information, visit the link at www.jmc.kent.edu/home/headlines/stories/2003/december/moorespeech.htm.



Photo by J. Kyle Keener, courtesy of the Detroit Free Press
Robert G. McGruder



Photo by Gary Harwood
Denver Post Editor **Gregory Moore**, keynote speaker and first recipient of the Robert G. McGruder award.



Photo by Gary Harwood
Pictured from left are: **James Gaudino**, dean of CCI; **Glenn Proctor**, associate editor of the Star Ledger in Newark, NJ and JMC Professional Advisory Board member; and **'56 Albert Fitzpatrick**, JMC adjunct professor.

Hit the ground running with Kent JMC

Kent JMC continues series of professional development seminars

Journalism practitioners need look no further than Kent State University for professional development.

In September, Kent State's School of Journalism and Mass Communication (JMC) held its second Hit the Ground Running seminar series aimed at keeping public relations professionals current.

'61 **David A. Meeker** and **Davis Young** – both retired from Edward Howard and current JMC adjunct professors – were the driving force behind the series' conception.

"[Public relations] professionals used to have to go to Chicago or New York for quality development," said David A. Meeker. "We want to position Kent State as the Midwest center for professional development in public relations."

Speakers in September's series were **Don Eagon**, vice president with Diebold, Inc. and **David E. Meeker**, senior developer with technology firm Whitman-Heart of Chicago. This second series was aimed specifically at younger public relations professionals.

David E. Meeker's presentation focused on using Web sites to reach key publics.

Eagon's presentation focused on how young professionals could earn a place at the management table and what they needed to do to be recognized and accepted as a valued contributor.

The third seminar in the series was a free discussion, with Young, David A. Meeker, Eagon and David E. Meeker participating in a question and answer session.

This series was co-sponsored by

PRNewswire and was conducted at Kent State's state-of-the-art Professional Education Conference Center at the Stark campus.

The first Hit the Ground Running series was held last year and featured internal communications for senior-level public relations professionals. David A. Meeker said the next one planned would be aimed at mid-level public relations professionals.

While Hit the Ground Running promotes professional development for public relations practitioners, JMC is adding resources for other professions as well.

"We're working on expanding things we're doing for media professionals," said **Jeff Fruit**, director of JMC.

"It's in our mission statement to be of service to the media community."

"We want to offer an array of seminars to help keep them current," he said. "It's in our mission statement to be of service to the media community. Hit the Ground Running is doing just that for public relations, and we look forward to expanding our resources offered to other professions."

Jan Leach, JMC professional in residence, is working with JMC Professor **Tim Smith** to present a press-bar workshop this spring. The seminar was held April 23 at the Stark Conference Center. This day-long conference benefited attorneys and journalists and highlighted the timely topics of privacy and fair trial. Leach is also working with **Rick Senften** of the Canton



JMC Adjunct Professor **David A. Meeker**

Repository on specialized training for the Repository's employees. This pilot program will focus on three specific newsroom needs: convergence, coaching writers or understanding audiences. The pilot program at the Repository is for journalists from all three Copley Ohio Newspapers (Canton, Massillon and New Philadelphia.)

"These two programs should offer local journalists ways to expand and develop their skills in partnership with Kent JMC," Leach said.

JMC is always looking for suggestions on future seminar topics. Send your suggestions to JMC via our Web site at www.jmc.kent.edu (using the "Contact Us" link at the top of the main page), or call the School at 330-672-2572. The School can also be contacted for information on upcoming seminar details and registration information.

Master's program meets diverse students' needs & looks toward future

By Sarika Jagtiani

Kent State University's Journalism and Mass Communication master's program is as varied as its student body. With a reporting and editing track, a media management track and an individualized track, the program accommodates students with a variety of backgrounds and interests.

JMC Director **Jeff Fruit** agrees the master's program can make students more marketable.

"In today's age of convergence, having different skill sets is pretty valuable to an employer," Fruit said.

With about 40 students enrolled in the program, Fruit believes one of the program's biggest challenges is making it accessible to all students. He would like to see the program work toward accommodating those with full-time jobs, as many executive MBA programs do.

Graduate Studies Coordinator **Joe Harper** also acknowledges the need to cater to all the program's students, and was initially surprised by the diversity of backgrounds of enrolled students. Another surprise to Harper was the number of people interested in making a career change, many of them in their late 20s. But Harper understands the desire for both seasoned media professionals and those with no previous experience to enter the master's program.

"As it becomes increasingly valuable to have cross-media training, the master's program can provide it," said Harper, former managing editor of two daily papers and former director of the School of Journalism and Mass Communication.

The program, while offering a number of

options for cross training, also allows students to build a specialized program geared toward their interests. The individualized track can be tailored for students interested in everything from public relations to online journalism to newspaper design.

Such a broad range may help students in the evolving media landscape. Harper noted the School is looking to turn out a program that addresses the needs of today's media.

"[We want] a program with the depth to prepare students to take on the challenges of the media of the 21st century," Harper said.

Fruit agrees, and believes that another way to prepare students is to allow them to make professional connections while exploring a job change through the program.

One student making such a change is 52-year-old **Jeff Greiner**.

"I'm just pausing and regrouping between careers, essentially," said Greiner, an advertising consultant and former agency owner.

With a bachelor's degree in psychology and a master's in English, Greiner still felt there was room for improvement.

"There are writing projects I'd like to combine with my photography and Internet," Greiner said. "The discipline is useful. I've been out of school for a while!"

Yet other students have never left school. With the economy in a slump, graduation looming and a future in media in mind, **Andréa Butler**, 22, decided to hone her skills in the JMC master's program.

Butler, a former English major at the University of North Carolina at Greensboro, wants to start a magazine for young African-American women. The idea came



JMC Graduate Studies Coordinator
Dr. Joe Harper

to her as a teenager when she felt alienated by popular young-adult novels and magazines.

"They had one black character and everyone else was white," she said. "There were no other minorities. That's all I read, all I saw."

She sees the individualized track of the master's program as a journalistic boot camp that will pay off in the future.

"I'm learning how to prepare myself to run my own magazine. How to be an editor and a publisher," Butler said. "I'm on my way."

Greiner, a part-time student, and Butler, a full-time student and graduate assistant, both find the program accommodating to their needs.

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Two evening classes a week fit into Greiner's schedule, while both day and evening classes fill Butler's, while still allowing her to work 20 hours a week at her assistantship without being overwhelmed.

Compared to other programs, some of which had intense schedules that would leave time for studying and little else, Butler claims this one was the most realistic for her.

"I don't feel like I have to take so many classes at once," she said. "I have time to really learn and cultivate my craft."

Fruit says that by "matching what we'd like to be doing with student demand," the program is thriving.

Not that there isn't room for improvement. Fruit and Harper both acknowledge they would like to see the program include more convergence and online training. Some changes, such as adding an online journalism class, have already been implemented, but there is still work being done to make the program as contemporary as possible.

"The challenge is to stay abreast in a field that's growing and broadening," Harper said.

For more information, please contact Dr. Joe Harper at 330-672-8285 or jharper@kent.edu.

Application Requirements

- A completed Kent State University Graduate Application form, which can be downloaded from the Research and Graduate Studies Web site.
- Graduate Record Exam (GRE) score of at least 1,000; extensive professional experience may be accepted as a substitute for this requirement.
- A statement of purpose explaining why you are interested in Kent State's JMC graduate studies program.
- A current resumé.
- Two original copies of all college transcripts.
- Three recommendation forms, at least one from a professor who was your instructor.
- A minimum undergraduate GPA of 3.0.
- Application deadlines are as follows: Materials must be submitted by March 1 for summer admission, by June 1 for fall admission and by October 1 for spring admission. Anyone interested in a graduate assistant position must apply by April 1.
- Most applicants with an undergraduate degree may be admitted as a temporary graduate student for a semester. These applicants must apply within a month of the start of the semester in which they wish to enroll.
- Admission material is considered as a whole, so those below the standard in one admission criterion still may be admitted.

Program facts:

- Of the approximately 40 students enrolled in the graduate program, about 55% are full-time, 45% are part-time, and 25% are graduate assistants.
- Graduate assistants receive a tuition waiver and a 9-month stipend and are required to work 20 hours per week.

continued on next page

Spring Semester ► 2004

Advertising / Public Relations students gain real-world experience

By Jen Sopko (re-printed in part from e-Inside Kent State)

A radio commercial written and produced by students to recruit additional students to Kent State University.

A class research project that will benefit employee communications.

A student-based public relations agency that promotes the institution to various audiences.

All are examples of how departments on campus are helping implement Kent State University's strategic plan by forging partnerships that benefit students, as well as the university.

This fall, University Communications and Marketing partnered with several academic departments to promote the university and to give students more opportunities to apply in a professional work environment what they learn in the classroom.

"The partnerships between University Communications and Marketing and academic departments allow students to gain first-hand experience, by working with professionals in the communications, public relations and marketing fields. Students work on a number of university-related projects that contribute to the university's success," said **Flo Cunningham** '83 BA '86 MA, director of University Communications and Marketing.

As part of the university's market-



Photo: Gary Harwood
Rob Jewell and **Anne Wilson** discuss an upcoming project.

ing campaign aimed at high school seniors, University Communications and Marketing recently produced a radio commercial that is now being played on stations in Ohio and Pennsylvania. **Kelly Lohman**, an advertising major in **Bill Barre's** advertising copywriting class, wrote the commercial as part of a class project.

"This assignment showed me how an advertising concept can take on a life of its own, as more people become involved in the creative process," Lohman said. "After hearing the final version of the ad, I realized how much the actors gave life to such a simple script. Writing the ad helped me gain real-world experience because it

showed me that the production of even one ad relies on so many different people's creativity."

"Advertising is a dynamic field and business," said Barre, an assistant professor in the School of Journalism and Mass Communication. "It is constantly changing and re-inventing itself. Given that, opportunities students have to apply their emerging skills to real-world problems and challenges are invaluable in their transformation from students of advertising into advertising professionals."

Another example is the fall 2003 formation of a student-based public

advertising, continued from page 10

relations firm, called Flash Communications.

Jointly operated by the School of Journalism and Mass Communication and University Communications and Marketing, Flash Communications provides students the opportunity to gain hands-on experience in all aspects of public relations and marketing communications.

"This is a tremendous opportunity to take classroom experience and apply it in a way that benefits students and the university," said Rob Jewell, who is coordinating Flash Communications as

a member of the University Communications and Marketing staff, while also being a JMC faculty member.

Students have the opportunity to consult with university clients, develop and implement projects and produce marketing communications. They work closely with the public relations and marketing professionals in University Communications and Marketing, as they develop their own portfolio.

"Working with the student agency is a way to gain valuable experience in the public relations profession," said **Anne Wilson**, a public relations major work-

ing with Flash Communications. "My assignments here are different than in the classroom. I work on real projects and get to see real results. My experience here has been extremely positive. I am also building a portfolio that I will be able to take with me into the professional world."

Plans are underway to involve more students in the agency, including possibly a graphic design student and a photography student, in addition to the advertising and public relations majors.

Professional Advisory Board update

Seven years after its conception, the School of Journalism and Mass Communication's Professional Advisory Board remains a vital part of the School and its planning and development processes.

The board meets twice a year, including once in the fall during homecoming season on campus.

This year's fall meeting was Oct. 3 in the Hirsch Lab.

More than half the membership was on hand to hear updates from Director **Jeff Fruit**, faculty and staff on students, student media, enrollment, the new JMC Web site and the planning for the renovation of Franklin Hall.

While fall semester meetings are held on campus, spring meetings have been held at places such as the Freedom Forum, the New York Times and

AT&T's national headquarters.

The number of members on the committee varies between 25 and 40. Board members have come from diverse organizations and companies, including the Akron Beacon Journal, the St. Paul, MN, Pioneer Press, Knight Ridder, The New York Times, Reuters, CNN, Time Warner Cable, Industry Week, the Cleveland Plain Dealer, the Detroit Free Press, the Poynter Institute, the Freedom Forum, Crain's Cleveland Business, Edward Howard, WJW-TV, AT&T, Fidelity Investments and Advanstar Communications.

The school has benefited greatly from



Photo by Sarah McCrory
Architect **Ron Reed** shows the Professional Advisory Board a slide of what the Lincoln Street entrance to a renovated Franklin Hall might look like.

the advice and assistance of the Board, and it looks forward to more cooperation in the future.

For a list of board members and additional information, visit www.jmc.kent.edu.

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Spring Semester ► 2004

Friends of JMC @ KSU update

Who says you can't do more than one thing at a time?

Friends of JMC @ KSU knows how to have fun while supporting Kent State University, benefiting the School of Journalism and Mass Communication, providing continuing education for area professionals and networking.

The February 21 basketball social brought more than 60 alumni, faculty and staff together to cheer on the Golden Flashes when the men's team took on Nebraska's Creighton University in the bracket buster game. Twenty-three members of the Alumni Association and National Board of Directors joined us to help cheer the Golden Flashes to victory. During the game, Kent State President **Carol Cartwright**, Provost **Paul Gaston** and Athletic Director **Laing Kennedy** all stopped in to visit one of their favorite alumni groups.

In other news, the second annual Media Coffee, once again co-sponsored by PR Newswire and Friends of JMC @ KSU, was held March 16 in the Kent Student Center. Nearly 100 area professionals attended this panel discussion moderated by '61 **Dave Meeker** on "Breaking through the Clutter."

The Media Coffees and basketball socials are just examples of what Friends of JMC @ KSU can do. If you are not already attending our meetings, I urge you to join us. There are no membership fees – only

a willingness to support the School and have a good time.

Meetings are held on the first Monday of each month (September's meeting will be held on the first Tuesday, due to Labor Day) on the second floor of Ray's Place in Kent. Meetings begin at 6 p.m., but many arrive as early as 5:15 p.m., to enjoy a casual dinner and fun conversation. The meetings last no more than an hour. We promise not to burden you with more labor-intensive committee work!

If you would like to be part of the group but meeting in Kent is not possible, email me at lcantor@kent.edu, and you will be added to the listserv.

My colleague **Marianne Warzinski** will be writing the next "Friends of JMC" column. Marianne is currently my co-chair and will take over as sole chair by July 1. This fall, Marianne became a full-time, non-tenure track faculty instructor for JMC in Electronic Media Production. She is also media specialist for TV-2 and adviser to WKSJ. We felt that if Marianne could handle college radio students, she could surely handle this group!

I have complete faith Marianne will do a great job, but she will need your support to continue to make Friends of JMC @ KSU a productive and fulfilling group. To contact Marianne, email her at mrwarzin@kent.edu.



Lori Cantor

**Homecoming
2004
is October 16.**

JMC events will feature
the advertising
sequence.

Details to come.....

Student Media personnel receive top university honors

Two employees of the Office of Student Media received prestigious awards given to university staff members for outstanding service, as part of the university's Distinguished Staff Recognition Program.

Lori Cantor, interim business manager for the Office of Student Media, won the Outstanding University Citizen Award, which honors a staff member who has demonstrated extraordinary dedication and enthusiasm toward Kent State University and/or the surrounding community.

Audrey Lingenfelter, business officer for Student Media, as well as JMC, won the Leadership Award, which recognizes a staff member who has demonstrated outstanding leadership through attitude, inspiration, knowledge of his/her field, ingenuity, interpersonal skills and ability to guide.

JMC Director **Jeff Fruit** was in on the

surprise presentation of the awards and had invited Lori and Audrey to his office for "a discussion of the budget."

"I thought, oh my, what have I done," said Cantor. "Then there was a knock on the door and this friendly, smiling face peeked in. I thought, go away, I'm in trouble and I need to find out what I did. Then Jeff started laughing and I saw this big group carrying balloons and flowers. It still took a long time for it to register."

"I was very surprised when they came to Jeff's office to present me with the award because I had no idea I was even nominated," Lingenfelter said.

In order to be considered for any of the awards in the Distinguished Staff Recognition Program, candidates must be nominated by staff, faculty, students or constituents of Kent State. Many are nominated each year and are then reviewed and selected by the nominating committee. Three individual awards and two group awards are handed out each year. This makes the first time in the program's history that two out of the three individual awards were won by people from the same department.

"Lori and Audrey have brought tremendous honor and recognition to the Office of Student Media and JMC," Fruit said. "They are both deserving of the awards. I couldn't be happier for them." At a reception breakfast held Oct.



Lori Cantor receives her Outstanding University Citizen Award from KSU President Dr. Carol Cartwright

28, university president **Dr. Carol Cartwright** presented Lingenfelter and Cantor with their awards. They also received a cash award.

Both women were grateful for the honors.

This makes the first time in the program's history that two out of the three individual awards were won by people from the same department.

"To be presented the Distinguished Staff award in Leadership is a wonderful honor," said Lingenfelter. "Just knowing I was nominated for this award was a great honor. In the three years I have worked at the university, I have met and worked with some wonderful, supportive people, and for me to be chosen for this award is honestly something that I will always cherish."



Audrey Lingenfelter receives her Leadership Award from KSU President Dr. Carol Cartwright

JMC Faculty/Staff news

In January, Scholastic Media Coordinator **Candace Perkins Bowen** and '69 **John Bowen** were part of a panel at the Scholastic Journalism Division of the Association of Journalism and Mass Communication. The group explored problems high school and college media advisers face. Perkins Bowen also will be a panelist on "The Basic Media Writing Course: Tinkering, Tweaking, & Tailoring so Students Benefit," at the AEJMC conference in Toronto in August.

JMC Advisory Board member **Vern Henry** is the 2004 recipient of The American Business Media Crain Award.

The Crain Award is given annually to an individual who has made outstanding contributions to the development of editorial excellence in the business press. Among other qualifications, nominees must have a proven career record of editorial accomplishment, and must have advanced American Business Media's tradition of editorial initiative, leadership and integrity.

Vern was presented with the award at the Neal Award luncheon in New York City on March 18.

Associate Professor **Barb Hipsman** continues to write for Poynter.org in the Convergence Chaser section. She's enlisted the help of graduate student **Dave Irvin** to cull ideas from hundreds of regular sources and then boils them down for a few grafts in the Chaser. Barb served as a panel member for "Convergence on a Budget" at the ASJMC Workshop Feb. 21 in N.Y., along with former Kent JMC Director **Judy Turk**, who is now at

Virginia Commonwealth University in Richmond.

Assistant Professor **Karen Kastner** was accepted as a member of the JMC graduate faculty in fall 2003.

JMC Professional in Residence **Jan Leach** received an appointment as an Ethics Fellow at the Poynter Institute in St. Petersburg, Fla., for this year. She will be attending two, week-long seminars as part of the program.

Jan also is editing a new book by Terry Pluto, the Beacon Journal's sports columnist. This book is a collection of his essays on faith and values and will be published by Gray Publishing Co., Cleveland. The book was scheduled for publication in April 2004.

Jan, former Akron Beacon Journal editor, joined JMC as a Professional in Residence in fall 2003.

Professor **Tim Smith** was on sabbatical during the fall 2003 semester. He worked as a defense lawyer for the Public Defender's office in Portage County for three months. The PD's office handles all cases involving indigents charged with misdemeanors and about 60 percent of all such felony cases. Tim reported most of his time was spent negotiating pleas with assistant prosecutors on alcohol and drug cases, but he did get involved in a few trials. He handled two bench trials (where the judge decides the outcome) on his own, winning one and losing the other. He also had one jury trial – a defendant charged with a DUI – that ended in a deadlocked jury (four for guilty and four on the side of truth and justice – his side!). Tim said it

was a marvelous experience, and he developed a much better sense of the criminal justice system from the inside. He hopes to apply some of what he learned in an intersession course he is teaching this spring on Fair Trial/Free Press.

This fall **Marianne Warzinski** became a full-time, non-tenure track faculty instructor for JMC in Electronic Media Production. She is also the adviser to WKSR and media specialist for TV-2 news. Marianne is co-chair of the Friends of JMC @ KSU, and will be taking over as its president in July.

Marianne graduated from Kent State in radio/TV production with a BA in '94 and an MA in Media Management in '01.

Adjunct Instructor **William Weisinger** has been informed by the SBE national testing organization that, once again, 100 percent of his electronic media students who took the SBE Television Operators Exam passed the test. The minimum pass rate for this exam is 90 percent.

Assistant Professor and Electronic Media Coordinator **Evonne Whitmore** was moderator and panel organizer for the April 17 presentation A Return to Public Affairs Programs: Connecting with Communities, part of the Broadcast Education Association's (BEA) convention in Las Vegas. She was also a panel member for BEA's Fair and Balanced in the Broadcast Newsroom presentation, held April 16. Her presentation on this panel was called *More than Two Sides: Balancing Stories by Using Multiple Sources*.

Rob Jewell joins JMC faculty



Rob Jewell joined the JMC faculty as instructor (NTT) in fall 2003. Rob has more than 30 years experience in public relations. He was vice president of corporate communications for The BFGoodrich Company and had management responsibilities for that firm's external and internal communications.

In 1999 he founded his own public relations consulting company and began teaching journalism as an adjunct faculty member at Kent State's Stark campus.

Rob holds both a bachelor's degree ('70) and master's degree ('79) in journalism from Kent State and is an accredited member of the Public Relations Society of America.

In addition to teaching Public Relations Tactics and Media Writing, Rob is coordinating a new student-run public relations firm that is a joint project of the School of Journalism and Mass Communication and Kent State's Office of University Communications and Marketing. For more information on the student firm, see page 10.

Spotlight on Bob West

Over half a century ago, JMC Adjunct Emeritus Professor **Bob West** began his career in radio. He continues what he loves at WAPS 91.3, where he hosts a rhythm and blues show every Wednesday at 8 p.m.

Bob came to KSU in 1946, after serving in the army in WWII, and graduated in 1950 with degrees in English education and radio journalism. Bob wrote for the Daily Kent Stater from the moment he came to campus and worked with, among others, **Paul Haney**, who became the "voice of the astronauts" when the space program began.

"This was a good crowd here," West said. "The Stater was a great place to be."

Bob also worked with the campus radio station, which at the time was heard only on campus, as there was no FM.

His long and full career in radio has led to many interesting experiences and adds to his effectiveness as a professor. Since retiring in 1999, Bob says he has "wound up teaching more than I ever taught before, with a lot of film and music workshops."



Photo by Sarah McCrory

West strums one of his many collectables, a guitar signed by all members of the rock band Anthrax.

To see and hear this full photo/audio story by **Sarah McCrory**, titled "Bob West: A Life Chronicle," visit <http://jmc.kent.edu/home/feature/sarah/westessay.htm>.

JMC Alumni news

'81 Joel Willer, a University of Louisiana at Monroe assistant professor of mass communications, received awards from each of two national college media organizations for work in preserving Internet Webcasting opportunities for college radio stations. College Webcasters' continuing service had been threatened by the costs of new digital music copyright royalties created by the Digital Millennium Copyright Act of 1998.

College Media Advisers presented the Reid H. Montgomery Distinguished Service Award for work, without which "many college stations' Internet presence – for many of them their only presence – would have been silenced." The award, originated in 1962 and last presented in 1997, is conferred on an individual or institution that has, in the judgment of the CMA Board of Directors, made an outstanding contribution to collegiate media or media advising. Collegiate Broadcasters, Inc. also awarded a special commendation for Joel's work in securing an appropriate Webcasting royalty scheme. Both presentations were made at the National College

Media Convention in Dallas, Texas, which was held Nov. 5-9.

Joel's efforts included authoring written testimony to the U.S. Senate Committee on the Judiciary; written comments to the House Committee on the Judiciary, Subcommittee on Courts, the Internet, and Intellectual Property; lobbying visits to the offices of several members of both houses of Congress; multiple written filings to the Copyright Office of the U.S. Library of Congress; an appearance at a roundtable hearing conducted by the Copyright Office and at a subsequent status conference; and a written sworn declaration for a case currently before the U.S. Court of Appeals, D.C. Circuit. He also participated on the team representing non-commercial entities in webcasting royalty negotiations with the Recording Industry Association of America, as authorized by Congress in the Small Webcaster Settlement Act of 2002. Joel additionally serves as the faculty supervisor for student-operated radio station KXUL at ULM.

60s

'61 Dave Meeker, adjunct faculty member, has been named to the steering committee of The Greater Ohio Campaign. Through public education and grassroots advocacy, this new statewide effort intends to encourage public policy in Ohio that is more supportive of the redevelopment of existing communities, strengthens regional cooperation, improves citizen's quality of life and is more protective of the countryside and Ohio's natural resources. Dave, retired executive vice president of Edward Howard & Co. public relations, served as assistant director of the Ohio Department of Natural Resources under Governor John Gilligan.

70s

'70 Myron Kukla's book, "Guide to Surviving Life," was recently published by Lockport Books. Subtitled "The new 4,387 step guide to self-improvement," the book is a light-hearted look at self-help books. The book is a collection of humor columns he has written for the Lakeshore Press and Grand Rapids Press.

This is the second book for the former Daily Kent Stater humor columnist. His first book was "Confessions of a Baby Boomer."

Kukla is owner of the Michigan-based writing and public relations firm WriteStuff. He is also an adjunct faculty member at Grand Valley State University in Allendale, Mich., in the Writing Department.

80s

'82 Kevin Huhn was given the newly created title of deputy sports editor at the Rocky Mountain News in Denver. Huhn, a former Daily Kent Stater editor, had served as assistant sports editor since joining the News in 1989, after stints in the sports departments of the Cincinnati Post, Knoxville (Tenn.) News-Sentinel, San Jose (Calif.) Mercury News and Wichita (Kan.) Eagle.

'86 Patti Bauch was named Reach Out and Read Program coordinator at Akron Children's Hospital. She has been with the hospital for nearly 20 years, formerly serving as senior public relations specialist. Reach Out and Read is a national program that builds on the special relationship between physicians and families to support the development of children's language and

literacy skills. As coordinator, Patti is responsible for the maintenance and expansion of the program at Akron Children's Hospital and at Children's Hospital Physician Associates offices.

'86 Terry DeMio, award-winning newspaper editor and writer, has joined the Fort Mitchell Kentucky Enquirer to lead the paper's Northern Kentucky newsroom. Terry, a native of Cleveland, is now the Kentucky bureau chief.

After graduating magna cum laude with a bachelor of arts degree, she worked from 1987 to 1988 as a reporter at the Geauga Times Leader in Chardon.

In 1988, Terry began a long stint at The Repository in Canton, advancing from reporter to editor, culminating in 2000 with her appointment as city editor. Under her leadership, the paper earned 87 Associated Press awards, including first place in general excellence, as well as awards for news writing, investigative reporting, breaking news and business reporting. In addition, The Repository was named Best Daily Newspaper for its size this year in the Ohio Society of Professional Journalists' contest. Terry has won individual writing awards for columns, enterprise reporting and breaking news.

'88 Marilyn Mongeon

Quill, APR, was awarded a \$2,000 scholarship from Women Executives in Public Relations. Marilyn's scholarship will fund a national survey as part of her capstone research project, as she finishes a master's degree in communications management at the S.I. Newhouse School of Public Communications at Syracuse University. Marilyn was honored at WEPR's annual awards luncheon in Manhattan, October 30, 2003.

90s

'90 John D. Kristoff has been promoted to vice president, investor relations for Diebold, Incorporated (NYSE:DBD). Kristoff will be responsible for communicating Diebold's business strategies and financial performance to the investment community, as well as serving as the primary contact for shareholders and analysts. In addition, John will continue to oversee the company's strategic design group, including all product design, and the global documentation and language translation organization.

John began his career with Diebold in 1990 in the company's public relations group and has served in a variety of management positions within the communications and investor relations areas, most recently as director of investor relations and global communications. In addition to his bachelor's degree in public relations from Kent State, John also earned his master's degree in business administration from Ashland University, Ashland, Ohio.

A native of northeast Ohio, John is married and has two children. He and his family reside in North Canton.

'93 Michelle J. (Sizemore)

Long is currently working for Cardinal Health, Pharmaceutical Distribution, a Fortune 17 company. She serves as business manager for over-the-counter and home healthcare products. She works with trade marketing for over 300 of the world's top manufacture's of products, such as Procter & Gamble, Johnson & Johnson and 3M.

'95 Patti Lucas

has returned to Atlanta after working for the Society of Interventional Radiology in Fairfax, Va., for more than a year. In late November, she was named internal communications manager for Children's Healthcare of Atlanta, a pediatric healthcare system that employs more than 5,200 people at two hospitals and 16 satellite locations throughout metro Atlanta. Patti oversees internal communications efforts related to the launch of a clinical information system, a voice-over IP phone system, a new online recruiting and hiring system and other technology-related initiatives.

'95 Scott Schonauer

was part of a team of Stars and Stripes reporters who did a seven-day series on morale in Iraq. Scott spent several weeks in Baghdad and handed out hundreds of questionnaires and talked to dozens of troops. The story, which can be found at <http://www.stripes.com/morale/>, was carried by most of the wires. The story was mentioned in a Time magazine article, and the survey was discussed on Meet the Press.

A columnist for the Detroit News called Stars and Stripes "required reading for every American." Scott takes that as a compliment.

'97 David Donald is leaving the Savannah Morning News to be the IRE and NICAR training director. He is staying in Savannah, working out of his home and starting to do a great bit of travel.

'97 John Dipko

has started his third year in Madison for the Green Bay Press-Gazette and let us know it's been an "interesting gig." He has been hitting lots of side roads because neither he nor his bosses want him to duplicate what's on the wire. He works alongside a correspondent from a similar-sized paper just south of Green Bay, but they have separate employers and separate marching orders. John said it has been a good experience.

'97 Kasey Grau Jackson

was recently named assistant editor of INtake, a new weekly publication by The Indianapolis Star. INtake is geared toward 25-34-year-olds. She had previously been employed in the design department of The Indianapolis Star. Kasey is married to Michael L. Jackson, previously of Charlotte, N.C., and has two sons, Grant, 3 and Eli, 1.



'98 Danielle Roman Falconer

has earned her Accreditation in Public Relations (APR). Dani attended study sessions sponsored by the Hoosier Chapter of PRSA and read the recommended texts. But, says Dani, "nothing could have prepared me better than my PR education at Kent State. Thank you for designing a program that focuses on strategy, not just tactics." She was Indiana's first candidate to pass the APR exam under its new format.

Dani serves as an account manager with Borshoff Johnson Matthews, Indiana's largest PR firm. Dani's husband Brendon, a track-and-field standout at Kent State, continues to train for the 2004 Olympics in the decathlon. Dani, also a scholarship athlete at KSU, has "retired" from gymnastics but continues her athletics through dance, running, aerobics and weight training.

'99 Ayris T. Scales has relocated to Savannah, Ga. to serve as the program manager for the Savannah Development and Renewal Authority. She is working on creating/managing programs designed to improve the socio-economic status of downtown Savannah and its surrounding neighborhoods. Ayris has also completed grad school.

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'99 Julie Solpietro

Napieralski has joined the public relations team at Martino Flynn, a full-service marketing communications agency in Rochester, N.Y., as senior account executive. Julie previously served as senior account executive at Buck & Pulleyn. She and her husband, Mike (a KSU grad), live in the Rochester area.

2000

'00 Jason Cody is still working in Lansing, MI on the copy desk. He reports he is doing a lot of design, even a little page 1A, and is also doing several slot shifts a month, which means at night he is second in command of a seven-eight-person desk. He is also considering returning to reporting.

Jason also let us know he and long-time girlfriend Krista got engaged this summer. With the help of the mascot for the Lansing Lugnuts, he asked for her hand in marriage at a minor league baseball game in front of about 2,500 fans.

'00 Katie Deuel has informed us that she and her husband, '00 Ryan Deuel, are still living in Binghamton, N.Y. Katie is working at the Press & Sun-Bulletin. Their daughter, Gwen, is now in first grade, losing her teeth, reading, waking them too early, riding a bike without training wheels and still hanging out at a newspaper.

Katie is still enjoying her position of staff photographer. After copy editing at night for several years, Ryan is now reporting. He was on general assignment until recently switching to the City of Binghamton beat. Katie reports Ryan was pleasantly surprised at how much he likes reporting.

While the Deuels aren't sure how long they will remain in Binghamton, they bought a house two years ago.

'00 Ellen Freiberg remains at the St. Petersburg Times, designing and news-editing five biweekly tabloids that go to different zones. The Times daily circulation is about 350,000, while Sun-

day reaches nearly 500,000. She likes to say they have zones all over Fla. and from heaven to hell! Her little brother, age 22, is in Iraq, so she and her family are anxious for the war to end.

'00 Shanon Larimer has joined Orange County Government to oversee all aspects of business development, strategic partnerships, public relations, marketing, advertising and communications for the Orange County Regional History Center. Previously, Shanon served as director of public relations for Bloomingdale's Department Stores in Orlando.

'00 Jim Maxwell has returned to KSU as the new public relations coordinator for Kent State's Liquid Crystal Institute (LCI). Jim previously worked in the Cleveland office of Business Wire as an inside account executive. Before that he held internships at Diebold, Inc., as well as the U.S. Army Corps of Engineers.

In his new role at LCI, Jim will be redesigning the LCI Web site, handling media relations, providing tours of LCI facilities, organizing conferences, designing newsletters and brochures and creating ads. Jim lives in Aurora but plans to relocate to Kent.

'00 Patrick O'Connor has had great success with the book he collaborated on with his father, titled "Think You Know

America? An Inside Look at the Names of American Cities." Patrick illustrated the book, while his father, Dr. Patrick J. O'Connor, authored the book. The book combines interesting facts about cities, communities and folklore in America. The book has been well received, especially by middle school children and at-risk high school students. A second printing



is scheduled for early April.

A companion book is in the works. This book will feature interesting information (facts, people, events, etc.) related to the names appearing in the first book. Titles of some of the stories include "The Cave of Coolville," "The Lost Treasury of the Confederacy" and "Two Frog Capitals of the World." Patrick will again do the illustrations.

Patrick is the editorial cartoonist at the Los Angeles Daily News. He draws five cartoons a week on local, state and national issues. He recently won 1st place for editorial cartooning in 2002 from the Los Angeles Press Club.

On a personal note, Patrick was married September 13, 2003, in Shaker Heights, Ohio. His wife, Laura, a 2000 graduate of Kent State's School of Nursing, is a registered nurse at Cedars-Sinai Medical Center.

2001

'01 Christina Aldan has been promoted to the position of public relations account executive at Marcus Thomas LLC. She is responsible for all aspects of account management, including developing public relations strategies, maintaining media/editorial contacts and regularly communicating with clients.



Christina joined Marcus Thomas part-time in 1999 and was hired full-time in 2001. She resides in Cleveland Heights with her husband.

e-addresses NEEDED

We'd like to add e-mail addresses to our alumni database. Please send yours to JMC Administrative Assistant Sharon Marquis at:

smarquis@kent.edu

NOTE: Your e-mail information will never be published without your permission.

'01 Deauna Hale Turner

recently had a paper published as part of an online book. She is Chapter 4 in the UST 607 online student-authored textbook. The book can be viewed at <http://urban.csuohio.edu/ust607text/>. Deauna is a graduate student in Urban Studies at Cleveland State.

'01 Len Hoover is the new marketing coordinator for Beech Street Corporation, a PPO provider (health insurance) in suburban Chicago. Len has been asked to help improve the company's communication with its salespeople and clients by creating a newsletter and other tools. On the side, Len is a budding actor. He just finished up a run as watchman George Seacole in "Much Ado About Nothing" and is about to start a role as a hit man in a one-act play called "Marrieds."

'01 Christine Meeker-

Lange is the director of marketing & communications at Ringling School of Art and Design, one of the country's premier private visual arts colleges, located in Sarasota, Fla. Her responsibilities include overseeing all institutional communications, publications, Web sites and media relations.

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Mail information to:
Kent State University
School of Journalism &
Mass Communication
Attn. Stephanie Langguth
P.O. Box 5190
Kent, OH 44242-0001

Send e-mail to:
slanggut@kent.edu

Christine was selected for participation in Leadership Sarasota's Class of 2004. This program is part of a nationwide network, developed to provide continuity in the stewardship and oversight of the community.

Christine was married in September 2003 to Rick Lange. They live in Sarasota, where Christine has been since 1988, with Ginger, their golden retriever puppy.

'01 Lauren Worley-Goode is currently serving as legislative aide to Democratic state Sen. Kimberly A. Zurz. In January, Lauren organized a Pension Reform Town Hall meeting in Ravenna, OH. The panel was moderated by '86 Vince Duffy of WKSU. Approximately two hundred people attended this meeting, despite a wind chill of minus 13. About 75 of the attendees were Kent State retirees.

'01 Kevin Zeise has joined the Sports Information staff at Cleveland State University, where he serves nine of CSU's 17 varsity sports teams, most notably men's and women's soccer, wrestling and baseball. He had been assistant sports information director at University of Wisconsin-Milwaukee.

Kevin's long list of duties includes writing weekly updates about each team, media guides and recruiting brochures, as well as updating the school's Web site.

2002

'02 John Abare began work on a master's degree in sports management this past fall at Florida State University. John had been working as an events coordinator for a sports management firm in his hometown of Portland, Maine.

'02 Megan Aron is now account coordinator at Hitchcock Fleming & Associates in Akron. She works on the retail end of the Goodyear account. She also has been involved in non-profit work for the Akron Art Museum and Firestone Country Club's 75th Anniversary. Megan began her career in a similar position with BBD&O Advertising in Troy, Mich. She and her boyfriend, '01 Seth Everitt, live in Sagamore Hills, but recent bought a century home in Akron's Highland Square neighborhood and are in the process of renovating it.

'02 Brandi Bodnar has joined Shonkwiler Marcoux, one of the largest PR agencies in Las Vegas, as a PR coordinator. She is responsible for several accounts, planning special events and VIP parties. She had previously been PR assistant for Siegfried & Roy.

'02 Doug Kish is the marketing and sales associate of the Kent State Stark Professional Education and Conference Center in Canton. The KSU/Stark facility is an outstanding meeting and conference center.

'02 Kellie Crowe is the public relations coordinator for St. Vincent Charity Hospital in Cleveland. She is responsible for internal communications, special events and electronic communications, and also assists the department director with external communications and marketing campaigns.

'02 Karen Kostko received a merit award from the Wisconsin Broadcasting Association in the spot news category. Karen received the award for a story she broke in July about a local car bombing. The association gives out only two awards in each category, first place and merit. Karen is employed at WSAW, the CBS affiliate in Wausau, Wis. Her viewing area covers more than 100,000 viewers, including Stevens Point, Marshfield, Wisconsin Rapids, Minoqua and Tomahawk. She is the Monday through Friday dayside reporter and also serves as a fill-in anchor and producer.

'02 Elisha Lee joined Nationwide Insurance as a casualty claims adjuster in the Canton service office. She investigates accidents and property damage claims and handles medical investigations, car accidents and homeowner's claims. While it's not a "PR job," Elisha says she uses her PRKent skills daily.

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2003

'03 **Jamie Bush** is the new marketing and communications assistant at NEBS (National Employee Benefits Services) in Cleveland. She reports to Director of Marketing '94 Michael Anderson, APR. Jamie is responsible for a number of publications, including the NEBS monthly newsletter. Jamie is also continuing in a part-time position with Robert Falls & Co., the PR firm where she had been an intern.

'03 **Cathy Cargnel** is the new assistant account executive at Akhia Public Relations in Hudson, Ohio. She works primarily for '97 Kimberly Clark on consumer clients, such as Arhaus Furniture, Wild Republic and St. Vincent Charity Hospital. Cathy had been an intern with Akhia since January. She lives in Cuyahoga Falls.

Cathy also let us know she became engaged a week before Thanksgiving. Her fiancé is West Point graduate Dan Artino. Dan is a 1st Lt. in the U.S. Army and is stationed at Fort Campbell, Ky., in the 101st Airborne. He's a pilot and flies Apache Longbows. A wedding date of Aug. 21, 2004 has been set. Congratulations are extended to Cathy from her friends at Conception PR.

'03 **Nancy Cycyk** joined Babcock & Wilcox in Barberton as PR specialist. She reports to '89 Sharyn Brooks McCaulley. Nancy had been an intern at Babcock & Wilcox for a year prior to her graduation.

'03 **Leslee Fetterhoff** joined the Goodyear Tire & Rubber Company as electronic communications assistant. Leslee had been an intern with Goodyear during her senior year. Congratulations are extended to Leslee from her friends at Conception PR.

'03 **Natalie Guzzo** has joined the Cleveland Clinic as news and information associate in the public and media relations department.

Natalie spent the summer as an intern with the clinic.

'03 **Jerrod Hill** joined the Gresham Outlook in November. The paper, located in Gresham, Ore., prints twice weekly. He used a brochure as a resume', which he said worked pretty well. He is a reporter covering the cities of Fairview, Wood Village and Troutdale, all located east of Portland, along the Columbia River. The Gresham Outlook covers "East County," which includes the three afore-mentioned cities, as well as Gresham, the largest of all four cities. Jerrod also does a weekly religion feature and prepares much of the other information on the religion page. He writes much of the blotter and all of the obituaries.

'03 **Lindsay Lemons** is the new employee relations coordinator at Aultman Hospital in Canton. Lindsay spent last summer as an intern in Aultman's Corporate Communications Dept., working with '01 Jodi Knapik. In her new post, Lindsay is charged with planning employee activities and coordinating employee exchange meetings with managers.

She also coordinates the Aultman Career Academy, a program in which area high school students rotate in all areas of the hospital to learn about medical careers. In addition, Lindsay writes management newsletters and copy for other publications. Lindsay lives in Canton. Congratulations are extended to Lindsay from her friends at Conception PR.

'03 **Andrea Matus** joined Weber Shandwick in Chicago. Andrea will work on the "Got Milk?" campaign, as a media relations spokesperson for central United States. She will travel for eight months to promote milk's nutritional benefits to teens. Her tour stops include San Antonio, Memphis, Austin, St. Louis, Indianapolis and 30 other cities.

Andrea is based in Chicago at Weber Shandwick's consumer PR hub.

'03 **Alexis Robinson** is campaign manager for Ohio State Rep. Jamie Callender (R-Willowick). Callender is running for state senator in District 18 (Lake, Geauga, and parts of Cuyahoga counties). Lexi met Callender during her final semester at Kent State — a semester spent in the Columbus Program In Inter-governmental Affairs.

'03 **Ryan Sudick** is the new retail coordinator for Sony Music Distribution in Chicago. He is in charge of promotions, marketing and merchandising for Sony Music artists, at more than 130 retail accounts throughout Ill., Ind. and Iowa. Sudick previously interned for Sony Music as a college marketing representative.

'03 **P.J. Ziegler**, former TV-2 sports anchor, has been hired as sports director and weekday sports anchor at KAWK/KAWBTV-9 in Bemidji, Minn. He is anchoring Monday through Friday, covering the Twins, the T-Wolves and the Minnesota Vikings.

JMC journeys: On the path to knowledge

Fruit travels to Kyrgyzstan for U.S. State Department trip

In October, JMC Director **Jeff Fruit** embarked on a two-week trip to Kyrgyzstan, to assist with a State Department-funded project trying to establish an independent press.

The project was managed through the non-governmental organization, Freedom House. U.S. Sen. **John McCain** is chairman of the commission overseeing the project.

One goal was to stimulate democracy and independent mass media throughout Central Asia by installing a printing press in Bishkek, capital of the Kyrgyz Republic. The press will have a large capacity and will be able to provide services to a large number of clients.

A second goal of his visit was to present funding sources a different view of the kinds of grants that might better reach the goals they seek. For example, much past funding has

been spent on training reporters. Some experts on the scene believe funds might better be spent first on gaining a better understanding of audiences and how media might better meet their needs.

Fruit worked on gaining a better understanding of the reading public, their news and information needs and current media consumption. He said he expects to help conduct a nationwide survey of Kyrgyz citizens to gauge reading habits.

"I have been told that Kyrgyz editors and publishers at this time do not have a reader-centered approach to either marketing or news," Fruit said. "They need to develop content that better suits their readership, as a first step to becoming profitable businesses, and to better foster the free flow of information to citizens that is so critical to a democratic system. Assisting in that development is a key goal of the project."

Idsvoog travels to Syria to improve on-air product

Assistant Professor of Broadcast News **Karl Idsvoog** has made two training missions to Syria on behalf of the U.S. State Department and hopes to return again.

His missions involved working with reporters, photographers and editors to improve the on-air product. He works with them one-on-one from the project's conception to its end. Karl notes that it's human nature for employees in nearly all situations to share their problems. What that gives him is many questions. The answers often pinpoint organizational problems for management.

An example of this is reporters complaining that it often took them three, four or five days to finish a relatively simple report. This was a result of drivers being assigned to multiple programs and not just the news. This means a reporter would be in the middle of an interview and the

driver would say, "it's time to go." The drivers were dictating when reporters left a story.

Another example is that it's impossible to do a television story without a photographer, but management usually assigned only a reporter. The reporter then wasted considerable time trying to find a photographer. But as in most organizations, everyone fights to maintain control of his/her kingdom.

A final example is the challenge of trying to conduct reliable market research. If you ask people on a survey if they watch National Syrian Television, they'll probably say yes because they know they had better say yes. But if you ask them in private, they say no. They watch Al-Jazeera or almost anything else because it's more interesting.

JMC Obituaries

'65 RON CLARK

Ron Clark, editorial page editor of the St. Paul Pioneer Press for 21 years, died of cancer on November 23, 2003. He was 60.

In 1971, Clark was part of the team of reporters and editors from the Akron Beacon Journal that won a Pulitzer Prize for their coverage of the 1970 May 4 Kent State shootings.

In 1981, Clark left the Beacon Journal and joined the Pioneer Press, where he served as chief editorial writer.

Clark earned a bachelor's degree in journalism from Kent State in 1965, a master's degree in journalism from Northwestern University in 1966 and a master's degree in public affairs from the University of Minnesota in 1999.

In April 2003, he was awarded an honorary doctor of laws degree by the University of St. Thomas in St. Paul.

In 2000, JMC named Clark its William Taylor Distinguished Alumnus award winner.

"Ron has been actively involved with many school activities as a member of our advisory board," said **Pam Creedon**, then Director for the School of JMC. "We wanted to honor a former Stater editor who had achieved prominence in the field. Ron is the perfect choice for our 75th anniversary celebration at homecoming," Creedon said.

Clark was a former board member of the World Press Institute at Macalester College and the Minnesota Newspaper Foundation and a former president of

COMPAS, a community arts organization based in St. Paul.

When he resigned last March to focus on his battle against non-Hodgkin's lymphoma, Clark wrote that his two primary goals as editorial page editor had been to "bring more reader participation onto the pages" and to differentiate the paper from the Minneapolis-based Star Tribune.

Of the second goal, he wrote, "We tried to do that by presenting more of a balance of opinions – left, right and center – a balance we thought frequently was missing in the Star Tribune, often seen as more liberal than the Pioneer Press."

"He was a very kind and gentle man," said **Steven Dornfeld**, former associate editorial page editor. "In some ways, I thought he was too nice a guy for this business. It pained Ron to have to criticize somebody, and that really wasn't a part of his being."

'66 William Bierman

William Bierman, retired Akron Beacon Journal writer and editor, died July 22, 2003. He was 61.

He joined the Beacon Journal staff in 1967 as a reporter, covering Summit County. He also served as editor of the Beacon Magazine before moving to the copy desk until his retirement in 2001.

Staff members at the Beacon Journal have said his wit and humor will be missed, as well as his true journalistic talent.

Walton D. Clarke

Walton D. Clarke, WKSU's first general manager, died Dec. 31, 2003. He was 94.

When Clarke arrived on the Kent State University campus in 1946, he was paid \$2,600 for ten months of work as assistant professor of speech, and WKSU was a non-broadcast, student radio workshop program. After a brief experiment in "broadcasting" radio shows over wires connecting classroom buildings, the FCC issued WKSU a broadcast license for one of the local FM frequencies reserved for non-commercial educational stations. With Clarke at the helm, WKSU officially went on-air with ten watts of power on Oct. 2, 1950.

Clarke served as WKSU's first general manager until his retirement from Kent State in 1975, guiding the station through its early growth and difficult events that included World War II and the tragic shootings at Kent State on May 4, 1970. He was inducted into the Akron Broadcaster Hall of Fame (then the Akron Radio Hall of Fame) in 1989. As part of WKSU's 50th Anniversary Celebration in 2000, Clarke was honored by Kent State President **Dr. Carol Cartwright** with the President's Medal for dedication and service to the University.

Over a quarter of a century's worth of Kent State students learned to be professional broadcasters through their connection with Clarke, including JMC Adjunct Emeritus Profes-



sor **Bob West**, who began his career in broadcasting over 50 years ago.

"Walt was the driving force that got me involved in radio," West said. "At the time I was earning my degree, he was the only radio professor. He encouraged me to get into the radio business, which I did. He was a friend, as well as a professor."

Current WKSU General Manager **Al Bartholet** agrees.

"I will miss Walt Clarke," Bartholet said. "I know that many others will miss him, too. But I also know that

each of us who had the privilege of knowing him—the man, the teacher, the visionary—will continue to try to live up to his memory, particularly as it relates to WKSU."

Clarke's legacy of broadcast journalism education continues through the Walton D. Clarke Fellowship for WKSU. The fellowship provides full, in-state tuition and a stipend to a qualified graduate student in Kent State's School of Journalism and Mass Communication, as well as 20 hours per week of experience alongside working broadcast professionals.

Kent JMC has 3 national SPJ mark of excellence winners

The Society of Professional Journalists (SPJ) chose two Kent State JMC students and one Kent State Student Media publication from among 2,700 entries as national award winners in the Mark of Excellence competition.

Winners were announced in September at the national convention of SPJ in Tampa, Fla., which was attended by seven members of the Kent JMC student chapter.

The awards were for outstanding student journalism produced in 2002. The competition drew nearly 2,700 entries in 45 categories for print, radio, television and online journalism.

KSU national winners were:

'03 **Andy Netzel**, second place in the magazine non-fiction article category,

for his piece on "The New Catholics" that appeared in **The Burr** magazine. Netzel is a former editor of the Daily Kent Stater.

Rob Meyer, third place in the newspaper sports writing category, for his article, "The One," which appeared in the **Daily Kent Stater**. Meyer is a former sports editor of the Daily Kent Stater.

The Burr Magazine, second place in the Best Student Magazine published more than once a year. Editors were '03 **Mark Cina** and '02 **Mandy Jenkins**. Professor **Ann Schierhorn** is adviser to the Burr. The Burr may be found online at www.burr.kent.edu

All three winners were also first-place winners in the Region 4 competition last spring.

Undergraduate Student Senate, the School of Journalism and Mass Communication and the Daily Kent Stater provided the funds needed for the seven members of Kent State's SPJ Chapter to attend the convention.

Students who attended were: **Kristy O'Hara, Jessica Alaimo, '02 Mandy Jenkins, Jaclyn Youhana, Stephanie Smith, Krista Gesaman** and **Jason Gallagher**.

A complete list of Region 4 winners, as well as more coverage of these awards, including other Kent JMC students who placed in the spring Region 4 competition, can be found at www.jmc.kent.edu/home/headlines/stories/2003/august/markexcellence.htm

Photo-J students earn top honors, including Student Photographer of the Year



Scott R. Galvin



Haraz Ghanbari

Scott finishing in 2nd place. Scott placed 1st in the overall Sports Action division.

'02 **Greg Ruffing** placed 2nd for overall Photographer of the Year.

Hearst Competition No. 2 Category: Sports and News
Scott earned 6th place in the photo contest, while Haraz took 11th place.

National Press Photographer's Association student quarterly contest:
Haraz swept the features contest, taking 1st, 2nd and 3rd places. He also took 3rd place in the sports contest and 1st place in the news contest.

National Guard media contest:
The 2003 National Guard Media Contest, presented by the National Guard Bureau Office

of Public Affairs "... drew entries from the best and brightest public affairs professionals in the Army and Air National Guard. Competition was intense, requiring each of the 223 print and 17 broadcasting entries to undergo a great amount of scrutiny to determine the winners in each category." Haraz took the following honors:

Army Category C: Magazine Format Publication, 2nd Place

Buckeye Guard, OH (of which Haraz was a significant contributor)

Army Category U: Special Achievement in Print Media

Ohio National Guard Public Affairs Office
Title: Buckeye Guard Deployment Supplement (of which Haraz was a significant contributor)

Army Category F: Feature Article, 3rd Place
SPC Haraz N. Ghanbari, OH ARNG
Title: Newsman and soldier, Mansfield ready to respond at a moment's notice.

Student employee rebuilds life as war refugee

Most devoted Catholics dream of a snow-blanketed, white Christmas and imagine an immaculate midnight Mass with voices singing perfectly in practiced harmony: *Silent night, Holy night. All is calm, all is bright. 'Round yon virgin, Mother and Child.*

Dreams, however, cannot replace the sharpness of reality. **Biljana Lovrinovic** still holds back tears remembering what she calls the "most silent and holiest night" of her life.

"I was 11 years old," Biljana said. "After the Christmas Eve Mass, I was walking alone down snow-covered streets in Zagreb [Croatia]. There were no people on the street. They were all inside with their families. At that moment, I knew the real meaning of a 'holy night.' It was a sad moment."

Biljana longed to be united with her mother and father in Bosnia-Herzegovina. Biljana was born and raised in Travnik, a city cradled between two mountains, slightly northwest of Sarajevo.

"I know there were a lot of people worse off than us. I lived the war differently," Biljana said. "I lived the war by not having parents around and being a child on my own."

On April 6, 1992, war erupted between the Bosnian government and Bosnian Serbs residing in or near the capital, Sarajevo.

At the beginning of April, Biljana's mother, Visnja, had already decided to put her daughter and Boris, Biljana's six-year-old brother, on a bus filled with elderly, children and women fleeing to Croatia. She was concerned for her children's safety and arranged for them to stay with her brother in Zagreb, until the situation in Bosnia-Herzegovina improved.

"I haven't heard about or read about anyone like my mother," Biljana said. "She is so loyal to her family. She would die for her kids."

The bus broke down and never left Travnik. Two weeks later, her children boarded another bus only to return shortly after departing. News came quickly that Serbs bombarded a bridge along the bus route.

"Bosnia always exists on the edge of civilization, behind Europe and 'between the worlds,' because of conservative religions," Visnja said referring to a quote by Ivo Andric, a 1961 Nobel Prize-winning writer, born near Travnik.

On April 25, 1992, Biljana's 11th birthday, Bil-



Photo by Marie Ho

jana and Boris would finally leave Travnik with Visnja's 15-year-old sister. It would take more than a day for the bus to wind its way through Bosnia-Herzegovina's narrow mountain roads and arrive in Zagreb, Croatia's capital city.

"That was the hardest time in my life," Visnja said. "My life was in danger all the time. I lost so much; I mean, I built up my house with so much love and time, and it was all destroyed."

Once situated in Croatia with her uncle, 11-year-old Biljana took her 7-year-old brother, Boris, to the Croatian social services office to obtain a refugee pass.

"As a refugee, you are marked," Visnja said. "It's like the stamp they put on animals."

The refugee pass allowed the children to freely use public transportation in Zagreb, provided them with health insurance, and made it possible for refugees to get flour, sugar, canned food, and hygiene products from the Red Cross.

In order to avoid starvation, Biljana would stand in a line outside Zagreb's Red Cross at 6 a.m., or several hours before the office opened, depending on what was being doled out.

Biljana looks back upon her experience in Zagreb positively now and said that it has transformed her outlook on life. She said simple things become important to her. She lists her faith in God and assistance from Catholic charities, like Caritas, as important in helping her through desperate times.

Caritas Internationalis, headquartered in Vatican

City, Italy, is a confederation of 162 Catholic relief, development and social service organizations.

"All people deserve to be treated as important individuals, not like cattle or toys," Biljana said. "I am constantly aware of what a comfortable life we have here in America. While we entertain and amuse ourselves, other people are suffering. It seriously drives me crazy if I start to think about it."

Since November 8, 1999, Biljana, Boris and Visnja have lived in Eastlake, Ohio, as Bosnia-Herzegovina war refugees.

Biljana, a senior visual communication design and German major, currently works as a student media ad designer for the Daily Kent Stater and production manager for Luna Negra.

Kate Common, Biljana's supervisor as media specialist for the Office of Student Media, said Biljana's personal story makes her realize how sheltered her life is compared to a refugee's. She also said most people who work with her as an ad designer probably do not know she is a war refugee.

"Biljana is the only person I know that has been involved in a war," Common said. "She has really put a face on war and refugees for me. Everyone needs to realize that there are real people involved in these struggles. Stories like Biljana's are important and should be heard."

For more information and a full photo story on Biljana by **Marie Ho**, visit www.jmc.kent.edu/home/feature/marie/index.htm.

Paula Slimak endows scholarship

Resources for deserving JMC students just got a little bigger. **Paula Slimak**, friend of Kent State University JMC, recently endowed a scholarship, which will award \$500 a year to a non-traditional JMC student.

Slimak's extensive career includes media and public relations at local, statewide and national levels. A nontraditional student, starting college five years after graduating from high school, Slimak left secretarial work at the law firm of former U.S. Senator **Howard M. Metzenbaum** to pursue her degree. She earned her BA in English from Kent State University in 1968 and taught school for a year before returning to the university to pursue a graduate degree. Slimak attended Kent State during the tumultuous Vietnam Era, when students around the country were protesting the war. In an effort to move forward after the Kent State May 4, 1970 tragedy, Slimak accepted a position as city editor of a daily newspaper in Keokuk, Iowa, where she worked for two years, during which time she completed her thesis and received her master's degree in journalism in 1971. Her career has included roles as reporter for The Plain Dealer, Ohio press secretary for U.S. Senator Howard M. Metzenbaum, political reporter for WEWS-TV5, executive producer for WKYC-

TV3, press secretary for and running the office of U.S. Rep. Mary Rose Oakar, executive director of communications for Kent State, and her current position, director of marketing and communications for United Way.

Slimak has received awards from the Ohio Press Women, the American Cancer Society, the Radio-Television Council of Greater Cleveland and the Kent State JMC Alumni council.

In her capacity as Kent State's executive director of communications, Slimak played a prominent role in shaping and implementing the university's 25th commemoration of the events of May 4. Her entry about that milestone observance in the Council for Advancement and Support of Education's national competition earned Kent State the Gold Award for Special Events.

A past chair of the Scholarship Committee for the Cleveland Chapter of the Society of Professional Journalists, she continues to serve on the committee and participates in student conferences. This year, she endowed a scholarship to JMC. This scholarship was given in memory of the students who were killed and injured on May 4. Her gift is intended to help talented, nontraditional students pursue rewarding and full careers – just as she was encouraged to do – by taking advantage of limitless opportunities made possi-



Paula Slimak

ble by the confidence from a Kent State education.

For information on current JMC Scholarships and those scholarships which still need to be endowed, see the list on the following page.

JMC scholarships and awards

Scholarships and Awards listed below range in value from \$250 to \$5,000

American Society of Business Press Editors Scholarship	Doug Moore Scholarship
Walton D. Clark Endowed Scholarship	Frances B. Murphey Scholarship
Robert C. & Helen Westcott Dix Scholarship	William Oliver Fellowship in Public Affairs
Roger and Ada Fidler Scholarship	Paul Poorman Scholarship
Al Fitzpatrick Scholarship	PRSSA Fellowship Award
JMC Alumni Council Legacy Scholarship	Ludel Sauvageot Scholarship
Herb Kamm/Scripps Howard Scholarship	John L. Scott Endowed Scholarship
Dick Kostic/Cleveland Press Club Scholarship	Robert Sorino Memorial Scholarship
Paul Ashby Lewis Scholarship	Gene Stebbins/JMC Alumni Council Scholarship
Phil Macomber Scholarship	Wallace H. & Peggy V. Stroud Scholarship
E. Zoe McCathrin Public Relations Scholarship	James M. Sutherland Scholarship
Beth Ann McClain Scholarship	William Taylor Scholarship
Robert McGruder Scholarship and Alumni Scholarship	Loris C. Troyer Scholarship
David A. Meeker Endowed Scholarship	Paula Slimak Scholarship

Scholarships and Awards funded annually by JMC or private individuals

Robert Burdock Award	Trudy and Allen Goodkin Award
Ed Cliney Award	Thompson Family Award
Ralph C. Darrow Award	Murray Powers Award
John Fowler Award	Ralph W. Smith Award

For more information on scholarships and what kind of major/student each one is intended for, please visit the Web site at: www.jmc.kent.edu/students/current/bbd02.htm or contact the School of JMC at 330-672-2572.

Donations to the School of JMC Scholarship Fund can be sent to:

School of Journalism & Mass Communication
Scholarship Fund
Kent State University
130 Taylor Hall
PO Box 5190
Kent, OH 44242-0001

Please make checks payable to Kent State University Foundation and indicate on the memo line the purpose of the gift ("JMC Scholarship" or a specific JMC scholarship).

If you have questions about donations, please contact Director of Development **Laura Schmidt** at 330-672-2767 or e-mail ljschmid@kent.edu

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Pictured from left are Account Supervisor '97 Kimberly Clark (BS Public Relations), Visual Communicator '00 Damien Bowman (BA Visual Communication and Design), Assistant Account Executive '03 Cathy Cargnel (BS Public Relations) and Account Supervisor '00 Ben Brugler (BS Public Relations).

Jargon
