



AP Photo/Gregory Bull



University of Colorado **Boulder**

6 **Energizing**
voices of change

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on college

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focus



Think. Innovate. Create.

As an activist and recent graduate from our Media and Public Engagement master's program, **Katy Fetters** uses social media to reframe cerebral palsy (Page 11).

Assistant Professor Jed Brubaker is making the internet a kinder place (Page 24).

And alumna **Savannah Sellers** has a daily following of millions of teens who are showing that they do care about the news (Page 4).

Fetters, Brubaker and Sellers come from different backgrounds. One graduated from media studies, one is an information scientist, and one is a journalist. Yet they are all using social media for social change. In terms of media, they're thinking beyond what once was, embracing what now exists, and creating new possibilities for what could be.

I'm thinking about these and many other stories as we enter our fifth year as a college. We've created new departments and centers, hired faculty from across the country and developed new academic programs. These changes have set up an environment for our students, alumni, faculty and staff to be confident and creative in an evolving world, and we're continuing to move forward.

Our new sports media minor is one of the best examples of how we're building on the strong foundation of our legacy programs. It provides hands-on media training and gives students the flexibility to explore a number of sports-related topics, including business and economics, race and gender dynamics, health and wellness, fandom and rhetoric, and more. Read about our many alumni working in the field and what the minor means for students on Page 30.

As always, I'd love to hear from you.

Lori Bergen

Founding Dean, College of Media, Communication and Information



The right shot

Australian forward Sam Kerr, 2017



Australian aerial/freestyle skier David Morris, 2018



Canadian golfer Adam Hadwin, 2017

As an AP photographer in San Diego, **Gregory Bull (Jour'91)** covers everything from sports to immigration to drought. More than any other assignment, the continual pressure of sports to “predict what will happen next and respond quickly at just the right moment” has honed his skills, he says. Next summer he will cover gymnastics at the Olympics in Tokyo. See more of his work on our front and back covers. All photos by Gregory Bull for the *Associated Press*.



America's Cup yacht race, 2017



In 2018 while **Marshall McKinley (StratComm'19)** was a CMCI junior, he transformed a concept developed while photographing friends for his Instagram page into a nationwide "Otterbox X Target" campaign. Read more on Page 9.

Photo by Marshall McKinley for "Otterbox X Target"

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Making Waves



in tune with teens

By Malinda Miller
(Engl, Jour'92; MJour'98)

When Savannah Sellers (Jour'13) visited the *Today* show plaza in eighth grade—deciding then and there that she wanted to go into news—her current job didn't exist.

And six years ago, when she graduated from CU, Snapchat news host was still an unknown job title. That changed in 2017, when NBC News took the bold step of creating *Stay Tuned*, the first daily news show produced for Snapchat.

Seeking to connect with a younger audience, NBC News hired Sellers and Gadi Schwartz as co-hosts for the twice-daily show, and then added Lawrence Jackson from MTV's *Total Request Live* in 2018.

Supported by a team of 25, the three hosts produce content tailored to the younger audience and social media platform. Video is shot to fit the vertical format of a phone, and text captions on the screen allow for watching with the sound off. The writing is short and to the point, packing four or five stories into about two minutes.

Sellers says she delivers the news as if she's retelling it to a friend, which means a more casual tone and not using what she calls "anchor voice." She also brings this younger sensibility and style of writing to other network platforms, including appearances on the *Today* show.

"Working at a company that has decided to invest so much in reaching younger audiences with authentic content has been so exciting and incredible," she says.

The effort to customize the presentation of news instead of reposting news clips from other NBC broadcasts has paid off. The show averages 20 million to 30 million unique monthly viewers, with 75% of the audience younger than 25, according to data from Snapchat and NBC News.

With ratings climbing, the *Stay Tuned* team recently launched a presence on Instagram and is experimenting with content on TikTok and YouTube.

Teachers and high schoolers stop Sellers on the street or send messages to let her know that teens are paying attention to the news in a way they didn't before they found *Stay Tuned*.

"The most frequent thing that I hear when people come up to me is that they never watched the news until *Stay Tuned*," Sellers says. "It feels like we're kind of shifting how they're going to grow up and how they're going to interact with the world, what type of citizens they're going to be."

Chad Brokaw, a *Stay Tuned* viewer and student president of CU Boulder's 2020 senior class council, finds Sellers' authenticity striking.

"She's very human and easy to trust as a news source," he adds.

Brokaw, who was among the students who chose Sellers as the 2019 commencement speaker, also nominated Sellers for the Kalpana Chawla Outstanding Graduate Award, which she accepted Nov. 7 at the annual Alumni Awards during Homecoming. The award recognizes career achievements and contributions to the community by alumni within 15 years of graduation.

The connection with the audience that Sellers and the other hosts creates is "unlike anything the media industry has seen," says Chris Berend, executive vice president of digital for NBC News Group.

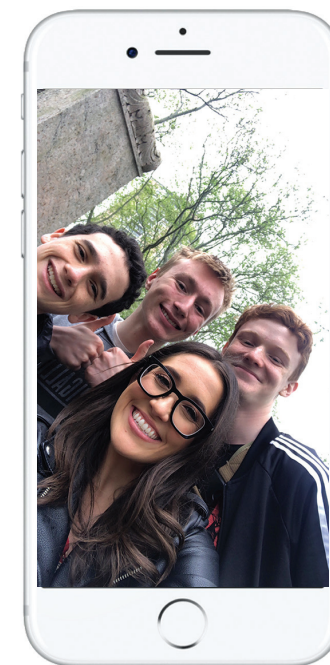
"Savannah shares relevant stories to this generation, without dumbing down content, and is able to bring a powerful and empathetic intelligence to the show," Berend says.

That connection is even more important when she reports on difficult topics.

The day after the February 2018 shooting at Marjory Stoneman Douglas High School in Parkland, Florida, 17 million people watched the show.

"It feels like our show is this little window into really passionate and engaged kids. And in some cases, it feels like they've become more so that way because they found an outlet to get information from," Sellers says. "This honestly might be the coolest thing I ever get to do in my life, just because it feels like it's making an actual difference." ♦

**"The most frequent thing that I hear when people come up to me is that they never watched the news until *Stay Tuned*."
—Savannah Sellers**



Savannah Sellers with teen activists and viewers of *Stay Tuned* at a march for climate change action in Brooklyn, New York.

#PoweredByThePeople

By Stephanie Cook
(MJour'18)

When Phaedra Pezzullo moved to Boulder, the city was circulating a new Climate Action Plan. While it sounded ambitious, it lacked an essential element.

“It was bold and high tech and grounded in climate science, which thrives in Boulder, but when you turned the page in the plan to community engagement, it was an iStock photo of generic diverse people with no plan proposed for actual engagement with residents of Boulder,” she says.

Pezzullo, an associate professor of communication who studies environmental justice, rhetoric and culture, offered to help the city develop a concrete plan for public engagement.

In 2016, Pezzullo and three campus colleagues formed the Just Transition Collaborative, which engages the public about the transition to a renewable energy economy through public events, trainings, and neighborhood meetings in Boulder and surrounding areas, such as Longmont and Lafayette.

“The only way we’re going to thrive as a nation is for us to embrace renewable energy, and then think about people who are being impacted by this,” Pezzullo says.

One of the group’s programs, Climate Justice Leaders, brings together people of color, immigrants, youth, elders and low-income groups for a series of workshops to train them and to amplify their voices.

Angela M. Ortiz, a Colombia native, joined the program to learn more about policymaking in sustainability and equity. Since completing the program, she’s explored opportunities to join a board or commission in the city of Boulder, according to the group’s 2019 annual report.

The group also trains policymakers to communicate findings and recommendations using a model grounded in social justice, cultural competency and regional specificity.

This is the best way, Pezzullo says, to spark people’s passions and engage them in work that can lead to meaningful change.

Traditionally, climate scientists have communicated using an information deficit model, attributing public skepticism to a lack of education and information, Pezzullo says. In trying to convince the public that climate change is a real threat and that solutions exist to address it, they’ve relied mostly on peer-reviewed papers and reports.

“That has not moved the political needle or changed the culture enough,” she says, adding that because this approach tends to make climate change seem overwhelming or abstract, people don’t treat it with the same urgency as paying bills or caring for their families.

The group, whose partnership Boulder Mayor Suzanne Jones affirmed during a congressional field hearing in August, hopes their work can shape a just transition locally and on a national scale.

“Communities are already coming up with inventive ways to use less because they have less,” Pezzullo says. “So how can we learn from them about how to have a low carbon footprint and a joyous life in a way that’s not just all about sacrifice—in a way that understands what the good life means from a different cultural perspective.” ➡

45%

of people very often or
always use a digital device
while watching TV



#GAME OF PHONES



By Stephanie Cook
(MJour'18)

HBO's *Game of Thrones* made history in its final season when fans tweeted about the third episode in record numbers.

With nearly 8 million tweets, the milestone highlighted a shift in how people watch TV. According to a 2019 Nielsen Total Audience Report, 45% of people very often or always use a digital device while watching TV.

Producers capitalize on this trend by offering viewers mobile content to interact with.

"There was a show on Sci-Fi called *Defiance* that aired in 2013, and that's the one I really started to notice because they started signaling in the programming that now it's time to sync up your device," Associate Professor Rick Stevens says. He and other media scholars call the trend "second screening."

Apps can cue fans to examine an object in the show's background, read a translation of an alien language, or learn more about key characters.

"When you talk about a program on the Sci-Fi network or somewhere like that, their audience is smaller than the general audience," Stevens says, "so what they want are deeply committed fans, and this is one way to get to that."

Long before the industry caught on to second screening, viewers were interacting in chat rooms and sharing fanfiction.

"The history of television has been one, throughout the 20th century, where producers think that they control a text," Stevens says, "and then are frequently surprised by the level of engagement of certain fan audiences."

This relationship can cut both ways, Stevens says. For instance, after the final season of *Game of Thrones*, fans who were dissatisfied with the outcome took to the internet demanding a rewrite.

"Having devoted fans is great until it's not," he says. "Devoted fans also have that expectation, and they have privilege that they feel goes with it, so it is a relationship that has to be constantly negotiated." ♦♦



Shifting the lens

By Tayler Shaw
(Jour, Span, ex'21)

Abby Siegel (CritMedia'19) is compelled to do something that's usually ill advised in polite culture: Approach strangers to ask about their race and religion.

For her project, *The Daughters of Esther*, Siegel has profiled 11 women in a documentary photo series named after the Old Testament story of Queen Esther, who saved thousands of Jewish people from execution.

To Siegel, these women demonstrate Esther's bravery by sharing their identities and struggles. Women like Nylah Burton, the Denver-based writer who first opened Siegel's eyes to the need for more Jewish women of color to have their stories heard.

"Inclusivity is not equity, and so saying, 'We accept Jews of color,' is not the same thing as actually making Jews of color have an equal voice," Burton told Siegel.

In "A Vital, Vulnerable Conversation With the Leaders of the Women's March," which appeared in *The Nation*, Burton encouraged Jewish women of color to attend the 2019 march amid boycotts.

Siegel—a white Jewish woman—wanted to hear more and, through that curiosity, created *The Daughters of Esther* project.

Top: Nylah Burton
Bottom: Karen Rothstein
Photos by Abby Siegel

"It kind of just made me think more about how Judaism in America is mostly looked at through a white lens, and how we don't hear those voices of two marginalized groups, which I wanted to bring to light," Siegel says.

One of Siegel's interview subjects, Karen Rothstein, was adopted from Seoul, South Korea, by Jewish parents at age 2. Highlighting the tensions that can arise for nonwhite Jewish women in everyday life, Rothstein recalled a Jewish speed-dating event she attended during her early 20s, during which she was questioned by other attendees as to why she was there.

"They felt like I was poaching their men. And (I) said, 'I'm actually Jewish,'" she told Siegel.

Now working for the postproduction studio 11 Dollar Bill as a client services manager and associate producer, Siegel plans to continue her work on *The Daughters of Esther*. Her goal is to expand the project internationally and to teach others the lessons she continues to learn.

"There's not one face to Judaism," she says. "I hope people listen to their stories because they are important, and they're a huge part of our Jewish community." ↔

Courting Success

Perched on a ladder above the graphic lines of a pickleball court, **Marshall McKinley (StratComm'19)** focuses a camera on his friend Jane below.

The two do this often, experimenting with concepts, colors and poses to create new images. In many ways this shoot was no different—except for the 20-person crew behind them.

Still a junior at the time, McKinley was photographing a campaign for the Fort Collins-based company Otterbox, which would be featured in Target stores around the country.

After hearing about the opportunity from Bill Fisher, an associate creative director and senior designer for Otterbox, McKinley showed the company photos of Jane against bright, primary-colored backgrounds. To his surprise, the concept became the basis for Otterbox's national campaign.

"Otterbox wanted to work with me because they knew my images, and they knew the kind of style that I shot," he says. "And that was really special."

The shoot, which included several of McKinley's close friends, lasted two days and resulted in thousands of photos. The final product is a series of brilliant, graphic images that capture a sense of youth and diversity.

For McKinley, it was a formative opportunity to turn his passion into professional work.

"I understand life and things that have happened through creative processing and through artistic expression," McKinley says. "It's not just a fun attribute about myself. It's core to my identity." ↔

By Tayler Shaw
(Jour, Span, ex'21)



Photo by Marshall McKinley for the "Otterbox X Target" campaign



When challenged to draw attention to a new website for the company Avery Dennison, which specializes in packaging and labeling design, sophomores Megan Lange and Julia Muell knew what to do: Handle with care.

After months of research and conceptualization, the pair landed on a winning strategy: ads that would embrace, rather than compete with, their environmental surroundings.

The finished product, “Inspired World,” claimed a coveted Golden Pencil at the 2019 Young Ones awards, a worldwide showcase of creative work by top students in advertising, digital communication and design.

“I was in math class,” Muell says, remembering the moment Lange texted her the news that they’d won the top prize in the client brief category. “So I left class, and I immediately called her and started crying.”

Ad students deliver



By Tayler Shaw
(Jour, Span, ex'21)



Images by Megan Lange and Julia Muell for their “Inspired World” campaign

Accompanied by Professors of Practice Dan Ligon and David Smal, Muell and Lange joined 12 other advertising students on a trip to New York City for the competition, hosted each year by The One Club for Creativity. Their four-day trip included visits to six media and advertising agencies, and stops at iconic sights throughout the city.

“It was definitely a learning experience,” says Sam Eaton, a senior majoring in strategic communications and studio arts who won a Bronze Pencil for his team’s “Read Between the Lies” submission for *The New York Times*’ brief. “There was so much collaboration from other team members and perspectives I never even would have considered.”

As a group, this year’s students brought home two Golden Pencils, one Silver, one Bronze and several merit awards. They finished in eighth place overall, and in second place among other 4-year undergraduate (non-art) universities.

“I kind of look at it as a diving board—like it just gives me a little bounce before I jump even further,” Lange says. ➡

Strength in Numbers

By Tayler Shaw
(Jour, Span, ex'21)

After reaching the top of Machu Picchu in 2017, **Katy Fetters (MMediaSt'19)** commemorated her climb with an Instagram post.

This, and other images she shared while traveling 7,000 miles across South America wearing an ExoSym leg brace, was about more than a photo op; it was a celebration of victory and visibility, both for Fetters and an entire community of people with cerebral palsy.

Often called CP for short, cerebral palsy refers to a congenital brain injury that, in Fetters' words, "manifests itself in a variety of ways, in different regions of the body."

At 17, Fetters, who was born with CP and has limited mobility on the left side of her body, started a personal blog called TeenCP. During the trip, she was inspired to take the idea one step further, rebranding the blog into a collective online movement called Cerebral Palsy Strong.

"It really just started with me, kind of looking for a community—looking for a friend with CP," she says.

Today, as an activist and recent graduate from CMCI's Media and Public Engagement master's program, Fetters is harnessing the power of social media to redefine what it means to have a disability. She now counts more than 4,000 Instagram followers, with over 11,000 posts featuring her signature hashtag, #CPstrong.

"I think what's funny is that a lot of people look at social media as kind of a silly form of activism," she says. "Whereas a lot of people in the CP community—the disability community—are like, 'This is the only way I can participate, and this is the way I feel like I matter.'"

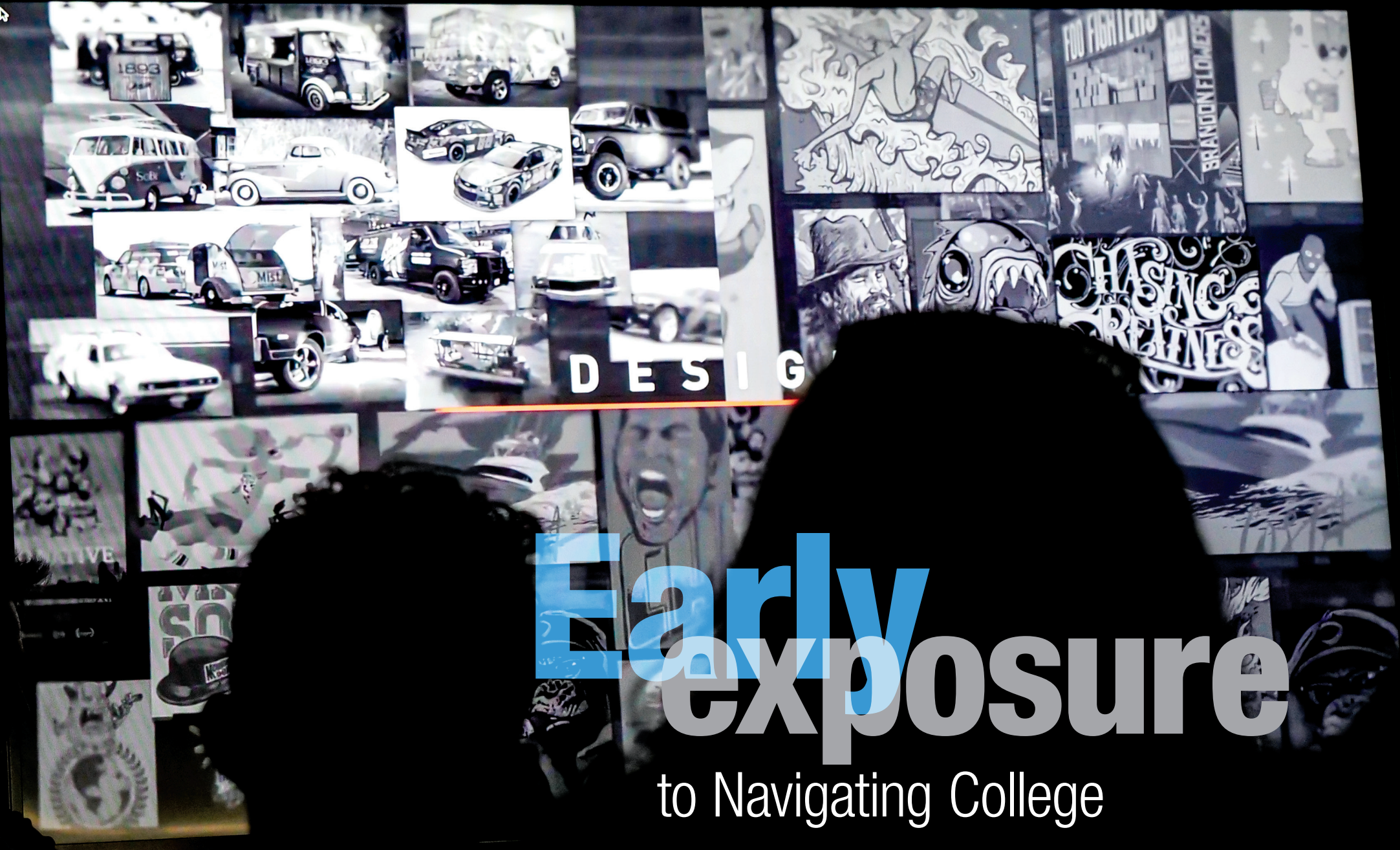
In March, for her thesis project, Fetters hosted her first CP Social event in Huntington Beach, California, bringing the community she'd formed online face-to-face.

Looking ahead, she aims to convert Cerebral Palsy Strong into a member-led organization and continue expanding its reach, empowering those with CP to share stories and find a sense of belonging while also educating people outside the community.

"I think it's constantly reminding ourselves that we're all human," she says. "And at the end of the day, we all just kind of want the same thing: To be accepted and to be recognized for what we're doing and what we've done." ↔

#CPSTRONG





DESIGN

Early exposure to Navigating College

Trinity Padilla planned a career in the media, but in her hometown of Parachute, Colorado—with a population under 1,200 and a 2018 graduating class of about 50—she didn't have many role models.

Soon, that would change. After being accepted to the College of Media, Communication and Information, she received an invitation to the college's Pathways to Excellence Summer Intensive, an immersive bridge program that is especially well suited for historically underserved incoming first-year students interested in getting a jump-start on the semester.

"I went in terrified because I didn't know what this major would be," says Padilla of the experience, where she developed new skills and met students who share similar interests. "I learned all these different career paths that you could go on, and it made me a lot more confident going in because I had a plan."

During the one-week program, students get to know the Boulder campus and city, tour local newsrooms and agencies, meet alumni, and work side-by-side with faculty and peers to produce creative projects.

"One of the most important components that determines if someone stays in college and does well is community," says Ruth Hickerson, director of Pathways. "Students who have completed the program start classes in the fall with a group of friends, real relationships with faculty members and quality student mentors who understand the challenges of college and have already had to navigate some of those challenges."

Padilla, now a sophomore majoring in critical media practices, continued her involvement with Pathways, returning as a resident advisor to guide 18 new students through the summer program.

One of those students, Ryan Schmidt from Colorado Springs, says he was extremely nervous thinking about starting college. That changed after going through Pathways.

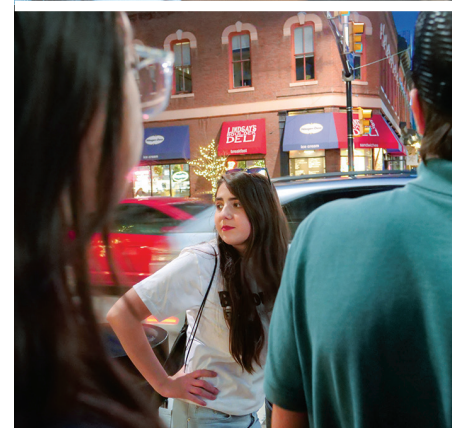
"I'm confident, I'm ready, I know what to do. I met my advisor, I met my college professors, I have friends here now," says the communication major who entered this fall. "And I know what it's like living in a dorm. I feel a lot more ahead than I was before." ⇄



"We are building on the success of Pathways to create a whole suite of resources that enhance the full student experience for everyone," says Karen Ashcraft, associate dean of diversity, equity and inclusion for CMCI. "In summer 2020, for instance, we are launching a summer academy for high school students that extends CMCI's reach to Colorado communities."

The extent to which CMCI can implement additional programming to support a diverse, inclusive and equitable community will also depend on private donations.

Please consider making a gift toward these efforts: giving.cu.edu/cmclidiversity.



Dean's Leadership Society

This list celebrates cumulative giving to any CMCI fund, department or center of \$1,000 or more during the recent academic year (July 1, 2018, to June 30, 2019).

To learn more and join the Dean's Leadership Society, visit colorado.edu/cmci/donate or contact cmcigiving@colorado.edu.

Supporting CMCI

Charitable support from alumni, parents and friends played a critical role in CMCI's first four years and is important for continued success. Please consider a gift today.

Online: colorado.edu/cmci/donate
Mail: Send checks payable to the University of Colorado Foundation to:
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Please add a note designating your gift for CMCI. Questions? cmcigiving@colorado.edu or 303-735-1654

Dean's Cabinet (\$5,000 and up)

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Peter Lasser (Comm'76) and Cynthia Potter
Dave (Engl'81) and Danni Lougee
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Kathleen O'Brien Ham (Jour'80)
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Carolyn (Jour'91) and Neil (Fin'89) Jeffries
Amy (Comm'92) and Clark (Bus'91) Jones
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Susan (Advert'74) and Gerald Wilbourn
Van Woodcock (Advert'84)
John Wrobel



Surprise estate gift created CMCI's largest scholarship endowment



When Paul Voakes, then dean of the School of Journalism and Mass Communication, opened his mail during the last week of September 2008, he expected the usual assortment of academic business.

He didn't expect a check for \$778,000.

A letter from the estate of William S. Hemingway, a former employee of *The Denver Post*, contained that first check and the news that he'd left his entire estate to CU Boulder.

Over the next few months, more estate distributions arrived, totaling \$1,340,190.72. It remains the largest estate gift received by the former school of journalism or the College of Media, Communication and Information.

Bill Hemingway started at *The Denver Post* copy desk in 1960 and worked in a variety of jobs until his retirement in 1991, including zone editor, photo editor, assistant make-up editor, assistant city editor and assistant editor of the paper's Empire Magazine section, according to a funeral notice that ran in the *Post*.

In his retirement he traveled the world and volunteered as an exhibit guide at the Denver Museum of Nature and Science.

Although he finalized his estate plans several years before he died in April 2008, he never told the university of the generous bequest he planned.

That element seems consistent with his personality. Those who worked with Hemingway at the *Post* remember him as a bit of a mystery.

"Bill Hemingway was a very quiet man," says Pete Names, who worked alongside him at the *Post* for more than 30 years. "He came in, did his job well and went home to his small flat on Capitol Hill."

Hemingway also was remembered for his fashion. "He always wore polyester suits—either two-piece or three-piece—always," Names says. "He surprised all of us on his last day. He wore a designer tuxedo and worked his whole shift, quietly said goodbye and left. Kind of a class act."

Hemingway's gift created a scholarship endowment, first at the former school of journalism, and now at CMCI. Through market growth, the William S. Hemingway Scholarship Endowment has grown to \$1.6 million and has funded awards to more than 350 students.

Create your legacy at CMCI

Anyone can transform lives and help shape the future of CMCI through their estate planning, while also creating a personal legacy. There are giving vehicles that work for every age, situation and level of wealth, including leaving CMCI funds through:

- A bequest in a will of a specific amount or a percentage of an estate
- A retirement account beneficiary designation
- The gift of specific assets, such as appreciated stock

For more information on how you can make an impact at CMCI through your estate planning, visit colorado.edu/cmci/plannedgiving or contact Mary Beth Searles, assistant dean for advancement, at 303-492-1215 or marybeth.searles@colorado.edu. ♦

Making

WWAWVES

By Lisa Marshall
(Jour, PolSci'94)

Ensign Mary F. Waters and Lt. Wm. J. Sweeny check a 20 mm canon at Bethlehem Hingham Shipyard in Massachusetts in 1944. All images courtesy of Kathleen M. Ryan.

1943

The year was 1943. The war raged on in Europe. And President Franklin Roosevelt had recently taken an unprecedented step, creating a new, all-female division of the U.S. Navy to free up men for sea duty. Their recruitment slogan: Free a man to fight.

A hundred thousand women would answer the call. They enlisted in the Navy as WAVES: Women Accepted for Volunteer Emergency Services.

They'd travel far from home by train for a grueling six-week boot camp at one of several universities, including CU Boulder, agreeing to serve in the military for the duration of the war plus six months. Once on the job, they trained fighter pilots and gunners, fixed planes, decoded top-secret messages, served as meteorologists, and did just about any job that didn't involve going to battle.

"Because they weren't in combat, their stories aren't often told," says Kathleen M. Ryan, a documentary filmmaker and associate professor of journalism. "But these women mattered, too. Their experiences show that wartime heroics weren't limited to the battlefield."

As the 75th anniversary of the end of World War II approaches and airwaves begin to fill with stories of distant battles won and the brave men who fought them, Ryan's lens is focused on the veteran women who helped make those victories possible.



Seven up!—Her six brothers are serving in the armed forces, but Mary Marovich (right), 22, of 6814 S. Normal decided that wasn't enough. Enlisting in the WAVES she takes oath from Lt. Margaret Harding Cecil. (TIMES Photo)

A Chicago Times article features Ryan's mother, Mary Marovich, being sworn in as a WAVE.



WAVES attend aviation machinist's mates class at the Naval Air Technical Training Center in Norman, Oklahoma, in 1943. Photo by Lt. Wayne Miller.

Family connection

Ryan started collecting oral histories of WAVES more than a decade ago, as part of her PhD dissertation at the University of Oregon.

Her mother, Mary Marovich, had been working at the phone company in South Chicago when, at age 22, she opted to follow in the footsteps of her six brothers and enlist. Marovich served for more than two years, rising to the role of pharmacist's mate third class, where she was paid \$96 a month—the same as a Navy man.

"My mom never talked about it at all," recalls Ryan, who learned much of her mother's service history by rustling through old papers and photographs after she had died. "But she was proud of it, and she was insistent that when she died she be given a military headstone."

Ryan has gathered 51 audio and video oral histories, documenting the stories of the first women to be admitted to the U.S. military, notably, at the same rank and pay scale as men.

In 2012, she produced a full-length documentary, *Homefront Heroines: The Waves of World War II*.

Now, with support from a National Endowment for the Humanities grant, she's working on an interactive website that will include video artifacts, more expert interviews and full transcripts—all in time for the 2020 commemorations of the war's end.

"I want people to know that the experiences of these women were important, not only to them and their families, but to society as a whole," Ryan says. "They laid the groundwork for change."

Hinges of history

Through her interviews, Ryan has uncovered a host of colorful histories of proud women, many of whom joined the WAVES to break free of the era's limited employment options.

"I was supposed to go into the convent. The nuns were really zeroed in on me. But I didn't want to," WAVES veteran Josette Wingo recalls in Ryan's documentary.

Veteran Eileen Horner Blakeley adds that, traditionally, a woman's job "was to be a nurse, a housekeeper or a teacher. We didn't know it, but we were really breaking ground for generations to come."

It soon became clear that they were capable of more than they'd been given credit for.

"The rumor in the Navy was that the best pilots were the ones who had been trained by women," Ryan says. "They knew how to teach and they were very exacting and precise."

Military contributions aside, the WAVES also set a precedent for working women calling for equal pay for equal work.

"They would say, 'If the military—one of the most conservative organizations in the country—can do this, why can't everyone else?'" Ryan says.

With access to the GI bill, many pursued advanced degrees. Some took faculty positions at universities. And many encouraged their daughters to break through the stereotypical gender roles of the day.

"It gave women this idea that you can do whatever you want," says Ryan, whose own mother encouraged her and her sister to get a good education.

After Japan surrendered and the war drew to a close on VJ Day—August 15, 1945—Secretary of the Navy James Forrestal sent a letter to each WAVE, thanking them for their service.

One woman, interviewed for the documentary, read it aloud, her eyes welling up.

"You deserve to be proud for as long as you live. The nation which you served at a time of crisis will remember you with gratitude." ➡



Top: WAVES look at vocation posters at Hunter College Training School in New York City in 1943.
 Bottom: WAVES give instruction on operating .50-caliber machine guns at the Naval Air Gunners School in Hollywood, Florida, in 1944.

Faculty now

Updates from our all-star faculty of professors, researchers, producers and innovators



Associate Professor Glenn Griffin

Advertising, Public Relations and Media Design

Instructor Trina Arnett, who specializes in business and marketing analytics and has spent her 28-year career in and around ad agencies, joined the faculty this fall.

Senior Instructor Mindy Cheval completed her first year as co-chair of the Boulder Campus Residential Academic Program Council, in which she oversees faculty and staff programming and community building for the 10 campus RAPs.

Professor of Practice Dawn Doty served as a judge for the prestigious PRWeek Outstanding Student Award and Public Relations Student Society of America (PRSSA) Bateman Case Study competition.

Assistant Professor Jolene Fisher attended the Association for Education in Journalism and Mass Communication (AEJMC) conference in Toronto, where she presented papers on digital games and democracy in Africa, organizational transparency, and personal influence in public relations. She also co-directed the International Strategic Communication Global Seminar program in Paris.

Associate Professor Harsha Ganga completed his year as the chair of two departments: APRD and DCMP. He looks forward to his sabbatical and catching up on his research projects this coming year.

Associate Professor Glenn Griffin was a keynote speaker in June at the 2019 Catalyst Mastermind Summit for public communicators in San Antonio, Texas. He is working on a new book project about advertising's role in promoting social good.

Assistant Professor Toby Hopp published scholarly articles on uncivil political communication, online news use and organizational transparency. He also co-directed CU's Education Abroad program in Paris.

Instructor of Technology Joseph Labrecque joined the faculty in August. He recently presented a few sessions on collaborative video technologies, creative software and rich media platforms at the Adobe Education Leaders Summit in San Francisco.

Professor of Practice Dan Ligon, an ATLAS fellow, became the faculty advisor for CU Boulder's chapter of AIGA, the American Institute of Graphic Arts. He helped lead CU students to another third-place finish in the 2019 Young Ones One Show competition.

Associate Professor Kelty Logan presented "Protecting the NRA Brand during a Time of Crisis: A Damage Control Strategy Informed by Social Identity Theory" at the 2019 American Academy of Advertising Conference. The study analyzed NRA advocates' tweets following the 2018 mass shooting at Marjory Stoneman Douglas High School.

Assistant Professor Erin Schauster conducted multiple studies on the moral development of media professionals using experiments and interviews with journalists, as well as advertising and public relations practitioners. She presented the results—which will be published in *Journalism Practice*—at AEJMC Washington, D.C., in 2018, and at AEJMC in Toronto.

Associate Professor David Slayden is the executive director of the professional master's degree program in interaction design. Students in the project-based program choose an emphasis in either brand design or experience design.

Professor Krishnamurthy Sriramesh delivered a keynote address in May at the Communication Forum in Zagreb, Croatia. The third edition of his PRIDE award-winning *Global Public Relations*

Handbook will be released in November 2019. He is guest editing *Corporate Communication: An International Journal*, published by Emerald.

Professor Burton St. John, along with Wie Yusuf, published "Perspectives of the Experts and Experienced on Regional Adaptation for Sea Level Rise" in *Coastal Management*. His book *Case Studies in Public Relations Strategy* was named one of this year's top publications about PR by Book Authority.

Visiting Professor Michael Stoner helped lead the Advanced Campaigns class to a third-place finish at District 12's National Student Advertising Competition. Their Wienerschnitzel campaign, "Dare to Dog," was awarded Best Campaign and Best Plans Book by the American Advertising Federation.

Professor Seow Ting Lee's research in strategic communication recently produced two refereed journal articles and three book chapters. She is working on research projects focusing on public relations, place branding and public diplomacy, and health communication.

Assistant Professor Christopher Vargo became the director for an advertising and marketing specialization offered in the Leeds Master's in Business Analytics graduate program, in collaboration with CMCI. He also became editor-in-chief of *The Agenda Setting Journal*, founded by seminal theorists Donald Shaw and Maxwell McCombs.

Associate Professor Erin Willis was awarded tenure and attended the AEJMC conference in Toronto, where she presented the paper "A Crisis in Pictures: Visual Framing of the Opioid Epidemic by the Cincinnati Enquirer." She also published papers in *Health Communication* and the *Journal of Sport Rehabilitation*.



Associate Professor Kelty Logan



Senior Instructor Sara Jamieson

Community and Society Residential Academic Program



Assistant Professor Joelle Cruz



Associate Professor Matthew Koschmann

Senior Instructor Kendra Gale, associate director of CommRAP, received Payden funding to integrate metacognitive learning practices into her first-year courses. She was selected as a CMCI inclusive pedagogy ambassador and is developing the first consumer insights course to be taught in London in May 2020.

Senior Instructor Sara Jamieson assumed the faculty founding director role of the Connections: CMCI Summer Academy for high school students. Over the summer, she enjoyed reconnecting with her field research site in Colombia.

Department of Communication

Associate Professor John Ackerman helped to design and deliver the first city-based, applied rhetoric project for the Rhetoric Society of America. He also delivered the soon-to-be-published keynote address, premised on city and campus fieldwork and data analysis.

Professor Karen Ashcraft launched initiatives as CMCI's new associate dean of diversity, equity and inclusion. She published research on "the feel of difference" at work and presented keynote and plenary talks on the "inclusion turn" in workplace diversity discourse at international universities and conferences.

Associate Professor David Boromisza-Habashi continued his work with the For Digital Dignity Project, a five-year research endeavor that seeks to identify both extreme online speech and its potential accountability measures. He is also investigating how American-style public speaking is spreading around the world.

Assistant Professor Joelle Cruz received the 2019 CGSA Mentor of Excellence Award at CU Boulder. She also received the 2018 Outstanding Article award from the Organizational Communication Division at the National Communication Association and the 2019 Outstanding Article award at the International Communication Association.

Associate Professor Lisa Flores had a book and an essay accepted for publication. She also delivered a keynote address and continued her role as the book review editor for the *Quarterly Journal of Speech* and the forum editor for *Women's Studies in Communication*.

Professor Larry Frey published chapters on applied communication and sexual fantasy communication. His communication activism perspective was featured in a communication theory textbook. He also gave nine convention and university presentations, and directed an undergraduate honors conference paper.

Assistant Professor Laurie Gries published "Writing to Assemble Publics: Making Writing Activate, Making Writing Matter" in February's issue of *College Composition and Communication*. She also presented a keynote at the Critical Visualities 2019 conference and led the workshop Visual Material Rhetorics in the City for the Rhetoric Society of America. Her co-authored essay "The Racial Politics of Circulation" was accepted for publication in *Rhetoric Review*.

Senior Instructor Ruth Hickerson is the faculty director for Pathways to Excellence, CMCI's summer bridge program. She is focused on retention and persistence among first-generation students, students with learning differences, nontraditional students, students experiencing economic hardship and students otherwise underrepresented on campus.



Assistant Professor Tiara Na'puti



Assistant Professor Betsey Biggs

Assistant Professor Jody Jahn received a 2018 CU Provost Faculty Achievement Award. She is partnering with local wildland urban interface neighborhoods to better understand how residents communicate with their neighbors about wildfire danger and encourage each other to take preventive measures.

Associate Professor Matthew Koschmann was a 2018 Fulbright Scholar and visiting researcher at Ateneo de Manila University in the Philippines where he studied housing resettlement projects. He is also co-principal investigator on a new three-year National Science Foundation (NSF) grant studying housing reconstruction in the Philippines and Puerto Rico following natural disasters.

Professor Tim Kuhn is beginning his second year as chair of CMCI Faculty Council and co-published an organizational communication textbook with Dennis Mumby of the University of North Carolina. He continues his line of scholarship, which argues for treating organizing and communicating as far messier than we typically understand.

Senior Instructor Jeff Motter worked with undergraduate students to organize the biggest TEDxCU event yet, which was attended by over 750 people. His co-authored book, *Rooted Resistance: The Rhetorical Struggle for Agrarian Place in Modern American Culture*, has been accepted for publication with the University of Arkansas Press.

Assistant Professor Tiara Na'puti spoke at the United Nations last October to petition for Guam's/ Guåhan's decolonization. She was also awarded a Waterhouse Family Institute research grant to collaborate with indigenous communities responding to U.S. militarization and environmental justice in the Mariana Islands archipelago.

Associate Professor Phaedra C. Pezzullo won the 2019 campuswide Green Faculty Sustainability Award for her service work advocating for a just transition and creative climate communication. She also gave a keynote at the Colorado Mountain College Steamboat Springs Sustainability Conference.

Scholar-in-Residence Lori Poole joined the faculty in fall 2019. She specializes in organizational communication.

Assistant Professor Natasha Shrikant co-edited a special issue of the *Journal of International and Intercultural Communication*, a flagship journal in its field that focuses on language's role in understanding race, ethnicity and culture. She is starting a new project analyzing discourses surrounding refugees and immigration.

Professor Pete Simonson continued his role as department chair, meeting alumni and working with colleagues across CMCI. He was a faculty fellow for the Center for Western Civilization, Thought and Policy, whose annual theme was rhetoric and truth, and spoke at a conference on media, art and borders in Windsor, Ontario.

Instructor Christy Sims joined the department in June as its director of online programs. She is also facilitating the rollout of the department's online degree completion program in collaboration with Continuing Education.

Senior Instructor Jamie Skerski continues to work on building community around the undergraduate program in her role as associate chair of undergraduate studies. Her new course, Communication, Culture and Sport, is part of CMCI's new sports media minor.

Associate Professor Leah Sprain completed a yearlong sabbatical during which she pursued her collaborative work with the city of Boulder and its sustainable energy initiatives.

Associate Professor Ted Striphas became editor-in-chief of *Cultural Studies*, the field's flagship journal. He is entering his final year as associate chair of graduate studies and is completing work on his book, *Algorithmic Culture*.

Professor Bryan Taylor published the co-edited *Routledge Handbook of Communication and Security* and concluded his five-year term as faculty director of the campus Peace, Conflict, and Security

certificate program. He is also designing a course on organizational culture for the online Master of Science in Organizational Leadership program.

Associate Professor Cindy H. White, associate dean for undergraduate curriculum and programs, has been involved in campus initiatives to improve student success and retention. She also was a member of the review team for the Communication, New Media and Journalism study abroad program in Seville, Spain.

Department of Critical Media Practices

Associate Professor Reece Auguiste presented a paper on African archives and multimedia arts, and conducted a seminar on the essay film and African documentary practice at the University of Witwatersrand's RE-Framing Africa: Restructuring the Self conference in South Africa. He presented work in the On Film series at the University of Rochester and a paper on co-creation in documentary film practices at the University of Southern California's Visible Evidence XXVI conference.

Assistant Professor Betsey Biggs returned from Greenland where she recorded climate change images and sounds for her music film, *MELT: The Memory of Ice*, funded by a de Castro Award, the Graduate Center for the Arts and Humanities and crowd-sourced donations. She also earned a faculty fellowship through the Center for Humanities and the Arts and performed laptop improv at Musical Ecologies in New York City.

Instructor Pat Clark is collaborating with mental health researchers at CU Anschutz to produce mindfulness exercises using virtual reality. This fall, he's presenting at conferences for Colorado Learning and Teaching with Technology, the Broadcast Education Association, and the Oral History Association. His series of microscopy images, *Micro / Graph*, was featured in the *Over and Understories* exhibition at the Boulder Public Library.

Instructor Eric Coombs Esmail, director of the Center for Documentary and Ethnographic Media, along with the center's associate director, **Instructor Christian Hammons**, premiered the short documentary *Messengers* at the IFS Los Angeles Film Festival and began production on a new feature documentary funded in part by the Center for Humanities and the Arts and the de Castro Award. Their short film, *Lemonade*, was screened at the Lone Star Film Festival and other venues. They also contributed to a successful Research and Innovation Office Seed Grant for the Center for Documentary and Ethnographic Media.

Assistant Professor Erin Espelie, co-faculty director of the Nature, Environment, Science and Technology Studio for the Arts (NEST), co-curated the exhibit *Documenting Change: Our Climate (Past, Present, and Future)* at the CU Art Museum. She also had solo film shows in London, Montreal, and Albuquerque, New Mexico, and was featured in *Sublimity as Document*, published in 2019 (Oxford University Press).

Associate Professor Tara Knight, co-faculty director of NEST, screened her new short animation, *Unsettled*, at festivals in Ottawa; London; Montreal; Zagreb, Croatia; and Annecy, France. The film received a Director's Choice Award as part of the touring program for the 2019 Black Maria Film Festival exhibiting across the U.S.

Scholar-in-Residence Hugh Lobel released MSDP: a free, open-source platform for multimedia synthesis, design and performance. He presented workshops on the software at two conferences: SEAMUS Berklee and MOXSonic at the University of Central Missouri. He also composed and performed a collaboration with Artist-in-Residence Chrissy Nelson at The Current faculty showcase concert, and performed with the Boulder Laptop Orchestra.

Scholar-in-Residence Jorge Perez-Gallego presented work at the Colorado Creative Summit and in *The Hopper* magazine, and curated NEST-sponsored exhibitions for Steamboat Creates, SEEC and the Boulder Public Library.

His science education collaboration earned funding from the NSF Advancing Informal STEM Learning Program.

Professor Teri Rueb, department chair, presented a workshop and research talk at the University of Brighton and is developing a mobile app to elaborate on the scaled solar system with Fiske Planetarium. She also contributed to a successful Research and Innovation Office Seed Grant for the Center for Documentary and Ethnographic Media.

Instructor Jason Sanford continues to invent, record and perform using his unique sculptural musical instruments. His 12th studio album is in the works, and an interview with him was recently featured on Bandcamp Daily.

Assistant Professor Stephanie Spray is in postproduction for her film *Edge of Time*, which won a Sundance Institute and Science Sandbox grant. She is in production for another film, *Patagonia Park*, which won a Catapult Film Fund grant. She also contributed a chapter to the *Routledge Handbook of Ethnographic Film and Video* (2020).

Instructor Andrew Young presented his project, "Dark Tourism' and Rwandan Media Industries: Promoting Nation and the Mythology of Memory," at the national 2019 APCA/ACA Conference. He is working on a book project exploring discourse in contemporary Rwandan media.



Scholar-in-Residence Jorge Perez-Gallego

Intermedia Art, Writing and Performance PhD Program

Professor Mark Amerika, founding director of IAWP, was featured in several international art exhibitions. His commissioned artwork, *Crapshoot*, was included in the exhibition *Writing the History of the Future* at the ZKM | Karlsruhe Museum of Contemporary Art, and his work of net art, *GRAMMATRON*, was included in the exhibition *Web-Retro* at the Seoul Museum of Art.

Associate Professor Lori Emerson is working on two book projects, including *The Lab Book: Situated Practices in Media Studies and Other Networks*. She serves as founding director of the Media Archaeology Lab and recently co-organized a symposium at CU Boulder called *What is a Feminist Lab*, which featured seven renowned feminist scholars/artists with extensive experience in labs.

Department of Information Science

Assistant Professor Danielle Albers Szafir models how people interpret visual information to create more effective visualization systems, including interactive machine learning and augmented reality applications funded by the NSF, U.S. Air Force and industry partners.

Professor William Aspray is co-editing a book on informational aspects of where to live in America, while he continues to write about fake facts.

Associate Professor Lecia Barker is studying the information and information sources that persuade computer science faculty to try out new teaching practices. She is also studying computing undergraduate students' sense of belonging and professional identity.

Assistant Professor Jed Brubaker is working to make the internet a kinder place. Along with his students in the Identity Lab, he is researching ways to humanize algorithms and combat bias, create safer online spaces, design for our digital afterlives and support marginalized groups through projects funded by the NSF, Facebook and Mozilla.

Professor Robin Burke is serving as department chair. He studies recommender systems and other personalized information systems, with the aim of improving their ability to serve multiple stakeholders, deliver fair and diverse outcomes, and provide transparency to end users and others.

Assistant Professor Laura Devendorf is creating a series of woven fabrics and design tools that integrate craft and technology. Her Unstable Design Lab students are creating new techniques to engage personal data as well as programs for recycling textiles with embedded circuitry.

Assistant Professor Casey Fiesler and her students in the Internet Rules Lab are conducting research related to technology ethics, ethics education and creating safer online communities, with support from the NSF and Mozilla.

Assistant Professor Brian Keegan and his students are conducting research on news applications in conversational interfaces, using online gaming data to understand team decision-making, building "family trees" of online subcommunities, and the role of data science in the cannabis industry.

Professor Leysia Palen examines how weather hazard risk communication is conducted between the public and authorities over information and communication technology. She and her students partner with NCAR and NOAA, and are funded by the NSF.



Assistant Professor Laura Devendorf

Department of Journalism

Assistant Professor Michael Paul recently published a book about how data science and social media can solve new problems in public health.

Assistant Professor Ricarose Roque directs the Creative Communities research group, which designs and studies ways to engage youth and families in inclusive and creative learning experiences with computing. The group is supported by the National Science Foundation, the Institute of Museum and Library Services, and the Office of Outreach and Community Engagement at CU.

Scholar-in-Residence Roshanna P. Sylvester is a historian of childhood in the early space age. Her research project, *A Sky Full of Stars*, features letters by Soviet and American kids to the first astronauts and cosmonauts. She publishes for scholarly and public audiences, and is working on a planetarium show.

Assistant Professor Amy Volda is studying the role of data and technology in the nonprofit sector—including the demands of big data aggregation in human service organizations, the challenges and benefits of crowdfunding for charities, and framing strategies for data in advocacy work.

Instructor Jason Zietz is interested in teaching various aspects of computing and how computational systems can be designed to support personal and societal well-being.

Assistant Professor Stephen Volda is studying, designing and evaluating personal informatics and collaboration technologies in a variety of challenging use contexts, including the management of chronic health conditions like bipolar disorder and in distributed digital humanitarian networks.

Instructor Jared Bahir Browsh's essay on American nationalism in the World Cup is scheduled to be released in the book *Nationhood, Nationalism, and Sport* in December 2019.

Associate Professor Angie Chuang received an IMPART fellowship to research news coverage of the Trump administration's proposed 2020 Census citizenship question. The chapter will be part of her forthcoming book, *American Otherness*. Chuang's essay, "The Listening Post and the Chicken Truck," appeared in *Reporting Inequality: Tools and Methods for Covering Race and Ethnicity*, published in March (Taylor & Francis).

Senior Instructor Paul Daugherty led students in his Art of Visual Storytelling class to contribute pieces to the Water Desk, part of a new initiative by the Center for Environmental Journalism (CEJ). He also packaged student video projects to air on CPT-12, a PBS station in Denver.

Assistant Professor Patrick Ferrucci published several research articles, which he spoke about with the *Columbia Journalism Review*, NPR, CPR and other outlets. He is completing a book on nonprofit journalism, and a project on the intersection of democracy, social media and journalism. He is also faculty director of CMCI's recently launched sports media minor.

Senior Instructor Steve Jones, assistant dean for student success, entered his fifth decade teaching at CU Boulder and his third overseeing *Buff Sports Live*, which was formerly *CU Sports Magazine*.

Associate Professor Hun Shik Kim, who researches broadcast journalism and war and conflict reporting, recently published journal articles and book chapters on journalism and public diplomacy. He is researching electoral debates in South Korea and relations between the U.S. and North Korea, including political summits and the prospects of denuclearization processes.



Associate Professor Angie Chuang



Instructor Jared Bahir Browsh



Associate Professor Kathleen M. Ryan

Assistant Professor Christine Larson's research on women authors of color was published in a new book, *Voices: Exploring the Shifting Contours of Communication*, published by the International Communication Association. Her chapter, "The Color of Romance: Gatekeeping in the Age of Digital Media," explored underrepresentation among fiction authors of color.

Scholar-in-residence Hillary Rosner joined the faculty this fall and is interested in environmental journalism.

Associate Professor Kathleen M. Ryan's book, *Pin Up! The Subculture*, is slated to be published in late 2019. She also completed chapters for *The Handbook of Visual Communication* and *The Handbook of Ethnographic Film and Video*.

Associate Professor Elizabeth Skewes is department chair, as well as interim chair of the Department of Advertising, Public Relations and Media Design. Her book proposal about media coverage of school shootings, which she will work on with a PhD student, was selected for a contract by AEJMC and Peter Lang Publishing through the competitive Scholarsourcing project. She also continues to work with colleagues on the efficacy of immersive storytelling methods.

Assistant Professor Ross Taylor's project on at-home pet euthanasia was published worldwide and viewed by millions. It was also featured on the cover of *Visual Communication Journal*. Taylor received a de Castro Award for his continued work on the human-animal bond.

Professor Jan Whitt won the Elizabeth D. Gee Memorial Lectureship Award, which honors a female faculty member in the CU system. Whitt published *Untold Stories, Unheard Voices: Truman Capote and In Cold Blood* (Mercer University Press).

Professor Tom Yulsman, director of the CEJ, helped secure a \$750,000 grant from the Walton Family Foundation to establish an independent news organization focused on Western water issues. Based in CMCI's CEJ, the Water Desk provides opportunities for students, grants for journalists and support for news organizations.

Department of Media Studies

Associate Professor Shu-Ling Berggreen is continuing her research into media's mythic storytelling in the conceptualization and commodification of tea.

Professor Andrew Galabrese, associate dean for graduate programs and research, taught a graduate seminar on media, culture and society at the University of Ljubljana, Slovenia, in May. He's producing the documentary film *Grain Changers* about the emergence of local and regional grain economies, is on the board of the Flatirons Food Film Festival, and is a founding board member of the Colorado Grain Chain, a new nonprofit dedicated to rebuilding a statewide heritage grain economy.



Instructor Steven Frost

Associate Professor Nabil Echchaibi, founding chair and associate director of the Center for Media, Religion and Culture (CMRC), organized a seminar with scholars in media and religious studies in Morocco in June. His article, “(B)orders of Immobility: Politics of Movement and Poetics of the Frontier,” will be published later this year.

Instructor Steven Frost continued his interdisciplinary textile research as Unstable Design Lab’s resident artist. He was selected for next summer’s PlatteForum’s residency program and is part of a fall 2020 exhibition at the Boulder Museum of Contemporary Art. Frost was also recently appointed as a library commissioner for Boulder.

Professor Stewart Hoover, director of CMRC, co-directed a research seminar in conjunction with the Fes Festival of World Sacred Music in Morocco in June. It brought together leading media and religion scholars to consider the cultural politics of religious expression.

Associate Professor Polly McLean delivered 14 public talks on her new book, *Remembering Lucile: A Virginia Family’s Rise from Slavery and a Legacy Forged a Mile High*. She was also elected co-chair of the CU system’s Faculty Council Women’s Committee.

Professor Janice Peck wrote a chapter, “Historical Approaches to Media and Communication Studies,” for *Handbook of Media and Communication Research* (Klaus Bruhn Jensen, ed.). She is working with former doctoral advisees on a project about the contributions of Raymond Williams to media studies.

Instructor Samira Rajabi is returning to Boulder to assume her new position in the Department of Media Studies. She recently completed a fellowship at the University of Pennsylvania’s Center for Advanced Research in Global Communication.

Assistant Professor Sandra Ristovska published four articles and chapters and delivered four conference papers and invited talks. The Cardozo Law Institute in Holocaust and Human Rights hosted the launch of her book, *Visual Imagery and Human Rights Practice*. Her latest book, *Seeing Human Rights: Video Activism as a Proxy Profession*, is supported by a de Castro Award.

Assistant Professor Nathan Schneider is a recipient of an Open Society Foundations Fellowship as well as a CU Boulder Research and Innovation Seed Grant for the new Media Enterprise Design Lab, which he founded last year.

Associate Professor Rick Stevens’ second edition of *Captain America, Masculinity, and Violence: The Evolution of a National Icon* was published in October. In July, he delivered the keynote address at the inaugural Paramount Science Fiction Film Festival in Abilene, Texas.

Professor Michael Tracey continued to work on a book of essays dealing with reading, literacy and culture. He is also writing a long essay with the working title “Tribe.”

Scholar-in-Residence Hunter Vaughan published his book, *Hollywood’s Dirtiest Secret*, with Columbia University Press. He served as co-editor for the *Journal of Environmental Media* and was co-principal investigator on a global AHRC grant to develop a green media production network. ➡



Associate Professor Polly McLean



Associate Professor Rick Stevens

Go



figure

By Kenna Bruner

The move from competitive ice skating to studying information science may seem like a leap, but senior Joy Weinberg says the two share key elements: precision, drive and creativity.

“They’re nice complements to each other,” says Weinberg, an internationally recognized pairs skater majoring in information science. “How you show the visualizations of your data is creative. Ice skating is obviously free-flowing creativity, but there has to be precision when someone is throwing you.”

Growing up in Chicago, she first stepped onto the ice at age 3. Skating lessons soon followed. Years later, while watching Olympic pairs figure skating on TV, she was thrilled by a move called the death spiral. Despite its ominous name, she became determined to master it.

“When I was 15, I somehow convinced my parents to let me move to Minnesota to train in pairs,” Weinberg says.

In 2016, she and her skating partner won the U.S. Junior National Championship, placed second at the Junior Grand Prix competition in Colorado Springs, fifth place in the Junior Grand Prix competition in Torun, Poland, and represented the U.S. at the Junior Worlds competition in Debrecen, Hungary.

After two severe injuries, Weinberg decided to take a break from the rigors of competition to heal and focus on her education.

“Finding what I was passionate about pushed me hard to work toward competitive skating goals,” she says. “It took me a little bit to find a major, but once I found information science, I’ve pushed for every opportunity. You have to be bold and go for it.”

Weinberg, who also has minors in journalism and technology, arts and media, recently received a grant from the Undergraduate Research Opportunities Program to work in the lab of CMCI Professor Leysia Palen, who has earned an international reputation in the field of crisis informatics.

For the project, Weinberg assists Palen and a PhD student with the collection of Twitter data in order to learn how people share information and communicate about the dangers that arise when tornadoes and flash floods occur simultaneously at the same location.

“A lot of information science involves information gathering in order to tell a bigger story about data or to improve some type of platform,” she says. “I hope to use information science and data gathering to help people in some way.” ➡

More than a Game

By Tammy Rae Matthews (PhDJour, ex'20)
and Stephanie Cook (MJour'18)

“The value of studying sport is that you can learn about the world around you.”

—Assistant Professor Patrick Ferrucci

The numbers alone were eye-popping: 105 combined points, over 1,000 rushing yards, 56 first downs and 10 passing touchdowns.

With less than 2 minutes remaining in the final quarter, the Los Angeles Rams made a game-clinching 40-yard touchdown pass, defeating the Kansas City Chiefs 54-51 in the highest-scoring game in *Monday Night Football* history.

That November 2018 game at the Los Angeles Memorial Coliseum is a career highlight for **Jay Rothman (Jour’84)**, lead producer of *Monday Night Football*—mostly for reasons that have nothing to do with the stats.

“The highlights of my career have been when events I’ve produced—and intimately been involved in—have united people and a region, more than the game itself,” he says.

During the weeks leading up to the game, a gunman killed 12 people at the Borderline Bar and Grill in Thousand Oaks, California. Meanwhile, a string of fires—including the Camp Fire near Sacramento and the Woolsey Fire in L.A.—had already killed 80 people and forced hundreds of thousands of evacuations. Among the evacuees were several Rams players.

In response, the team passed out thousands of free tickets to local emergency, aid and law enforcement officials. The game brought together survivors of the shooting and fires, and gave exhausted firefighters and rescue workers a moment of reprieve. The night’s theme, LA Together, became a rallying cry for the entire city. It also showed how sports are about more than just a game—or even a season.

“The value of studying sport is that you can learn about the world around you,” says Assistant Professor Patrick Ferrucci.

Ferrucci, who studies the intersection of race, gender and sports in journalism, is the faculty director of CMC’s new sports media minor.

Available to all CU students, the minor is designed to be “as open-ended as possible” so it can complement any major degree, as well as certificate programs in ethnic studies and business, Ferrucci says.

Cross-discipline exposure is critical for preparing students for a career in the sports world, which spans many industries and often requires a diverse skill set.

This is made clear by alumni like **Joe Nahra (Jour'91)**, who trained in journalism, sports administration and law on his way to becoming a legal and business affairs executive at Creative Artists Agency.

"As a journalism student at CU, I did a bunch of sports writing and eventually decided to get a master's degree in sports administration," he says. "I shifted to event marketing and operations before going to law school and getting into athlete representation with IMG, then the NFL Players Association and now CAA Sports."

Students have the flexibility and freedom to explore a number of sports-related issues through the minor, including race and gender dynamics, business and economics, health and wellness, inclusion and safety, fandom and rhetoric, and more.

"In my class, we use sport as a lens to look at gender, race, class, globalization and who benefits from the way things are structured," says Senior Instructor Jamie Skerski, who teaches Gender, Culture and Sport in the Department of Communication. "People talk about sports in a way that is very personal. People are passionate about it."

Alumni working in the sports industry know that this type of theoretical framework transcends the classroom, often coming into play in concrete ways throughout their careers.

"As far as I know, I was the first female sports editor for the *Campus Press* newspaper," says **Bonnie Jean Evans (Jour'90)**, the communications manager for USA Volleyball. "That helped me prepare for what it was going to be like to be a female in the mostly male world of sports journalism and communications."

Like Evans, students in the new minor can gain hands-on training through a number of student media outlets housed within the college and campus.

Because of Boulder's prevalent sporting and outdoor lifestyle and its proximity to Denver's major media and sports market, Ferrucci notes, CU has become a sports hub among national universities.

"We have so much in terms of the breadth of what we can consider sport," he says. "CU is a Pac-12 school with its own culture and sport."



"I am always inspired by the people we meet and the countries we have the opportunity to explore. I've found Team USA athletes have such a pure love of their sport and a sincere desire to be a part of something bigger than themselves. They inspire me."

—Cheryl Preheim (Comm'95), journalist, anchor and Olympic reporter at large for WXIA Atlanta, pictured right.



Lindsay Lew (MJour'98), the assistant director of digital and database marketing for CU's athletics department, agrees.

"We live and work in a market where you can see just about any form of professional sports at the highest level," she says.

For students interested in sports at any level, this is a big advantage. High-level internships and work-study positions located on and near campus can offer networking opportunities and prepare students to enter an evolving job market.

"I was fortunate to have a two-year sports internship at KMGH-TV in Denver, which provided me with a number of opportunities, including an independent study with the U.S. Ski Team," Rothman says.

Last year, Rothman and other alumni visited campus for CMCI's inaugural Sports Media Summit. Students had a chance to meet sports notables including **Chris Fowler (Jour'85)**—a host and play-by-play commentator at ESPN who previously hosted *College GameDay*—and **Jim Gray (Jour'81)**—a reporter and commentator with Showtime, Fox and Westwood One Radio who has worked with ESPN, NBC Sports and CBS Sports.

Students should capitalize on their time at CU as much as possible, alumni say, as these programs can build the foundation for a future in sports.



"I was a college athlete at CU and worked closely with other CU teams aside from my own. The bond that athletes form, and the teamwork needed for success, was and is something I continue to cherish in my field."

— Jake Loskutoff (Comm'03), founder, director and editor of LIFEinaVAN Studios



"Having spent more than half my career developing sports product, I know that the unique technical education that CMCI combines with journalism makes it one of the most valuable degree programs for anyone focused on delivering sports to fans."

— Neal Scarbrough (Jour'84), executive editor at Fox Sports





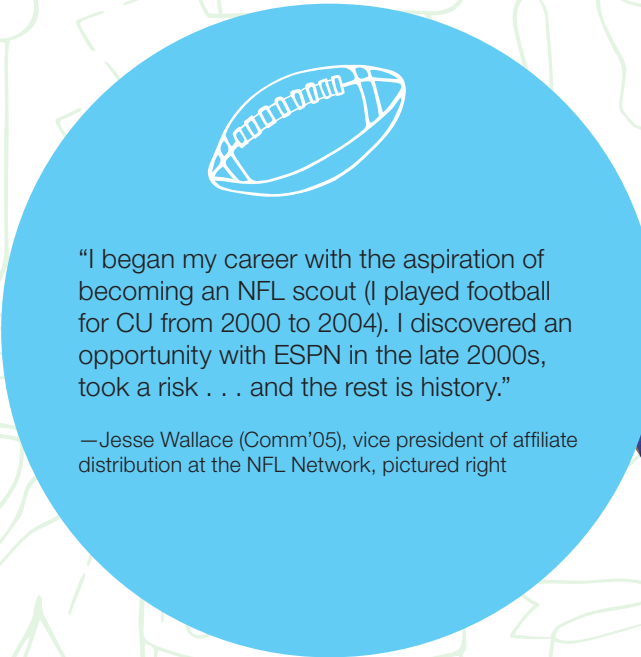
Reflecting on the advice he would give to himself as a college student, **Sean Aronson (Jour'99)**, vice president and director of broadcasting and media relations for the St. Paul Saints, says, "I would tell him to take advantage of as many opportunities as you can. Immerse yourself in everything. Talk to as many people as possible."

Visit colorado.edu/cmci/sportsmediaminor for information on the sports media minor course requirements and electives. ➔



"Staying creative can always be a challenge, especially working in baseball—162 games can become very repetitive, and you just get used to doing the same stuff daily. We try our best to stay creative at all times to make our account different and have fans enjoy following us."

—Nicole Morris (Comm'16), social media assistant for the Colorado Rockies



"I began my career with the aspiration of becoming an NFL scout (I played football for CU from 2000 to 2004). I discovered an opportunity with ESPN in the late 2000s, took a risk . . . and the rest is history."

—Jesse Wallace (Comm'05), vice president of affiliate distribution at the NFL Network, pictured right



cmci now

Fall 2019

Published by the College of Media, Communication and Information

For the digital edition with multimedia, visit colorado.edu/cmcinow

Founding Dean Lori Bergen

Editor-in-chief

Malinda Miller (Engl, Jour'92; MJour'98)

Managing editor

Stephanie Cook (MJour'18)

Designers

Brendan Hemp, Cary Marks

Copy editor

Paul Beique

Contributors

Glenn Asakawa (Jour'86), Gregory Bull (Jour'91), Kimberly Coffin (Advert, CritMed'18), Lisa Marshall (Jour, PolSci'94), Tammy Rae Mathews (PhDJour, ex'20), Marshall McKinley (StratComm'19), Sarah Meisenheimer (Jour'19), Andrew Patra (StratComm, ex'20), Greg Ramirez (MJour, ex'20), Rick Reilly (Jour'81), Mary Beth Searles, Tayler Shaw (Jour, Span, ex'21), Abby Siegel (CritMedia'19)

Online designer

Amanda McManus

Editorial offices

Armory, University of Colorado
Boulder, CO 80309-0478; phone 303-492-8255;
email malinda.miller@colorado.edu

Contact us

To send us story ideas or to change your address, email cmci@colorado.edu.

Alumni News

1955

Joan Barthelme Bugbee (Jour) a proud Phi Beta Kappa, retired from a 45-year communications career in 1996 as vice president of corporate communications for Pennzoil Co. Bugbee, who now lives in Roanoke, Virginia, says, “I’m a widow, have two sons, have traveled extensively in retirement and still send op-eds to the paper when the spirit moves me.”

Zack Horrell (Jour) lives in Brookfield, Wisconsin, and celebrated his 90th birthday in April. After graduating from CU Boulder, he started working at the *Rocky Ford Daily Gazette*. He then spent over 40 years with Leshar Communications newspapers in California before retiring in 1995.

1975

John Estabrook (Advert) lives in Grand Rapids, Michigan, where he has owned and operated the windows and doors branch of Pella Corp. since 1997. He and his two partners recently purchased Pella Mid-Atlantic, which serves Maryland, Northern Virginia, Delaware, and Washington, D.C.

1976

Michael Knisley (MJour) joined the faculty at the University of Missouri School of Journalism as an assistant professor in fall 2018. He is also the sports editor of the *Columbia Missourian*, a community digital and print news organization staffed by students and managed by faculty.

1977

John Anderson (Comm) and his wife, Monica, live in Bloomfield, New Jersey, where they own and operate Black Watch Productions, which turned 30 in 2019. They recently launched the YouTube channel “On the Road to the End of AIDS,” which features the Braking AIDS Ride, an annual 300-mile, three-day ride dedicated to ending the AIDS epidemic in the U.S. and around the world.



Linda Villarosa (Jour'81)



Rick Mullen (Jour'81)

1981

Rick Mullen (Jour) has lived in Malibu, California, since 1990 and was elected to the Malibu City Council in 2016. During the 2018 wildfires, he worked with media outlets and elected officials—including President Donald Trump—as the city’s mayor. Rick is a retired Marine Corps colonel with 30 years of active and reserve service and was a captain in the Los Angeles County Fire Department. He and his wife, Jenny Ball, have two children, Marshall and Tatiana.

Linda Villarosa (Jour) runs the journalism program at The City College of New York in Harlem and is working on a book about race, health and inequity. She is a contributing writer for *The New York Times Magazine*, and her cover story, “Why America’s Black Mothers and Babies Are in a Life or Death Crisis,” was nominated for a 2019 National Magazine Award.

1982

Jenny Herring (Jour) works in institutional client relations at Wilshire Consulting. Based in Broomfield, she writes proposals for institutional investors including large pension plans, university endowments and corporations. Previously, Jenny spent much of her career providing public relations and marketing for financial services companies.

Neill Woelk (Jour) joined CUBuffs.com as its contributing editor in 2015 after three decades as a sports reporter, columnist and sports editor at the *Daily Camera*. He and his wife, Sue, live in Frederick.



Stephanie Marchesi (Advert'85)



Julie Gillum Lue (Jour'87)



Tami Dokken (Jour, Art'88)

1983

Doug Hochstadt (Jour) is the senior vice president of revenue and yield management for Disney-ABC. He is also the head of box office for Pantomonium Productions, a nonprofit theater company whose mission is to reach underserved children and families. He lives in New York City with his wife, Katherine, and daughter, Ella.

1985

Stephanie Marchesi (Advert) is president of the health sector and eastern region at WE Communications in New York City.

1986

Since 2014, **Brian Rooney (Jour)** has been managing director of Goldman Sachs in New York City. Previously, he spent more than 20 years working for Bloomberg. Brian lives in Katonah, New York, with his wife, Carolyn.

1987

In 2019, **Julie Gillum Lue (Jour)**, a former park ranger living in Montana, published her third children's book, *What I Saw in Rocky Mountain: A Kid's Guide to the National Park*. Her earlier book, *What I Saw in Grand Teton*, was a 2018 finalist in the High Plains Book Awards. Her writing has appeared in publications including *High Country News* and *Montana Outdoors*.

1988

Tami Dokken (Jour, Art) recently moved to Washington, D.C., to become the World Bank's first chief data privacy officer. She previously lived in Dallas and worked as a global data privacy and protection officer and associate general counsel at MoneyGram International. Her son, Jack Sandberg, is a junior in CMCI's Department of Information Science.

Brett Duffy (Comm) has worked in commercial property management, leasing and residential sales for 29 years and is a realtor with Berkshire Hathaway. He recently earned the Chairman's Circle designation for being in the top 2% of agents nationwide. He, his wife and two children reside in Pacific Palisades, California. His daughter Carly is a sophomore studying strategic communication at CMCI.

1990

Michele Heller (Jour) recently joined the Peterson Institute for International Economics as manager of communications and media relations. Previously, she was an Obama administration communications appointee at the Federal Deposit Insurance Corp. A journalist by trade, Michele has worked as an editor and reporter in Washington, D.C., Beijing and Hong Kong, including at *The Washington Post*, McClatchy newspapers, *American Banker* newspaper and *The Standard* in Hong Kong.

1991

Kelly Callahan (Advert) has been president of Williams Whittle Advertising in Alexandria, Virginia, since 2017. She lives in Bethesda, Maryland, with her husband and three sons.

Eric Christensen (Jour) is the managing editor of sports at CBS4 in Denver. He and his wife, Megan Souther, live in Wheat Ridge. His son, Davis, is a freshman at CU Boulder.



Kelly Callahan (Advert'91)

Moyra Knight (Jour) is vice president for communications and corporate citizenship at Astellas, where she oversees internal, external and digital communications and corporate responsibility initiatives. She lives near Chicago with her husband—a former faculty member at CU's School of Medicine Physician Assistant Program—and two children.

1992

After a long stretch with *Golf Magazine* and *Sports Illustrated*, during which he worked remotely from Boise, Idaho, **Cameron Morfit (Jour)** is writing for the PGA Tour. He lives in Ponte Vedra Beach, Florida.

1993

Katherine Wegher Haney (Comm) is the public affairs director for North Carolina's Alcoholic Beverage Control Commission. When she is not spending time with her husband, two daughters and miniature dachshund, she volunteers for a nonprofit working to prevent congenital diaphragmatic hernias.

Angela Johnson (Jour) is the senior vice president of national publicity at Fox Searchlight Pictures, where she has overseen publicity and awards campaigns for Academy Award Best Picture winners *Slumdog Millionaire*, *Birdman* and *The Shape of Water*. Previously, she managed releases and campaigns for *Lost in Translation*, *The Pianist* and *Traffic* at Focus Features/USA Films, and for *The Shawshank Redemption* at Castle Rock Entertainment. She is a member of The Academy of Motion Pictures Arts & Sciences and lives in Los Angeles with her husband and two sons.



Jason Gerwitz (Jour'95)

1995

Jason Gewirtz (Jour) will attend his fifth Olympic Games in 2020 for *SportsTravel* magazine, where he has served as editor and publisher since 2014. Recently, he moderated a session on the economic impact of running events at the IAAF Global Running Conference in Lanzhou, China. He and his wife, **Niki (CommDisor'94)**, live in Centennial with their son, Jonas.

1997

Anthony Martini (Hist, Jour) is director of content strategy and design with AT&T, where he leads a team that develops guidance for 150,000+ frontline representatives and call center agents across the company. He, his wife and two daughters love exploring Colorado and supporting local charities like Bags of Fun and the American Heart Association.

1999

Katherine Wojtecki (Jour, PolSci) is executive director for media relations at Blue Cross Blue Shield Association. She previously worked at Golin, leading the media team for McDonald's and Walmart. She also was a journalist at Bloomberg News, ABC and CNN, where she received an Emmy and Peabody award. She and her family live in Geneva, Illinois.

2000

After 12 years as a producer at *The Oprah Winfrey Show*, **Lindsay Feitlinger (Jour)** returned to her hometown of Madison, Wisconsin, with her husband and two sons. For the past five years, she has worked at American Girl running their creative studios and leading digital engagement.



Alan Jackson (Jour'00)



Nicholas Kant (Jour'03, Law'06)



Jessica Roy (Jour'06)

Alan Jackson (Jour) is in his 18th year at iHeartMedia as imaging director for three news, talk and sports radio stations. For the past decade, he has also been executive producer of Denver Broncos football at KOA NewsRadio.

For the past decade, **Jamie Klausner (Comm)** has worked as an account manager and digital media strategist for Hamagami/Carroll in Los Angeles. She also creates digital health and wellness content as the founder and publisher of Reformation Health, and enjoys spending time with her husband, Brian, and their fur baby, Niko.

2002

Donald Anderson (PhDComm) lives in Highlands Ranch and is the director of organization and talent development at Oracle. He has written two books: *Organization Development: The Process of Leading Organizational Change* in 2017 and *Organization Design: Creating Strategic & Agile Organizations* in 2018. He also edited two volumes of case studies in organization development and change.

2003

Nicholas Kant (Jour, Law'06) is deputy attorney general for New Jersey and serves as assistant chief of the banking and insurance section. In his free time, he swims and runs and has completed six marathons. Nicholas lives in Princeton, New Jersey.

2004

Sarah Bruckner (Comm) moved to Raleigh, North Carolina, in 2017 and works as a global communications manager for BASF. She also volunteers for her local Make-A-Wish chapter.

In March 2018, **Chrissy Wolfram Taylor (MJour)** joined the *Chicago Tribune* as managing editor of audience. Previously, she spent eight years at the *Hartford Courant*. Chrissy and her husband, **Jonathan (Film'04)**, have two children.

2005

Peter Booth (Jour) is a shareholder in the Denver office of Polsinelli, a national law firm. Booth lives in Boulder with his wife, **Lisa Schneider (Engl'96)**, who is an adjunct instructor at Front Range Community College, and their children, Sidney and Sebastian.

Jesse Wallace (Comm) has been vice president for affiliate distribution for the NFL since August 2018. He lives in New York City with his wife, Hayley, and his 2-year-old daughter.

2006

John Barrall (Jour, Thtr) returned to Colorado from New York in 2017 and joined the CU Boulder donor relations team as a senior program manager. He also lends his event planning skills to nonprofits, including the Ronald McDonald House, 9/11 Memorial, HRC Annual Gala, GLAAD Media Awards and Denver Pride Festival.

Jessica Roy (Jour) is executive chef and owner of Shiso Kitchen, a recreational cooking school in Boston. She has appeared in on-air food segments for both local and national networks and has her own digital series, *Cooking Cheat Sheet*, on Food Network.

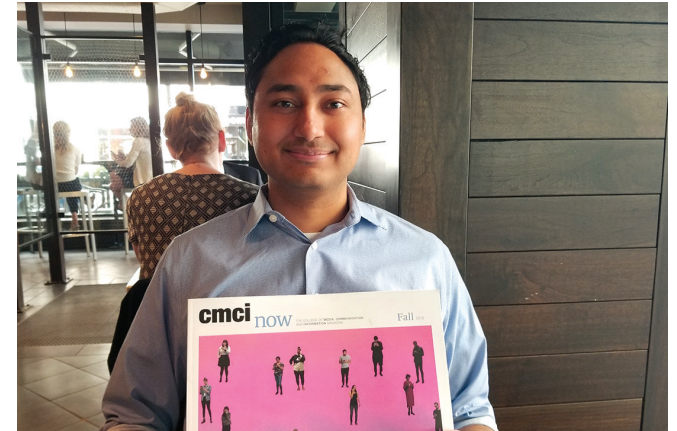
Kiele Taylor (Advert) is a managing partner and global head of social at GroupM, the world's largest media investment company. She lives in New York City with her husband, David.



Jeff McAdam (Jour'08)



Laura Henneman (Advert'10)



Vignesh Ramachandran (Jour'11)

2007

Rebecca Bryant (Advert) is a development and donor relations specialist at the California Community Foundation. Previously, she served as associate director of corporate relations at the J. Paul Getty Trust, where she created and launched its corporate partnership program. Rebecca lives in downtown Los Angeles with her fiancé, **Jon McAlpine (Econ'07)**.

Michael Harris (Jour, Span) is vice president for media and consumer insights with Moosylvania, a brand-building agency. He lives in St. Louis with his wife, **Leslie Gershien Harris (Jour'06; Law'10)**, and their four children.

Ben Johnson (Comm) is head of marketing and business development at The Drone Racing League, the premier international league for elite pilots, where he oversees sponsorships, content distribution, media partnerships and licensing. Ben lives in New York City.

2008

Jeff McAdam (Jour) recently joined FOX 5 San Diego. Before that, he was a TV reporter in Waco, Texas; Tulsa, Oklahoma; Los Angeles; and Salt Lake City. He has also worked for the Baltimore Ravens, Tampa Bay Lightning and USA Soccer.

Keryn Howarth Stauble (Jour) is an account manager with Convene, which provides meeting and event spaces in New York City and five other U.S. metropolitan areas. She and her husband, Casey, live in Jersey City, New Jersey, and welcomed a daughter in May.

2010

Courtney Carr (Advert) is the associate director of acquisition at Goop, where she draws new customers and audiences to the company. She previously worked for a boutique advertising agency and currently lives in Los Angeles.

Laura Henneman (Advert) received a law degree from the Chicago-Kent College of Law in 2015 and is an attorney with Segal McCambridge Singer & Mahoney, where she practices product liability, personal injury and commercial litigation. She lives in Chicago and is a proud finisher of the 2018 Chicago Marathon.

2011

Brynna Aylward (Advert) and **Allie Salzman (Advert)** both work at Energy DDBO in Chicago. Brynna is an associate creative director, and Allie is a junior art director.

Madison Lee (Jour) recently joined The Creative Company, a public relations and digital agency based in Madison, Wisconsin. Previously, she produced newscasts for local television stations in the Midwest and the South.

Vignesh Ramachandran (Jour) moved to Chicago in 2017 and works for ProPublica's first regional operation, ProPublica Illinois, which is dedicated to stories about issues that affect people living and working in the state.

2014

Rob Denton (Jour) joined *The Denver Post* as a digital strategist in May. Previously, he spent five years in Eugene, Oregon, as director of digital solutions with *The Register-Guard*.



Max Levy (Jour'18)



Caroline Kenney (Comm'19)

2015

Miller Pierce (Comm) moved to New York City following graduation. After a stint at *Vogue*, she joined the social network Bumble as the content and special projects coordinator. In fall 2019, she moved to Austin, Texas, to work at Bumble's headquarters.

2017

After graduation, **Hanna Whirty (Jour)** worked as a digital marketing strategist for Pure Strategic in Boulder. In April, she became a marketing director for the Golden-based company Icelantic Skis, which manufactures its skis in the U.S. and is committed to sustainability.

2018

Lauren Harano (Jour) moved to New York City after graduation to pursue a career in journalism. She works for PopSugar as an editor in the features department.

Shortly after graduation, **Max Levy (Jour)** joined *The Holyoke Enterprise* as a staff reporter. While at CMCI, Max served as a multimedia journalist for CU News Corps and was a reporting intern for the *Daily Camera*.

2019

Caroline Kenney (Comm) began work as an inside sales representative with the Los Angeles Dodgers in June, where she is responsible for generating sales revenue and creating once-in-a-lifetime experiences for fans.

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Attend Homecoming and other CMCI events: colorado.edu/cmci/events

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Be sure to update your contact information so we can stay in touch: alumnicommunity.cu.edu

Include CMCI in your annual charitable giving: colorado.edu/cmci/donate

Thoughts to share? Questions?
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The Life of Reilly



BY RICK REILLY

O.K., O.K., he's a little Floyd of Mayberry, and "What in blazes?" and "Billy!" but doggone it,

People who say the page anymore aren't America—from San Francisco has been sports' century. How retro his 70s, but he still of hair and a jagged industrial-sized with it. Better than and sticks by the ing suspicion.

Six morning fact place in everybody where you right thing their letter.

Not the yo gangs them a little C the TV i l chances.

No

Gil Thorp

WHEN I WROTE THE COLUMN ON THE BACK OF SI ALL THOSE YEARS, I'D PULL A HAMSTRING EVERY WEEK TRYING TO THINK OF A SUBJECT THAT:

1. NOBODY ELSE HAD FOUND
2. WAS DIFFERENT THAN LAST WEEK'S COLUMN
3. CHECKED OUT
4. EITHER MADE PEOPLE LAUGH, LRY OR THROW THE MAGAZINE ACROSS THE ROOM
5. DIDN'T GET ME FIRED

SPORTS ILLUSTRATED (ISSN 0038-922X) is published...
Rockefeller Center, New York, NY 10020-1393. Don Logan, Chairman...
President; Robert E. McCarthy, Secretary. Periodicals postage paid at New York...
Authorized as Canada Post International Publications Mail (Canadian Distribution)...
GST #R122781974RT. Canada Post returns: Postal Stn A, PO Box 4322, Toronto, ON, M5W 3L3.

SPORTS ILLUSTRATED, Post Office Box 30602...
IN WHOLE OR IN PART WITHOUT PERMISSION IS...
DEMARK OF TIME INC...
8-5000. PRINTED IN THE U.S.A.

a note from **Rick Reilly**

For more than two decades, award-winning sports reporter **Rick Reilly's (Jour'81)** writing was a staple in the pages of *Sports Illustrated*. His weekly column, "Life of Reilly," appeared on the inside back page of the magazine from 1997 to 2007.

Throughout his long career—during which he was inducted into the National Sportswriters and Sportscasters Hall of Fame—he's stayed connected with our college, helping inspire and support younger generations of students.

CMCI is a college of media makers, communicators and storytellers.

Help us fill the pages of future editions of *CMCI Now* by sending us story tips, updates and photos for Alumni News, and ideas for the Then and Now section.



AP Photo/Gregory Bull

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Sports Media Summit

Saturday, March 14

Join us for the second annual **CMCI Sports Media Summit**, an event that brings leading sports journalists, public relations executives and marketers to campus to talk about opportunities and challenges facing sports media today.

Open to alumni, the CU community and the public.
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