

JOURNALALUM

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USA

Finding Her Own Public Idaho

By William Kelvin

Erin Hurley had a lot of time to consider which university she wanted to attend. Four years of junior college had crafted her into an intricate shape, searching for the right puzzle to be a part of. "I chose to go to HSU because of the size of the department and the personal attention and relationships that come as a result," she said.

"The Journalism and Mass Communication department was a perfect fit for me. I knew the moment I met Mac (McClary) during my orientation that I'd made the right decision to come to HSU."

Hurley has gone on to find much success using her public relations degree, as well as finding herself a husband, and changing her name to Erin Duckhorn.

"I was married in August 2002, to Jeffrey Duckhorn, who I met my senior year at HSU while he was finishing his degree at UC Berkeley. Several of my buddies from the HSU journalism department also attended the wedding."

Along with finding a soulmate, Erin had another goal in her life. "I distinctly remember Mac saying, 'If you want to make money, choose PR as your emphasis.' Needless to say, that's what I did."

The intrinsic value of her education was apparent to Erin, but she always knew why she wanted the degree. "I saw my college education as a means to an end – a job. I knew that PR was what I wanted to do after graduation, so that's what I did."

Graduating in 1999, Duckhorn entered her chosen field in 2000, working for Crucial Technology, a direct memory upgrade provider. The company is a division of Micron, a Fortune 500 semiconductor manufacturer based in Boise, Idaho.

She started as a marketing assistant in the public relations department, and became the public relations

manager in August 2002, the same month she was married. While remaining humble, the 27-year-old is proud of her rapid and significant accomplishments.

"As public relations manager, I am the company spokesperson. I handle internal and external messaging, I write the majority of our news releases and I supervise

one employee, as well as acting as the liaison with our PR representatives in Europe."

Perhaps one reason that she is comfortable keeping in touch with European contacts is that she has been there, following the path of many young adults.

"Immediately after graduating from HSU, my boyfriend, now my husband, and I spent two months traveling through Europe. When we returned to the States, we spent a while deciding what we wanted to do with our lives. One of the things we did was travel around the West looking for a place to live."

Having experienced the activist hotbed that is Arcata, one might think the young couple would choose another liberal haven, but they did not.

"Boise offered an affordable, yet extremely comfortable lifestyle for us," Duckhorn said. "The city of Boise is growing by leaps and bounds, and gets better each year. We like it here because it gave us the unique opportunity to own a nice house at our age, with access to amazing outdoor activities, and yet still have some of the comforts of a city."

While Boise may provide the best of both worlds in some respects, it's still not Arcata. "Idaho is about as far from Humboldt as you can get," Duckhorn said. "Conservative and dry, Idaho is a place of stunning natural beauty but also some very backwards thinking. I realize that nobody I vote for, Democrats, will ever get into office, but I'll keep trying and I'll keep getting involved."



Erin Duckhorn hard at work

The Year In Review

By Dr. Craig Klein

I t's been a busy year for Journalism & Mass Communication at Humboldt State University. Beginning November 14th, 2002, I was proud to facilitate the Department hosting its first professional conference in many years, thanks to the good folks at the CNPA, the California Newspaper Publishers Association. The conference, with an introduction by HSU's new president, Dr. Rollin Richmond, dealt with media law, which I enjoyed because that's a course I teach. It was gratifying to see that our students could really hold their own in a mix of people that included representatives from most north coast area newspapers.

During this time, thanks in great part to the good work of instructor Jane Rogers, our Internet convergence website was initiated. It combines the three platforms of print, audio and video, and is updated continuously. We simply call it "Merge"; the URL is MergeMedia.org. I urge you to take a look and marvel at the complexity of the work presented.

Also during the fall term, a number of collaborative projects were undertaken in terms of the curriculum. First, the JMC Department partnered with History to meet a need there as well as the region at large, as Professor Mac McClary and I created a weekend seminar entitled "PR for Community Agencies." We'll be giving that seminar later this spring.

I also began a discussion with Dr. Mary Bockover in the Philosophy Department here at HSU. Together, we created a new interdisciplinary minor, which has just been formally approved this spring. We call it "Experiential Learning in Ethics and Mass Communication." This new and exciting concept brings together production and ethics classes as a series of forums that are broadcast live to the community on both APEG television and KRFH student radio. Recordings of these events will be placed in the HSU library when completed. Two forums are scheduled this spring, both dealing with the timely topic of Nonviolence, Terrorism and War.



I am also currently working with the journalism faculty and the department chair of Computer Information Systems on an interdisciplinary minor focusing on Multimedia Design and Delivery. That may come to pass in time for the fall of 2003.

But the biggest news of all deals with just that...news, er, Internews. Many of you probably don't know that perhaps the largest Internet news provider in the world is actually headquartered in Arcata. It's true! The Internews organization, led by Mr. David Hoffman, has become interested in partnering with HSU to seek to create an International Center for Environmental Journalism. This would clearly be an interdisciplinary collaboration; however, there is considerable opportunity for our department. Again, instructor Jane Rogers has contributed much to this effort that seeks to train students and journalists from around the world to be effective television, radio, print, and on-line reporters, researchers, and communicators. This would represent a significant contribution to the institution, and would provide hands-on training not only in production but also in understanding the science of the environment as a part of basic reporter training. In turn, this could lead to a new concentration in our JMC major as well as the Environmental Science major.

Finally, speaking of concentrations, we are also looking at our curriculum in new and innovative ways. Dr. George Estrada has an idea for an honors program, and Dr. Gary Melton one for an electronic production emphasis. Together, we seek ways to enhance, update, and expand on that which we do and teach. As you can tell, these many things converge in interesting and unique ways, particularly in the electronic sense. It is our hope and desire to offer the best curriculum possible to meet the demands of a changing professional environment. To that end, and those above, it has been my pleasure to serve as Chair.

-- Craig Klein
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Passion Apparent: New Faculty Hired

She has been described as having the “persistence of a pit-bull terrier” by one former co-worker. She has been praised for her dedication, integrity and professionalism by her colleagues on the JMC faculty. Her mentor in high school says she has been a blessing to him and to many people whose lives she’s touched.

Mary Hill, the newest addition to the journalism department, is the first African-American woman on the journalism faculty in its 36 years of existence, according to Professor Mac McClary, one of the co-founders of the department. With a wealth of experience from professional print journalism and teaching, Hill brings a practical side as well as a theoretical base to her journalism classes.

She also brings a commanding presence and more than a little charisma.

“Professor Hill has the potential to be very intimidating to her students,” Chris Owens, a student in Hill’s advanced public affairs



reporting class, said. “However, she also has the ability to show students the no-nonsense approach to writing that they will be expected to follow in the real world.”

Hill’s interest in journalism surfaced at an early age. At

By Jaime May and Becca Piper

Compton Senior High School, she served as the editor of her student newspaper and wrote 100 articles before graduating in 1982. Ronald Ellerbe, Hill’s high school journalism teacher and mentor, characterized Hill as “a brilliant student” in need of a challenge.

“Hill initially acted as though she could push teachers around by finishing assignments early and reading a book in the back of the classroom,” Ellerbe said. “She had to find the challenge in journalism. By challenging her, it helped bring out her best.”

Hill later attended the University of Southern California, where she earned a bachelor’s degree in print journalism in 1986. She would later earn a prestigious Kiplinger Fellowship in Journalism and completed a master’s degree at Ohio State University in 1992. Currently, Hill is finishing work on her dissertation and hopes to earn her doctorate from the University of North Carolina, Chapel Hill, soon.

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*Alumni 1970s
Files*

Katy Tahja (néé Alban), Class of 1970: Katy has been a librarian for 14 years with the Mendocino Middle School Library and a bookseller for 12. She lives with her husband, David (class of 1972), in Comptche. Her youngest of two children, Fern, 20, is currently attending HSU and taking journalism courses. Katy’s book, “All Roads Lead To Comptche,” is still selling well.

Lee L. Reinhartsen, Class of 1972: Lee is a professor in the English department at Pasadena City College. He has published a textbook, “Language Through Literature,” and is active

in the California Teachers Association. He is married to Trudy and has two children, Cheri and David. He lives in Burbank.

Gayle M. Hall, Class of 1973: Gayle has been working as an E.S.L. teacher for adults in Torrance, Calif. since 1996. She currently lives in Torrance with her husband, Thomas M. Hall (history, 1974), and their son, Tim, 14.

Robb Deignan, Class of 1974: Robb is the public affairs director of the California Department of General Services, a position to which he was appointed by the governor in December 2001. Previously, he was a media consultant for the California State Senate for 10 years and a television news reporter and anchor for another decade. He currently lives with his wife in Sacramento.

John Wright, Class of 1974: From Kenmore, Wash., John works as the West Coast correspondent for Energy News Today. He lives with his wife and their children, Juliana, 14, and Joseph, 11.

Mitch Waldow, Class of 1976: Mitch is the archives manager at KCOP Television, where he has worked since 1983. He lives in Beverly Hills with his wife and their 10-year-old son, Benjamin. He received the 2002 Award of Excellence from the Film Advisory Board for a bio-documentary on Ronald Reagan’s Hollywood years, and his biographical sketch of Mason Williams appears in the new Encyclopedia of Folk and Blues (St. Martin’s Press).



Kemp Russell Remembered

By Holly Hansen

Kempton Walter Russell Jr. graduated from Humboldt State University as “Man of the Year” in 1986. With a degree in Journalism, a minor in Business and an affinity for music, he made a name for himself as a popular Humboldt County radio personality. Tragically, Russell was diagnosed with a brain tumor in 1998. After going through five surgeries, several sessions of chemotherapy and alternative medicine, the rare form of brain cancer that afflicted Russell eventually took his life on April 27, 2001, at the young age of 40.

Russell worked as the news director at KFMI-FM in Arcata from 1986 to 1991. He also hosted a talk show on KATA-AM, giving Daryl Cherney and Earth First! a lot of publicity before they were well known. Russell also volunteered at HSU’s KHSU for several years, where he was involved in engineering, reporting, covering local elections and entertaining as a disc jockey. Russell created many radio characters, such as the rock music-playing Tubby Lardbucket, El Gordito for jazz and the country and western artist Rusty Gates.

Russell was born in San Francisco on October 17, 1960. Ironically, that was the same day that KHSU first aired. He moved to Arcata in 1981.

Russell is survived by his wife, Jinkie Lee, and three children, Jessica, 20, Natalia, 13, and Blake, 5. Jessica is currently attending Mount Holyoke College in Massachusetts. Natalia and Blake live with their mother in Blue Lake. Natalia is in cheerleading and is doing very well in school. Blake is in preschool.

“I remember going to Perigot Park (in Blue Lake) and he let me throw the ball,” Blake said, when asked what he remembers most about his father. Jinkie said she misses her husband terribly.

“Kempton was amazing,” she said. “He was a wealth of knowledge. He could talk a toad out of a snake’s mouth.”

Friends and colleagues of Russell remember his likeable personality.

“He was a joy to work with, he had a great sense of humor,” said Dan Humiston, who worked with Russell at both KATA and KFMI. “I could feed him a line or give him a set-up and he’d just jump on it.”

“My favorite memory of Kemp is from a department

banquet,” professor Mark Larson said. “Kemp led his peers in a hilarious skit satirizing the faculty but with original rap lyrics and music. We were all amazed at his multiple talents.”

Jill Paydon, a KHSU veteran, described Russell as an easy-going, friendly person. “Kemp liked to do goofy and off-the-wall radio shows,” she said, referring to “Tubby Lardbucket.”

Katie Whiteside, another of Russell’s KHSU comrades said Russell was a really nice guy.

“Even when everything was down and out, he was always happy,” she said.

Friends of Russell’s said he was such a good journalist that he could have made it in a big radio or news market, but that he stayed in Humboldt because he loved the area.

“He loved the nature, the people and living in a small town,” said Nan Radich, Russell’s best friend from college. “He was very gregarious.”

Dave Cook, another of Russell’s radio colleagues, recalled working with Russell while he was doing an air shift.

“That was when CDs first came out,” Cook said. “Russell would crank the song up real loud, and while playing air guitar, shout, ‘I love this song, I can’t believe they’re paying me to play music,’ he was so enthusiastic.”

Russell also worked for the Department of Social Services and served on the Board of

Directors for the Arcata Children’s Center. He also served on the board of directors for the Blue Lake/Fieldbrook Little League, and sometimes he even announced the games. Coaching T-ball was another of Russell’s many accomplishments.

Several fund-raisers were held for Russell from the time of his diagnosis and continuing throughout his battle. One of those was a Super Bowl Sunday party and benefit and another was held by the Arcata Eye Newspaper on Russell’s 38th birthday at the Plaza Grill in Arcata. Several bands played, including HSU’s Marching Lumberjacks. Cook said Russell was very surprised at the turnout and was almost crying.

A memorial was held for Russell at St. Mary’s Church in Arcata on May 3, 2001. Over 300 people attended the service.



Clockwise from top left: Kemp, daughters, Jessica, Natalia, son, Blake, and wife, Jinkie

Riding The (Radio) Waves Of Northern Humboldt

By Timothy White

Mike Dronkers graduated from Humboldt State University in the spring of 1999 with a plaque under his belt for "Outstanding Graduate in Broadcast News" and motivation in his soul. Dronkers was ready to jump into the local radio world.

"My life at HSU was experiential," Dronkers said. "I found that those who invested their own energy into their education were rewarded the most when it came down to finding a job."

Currently, he is the program director and music director for two local FM radio stations, KHUM and KSLG. Dronkers said KHUM is one of the only free-form radio stations in the country, and KSLG is the No. 1 station in Humboldt County.

He also DJs a mid-day song-request show on KHUM. The station plays a lot of local music, supports local non-profits, acts as a community sounding board, and helps to draw customers to local businesses, Dronkers said.

During his sophomore year at HSU, Dronkers interned at KHUM as an office manager assistant.

"I answered phones, filed, entered data, licked envelopes until my tongue bled, that sort of thing," Dronkers said.

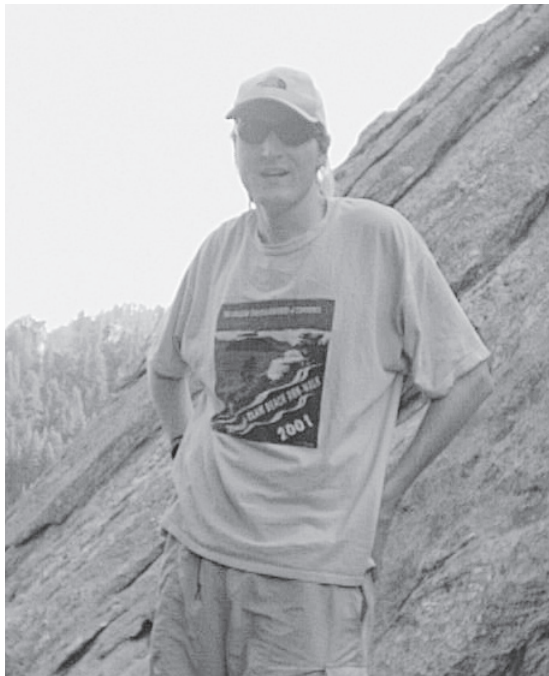
Eventually, he became promotions director at KHUM, and then he was promoted to mid-day DJ and music director. When KSLG was put on the air, he took over as music director there, as well.

Dronkers said he first became passionate and learned about broadcasting at HSU when he

became involved in KRFH.

"I enrolled in KRFH on a whim, and it really changed my life," Dronkers said. "The people there worked incredibly hard for two units, few listeners and no perks."

Dronkers said KRFH is where he first learned management skills, how to mix live sound, how to run a broadcast board, microphone technique, analog and digital sound editing, commercial production, concert promotion, advertising, and much more.



"Seriously," Dronkers said, "KRFH provided me with so much experience. Without it, I'd probably be up at the front desk."

Dronkers said KRFH deserves a lot more funding support from HSU because the station consistently plays music the students actually enjoy and because it is the only station programmed completely by students. Of the 19 radio stations that reach Arcata, Dronkers said KRFH, KHUM and KSLG are the only

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*Alumni 1970s
Files*

Christopher Broderick, Class of 1977: Since 1998, Christopher has been the editor of the Family and Educational Team at the Oregonian, where he works with two other HSU journalism graduates. He currently lives with his wife, Mary, and three children in Portland, Ore. Mackenzie is 8, Delaney is 6 and Tally is nearly 3. Christopher attended Yale Law School in 1997 and 1998 on the Knight Journalism Fellowship.

Rick Lytle, Class of 1977: Rick is the new vice president at Business Advantage Consulting and the founder and president of Healthcare Leadership Network. He lives with his wife and three children (Nate, 12; Natalie, 10; and Alex, 8) in Cameron Park.

Mike O'Brien, Class of 1977: Since January 2002, Mike has worked as the corporate trainer for Dale Carnegie Training. He has three children (Curran, 20; Sean, 18 and Jackson, 11) and lives with his wife, Joanie, in West Linn, Ore.

Lori Sonken, Class of 1978: Lori is a member of the legislative staff of the United States House of Representatives Committee on Resources. She is married and has two children, Alexei and Abe. She lives in Arlington, Va.

Mary Bullwinkel (né Dickerson), Class of 1979: Mary is the director of public relations at Pacific Lumber Company. She has also been news director at KEKA radio. She lives in Scotia.

Sharon Zoumaris, Class of 1979: Sharon and her husband, Norm Shafer (former photographer for the Eureka Times-Standard), and their two children, Leslie, 14, and Rachael, 11, live in Virginia Beach, Va., where she works as a freelance writer. She's had three books published with Greenwood Press.

*Alumni 1980s
Files*

Brian Akre, Class of 1980: Since September of 1999, Brian has been the director of executive communications and news relations for General Motors. He lives with his wife, René, and their child, Hailey, 4, in Ann Arbor, Mich.

Terri Lee Durgin (né Katz), Class of 1980: Terri is the senior editorial assistant at North American Fisherman Magazine, where she has worked since September 2001. She currently lives with her husband, Denis (art major at HSU), and their two children, Chaz, 18, and Laine, 15, in Buffalo, Minn.

Eileen Goodwin (né Rorden), Class of 1980: Eileen is an account manager at The Relizon Company in Sacramento. She is married and has two children, Kyle and Stacey. She lives in Cameron Park, but still misses HSU.

From HSU To The Fast Track In Two Easy Steps

By Trea Jennings

Humboldt State Journalism graduates seem to be making a name for themselves in the Bay Area's newspapers. The latest is Benjamin Hoffman, a former Osprey editor and KRFH disk jockey who graduated from HSU in 2000. He is currently the news editor for the Tri-Valley Herald and the San Ramon Valley Herald, parts of the Alameda Newspaper Group chain that owns The Oakland Tribune.

On his arrival in October 2001, Hoffman found himself working under Chris Walker, also an HSU journalism graduate, who is now the assistant managing editor for all ANG newspapers. Hoffman considers himself lucky. He and Walker are very similar and they get along well in the fast-paced life of newspaper editing.

Hoffman said that his job is both fun and stressful. He works a six-deadline system and edits three editions of the paper, but he said he works best under this kind of pressure, with "a gun pointed at my head," as he puts it.

For being so young, Hoffman is not new to the newspaper business. Before landing the position at ANG newspapers, he spent a year working for the Times-Standard in Eureka as a graphic artist, entertainment editor, and special sections editor. He said redesigning the entertainment section was very good experience for him as a young journalist.

Hoffman, it seems, often finds himself in charge of important projects. Just before graduating from HSU, he was editor of the Osprey's infamous "Topless Dancer" edition (spring 2000), which caused some controversy in the community and was actually banned from several locations. The issue that Hoffman produced

as editor won third place in the annual competition for student journalists held by the California Intercollegiate Press Association.

Hoffman also served Osprey in prior terms as a staff writer and chief copy editor. One story he wrote about "straight-edge" youths won an award in a statewide competition for college journalists.

At ANG newspapers, Hoffman found himself in charge of designing the 9-11 issue's cover as well as the anniversary section, both editions with a circulation of about 300,000.

"Chris has included me in many things that some punk 22-year-old never should have been included in," Hoffman said of his boss. He said he has a lot of freedom with the design of the paper within the design guidelines and that is one of the reasons he is so happy with the company and his co-workers. Hoffman said he has no immediate plans to leave his current job, but that his ultimate dream is to work for one of the top five newspapers in the country.

It's apparent that Hoffman has become quite successful in the newspaper business and thrives on such a rigorous lifestyle.

"I set my sights on newspapers in high school," Hoffman said.

His former professors said it was quite interesting watching him bloom into such a dedicated journalist.

"Ben was a diamond in the rough," professor George Estrada said. "He was one of those guys who sat in the back of the class cracking jokes and being somewhat disruptive, but he changed overnight. Later he became one of my best students and I am really proud of the progress he's made. I expect him to become a real star in the newspaper business."

Estrada said Hoffman always had an outgoing personality, but toward the end of college he learned how to channel it. He joked that Hoffman was a "punk kid" who had a different-colored Mohawk on any given day. Professor Mark Larson wholeheartedly agreed that Hoffman was a star in the making.

"Ben was fanatically committed to music and history," Larson said. "He was also intensely committed to doing good things in school and in work."

Hoffman said he is still into the punk-rock culture, but his appearance has mellowed out over the years.

"According to my co-workers, I do still have a reputation of being a character," Hoffman said. "I'm hoping that's a good thing. Being the pseudo-boss downstairs, I like to keep things loose and we're always joking around about something. There's no point in taking the news seriously!"

*Alumni 1980's
Files*

Dennis Webber, Class of 1980: Since February 2000, Dennis has worked as the grant manager for California State Parks, Office of Historical Preservation. He and his wife are raising their two children (Caitlin, 17; Brian, 14) in Roseville. They recently made a family trip to Washington, D.C.

Elaina Jackson (néé Cox), Class of 1981: Since February 2000, Elaina has been the C.O.O. of Pacific Wood Preserving. She currently lives with her husband, Richard, in Incline Village, Nev. They have no children.

Mikki McIntyre (néé Hyland), Class of 1981: Mikki is a self-employed marketing communications consultant in Navato, where she lives with her husband, Drew, and their two daughters, Camille, 13, and Celeste, 11.

Bob McLaughlin, Class of 1982: Since June 2001, Bob has been the vice president of marketing at Pacific-Sierra Publishing. He lives with his wife, Karen, and children Amy, 12, and Ryan, 10, in their home in Modesto. Bob is also a member of the North Merced Rotary.

Exciting Life In The 'Real World'

By Sayaka Rifu

*Alumni 1980s
Files*

For Bryan Jacobs, the single best piece of advice he received from HSU faculty was to leave.

While he attended HSU, Jacobs worked as a reporter and as a graphic designer for *The Lumberjack*. He also took a role as an advertising manager for the *Osprey* magazine, and held an internship with the Arcata School District for almost two years.

Just before graduation, he went to talk to Mark Larson about staying another semester. Larson quite frankly told him that he “needed to leave the nest.”

“He went on to assure me that with the skills I had developed over the past couple of years at HSU, I could always find work, even if it meant temping for a while,” Jacobs said. “He was absolutely right.”

Jacobs got an editor position with a small group of newspapers in Mount Shasta, immediately after graduation in May 1997.

“Had I been allowed to stay in the ‘comfort zone’ of the HSU journalism program, I can’t help but wonder how different my life would be,” he said. “I may have still been at HSU today.”

Even today, every time he faces major changes in his life, Jacobs reflects on the advice from Larson. “He was telling me not to be afraid of the real world nor to fear trying new things. It was that very idea that encouraged me to pursue the career I have.”

Also, above all the other things he learned at HSU, Jacobs feels that the hands-on experiences were by far the most valuable. It was the portfolio he had developed while still at HSU that helped him get his first job, and he continued to use the same portfolio when he left a year later to take a position with a graphic design firm in Los Angeles.



“I continue to employ much of the knowledge gained through the HSU experiences in my daily life,” Jacobs said. “Hardly a day goes by that I don’t use what I learned while in the journalism program at HSU.”

He currently works as the director of client services at Cantata Entertainment, which was created in June 2002 to incorporate an independent record label, an artist-management company, a recording studio, and graphic-design services. The company is currently getting ready to release the third full-length album by Monique Berry, whose music is distributed throughout Far East Asia and has received numerous awards and exceptional reviews.

Jacobs learned the importance of planning and preparation through the HSU public relations program.

“I create a plan for everything,” he said. “Be it a public relations plan, a marketing plan, or a business plan, it doesn’t really matter.”

Loving every part of his life, including his career, Jacobs has an incredible amount of optimism and big plans for the future.

Karen McLaughlin (neé Lynd), Class of 1982: Karen has worked as the deputy city manager for the City of Manteca since 1987. She lives in Modesto with her husband, Bob, and their children Amy, 12, and Ryan, 10.

Rex Morgan, Class of 1982: Rex is a special education teacher at Smithon Middle School. He lives in Columbia, Mo., and enjoys backpacking with his wife, Mary.

Suzanne W. Larson, Class of 1983: Suzanne has worked as the advance producer/director for South Carolina Educational Television since February 1986. She lives in Beaufort, S.C., with her husband and their daughter, Shawn, 15. She produced and performed a production of “The Vagina Monologues” in 2001 and 2002, and produced and wrote “A Light On Treacherous Waters,” which was awarded the Cine Golden Eagle for historical documentary in 2002.

Robin Lutchansky, Class of 1983: Robin, since June 1996, has been the president of the public relations firm Lutchansky Communications in San Jose. Robin also won the Gold Bulldog Reporter award for the Check Point PR campaign.

Joel Postman, Class of 1983: Joel is senior speechwriter to the CEO of Sun Microsystems. He lives in Mountain View with his wife and his children, Nathan and Minna. He enjoys ice hockey and is thinking of writing a screenplay.

Mark Bruce, Class of 1984: Mark is an attorney with the Orange County Public Defender. He has a son, Adam, and lives in Cypress. He runs poetry readings and puts out a quarterly poetry magazine.

Gina Cuclis, Class of 1984: Gina started Cuclis Communications in October 1997 and it is still going strong. She lives with her husband and their twins, Olivia and Elena, 10, in Sonoma. She has been honored with several awards from the United Way and has been on the City of Sonoma’s Planning Commission since 1997.

Laura Rains, Class of 1985: Laura is a family therapist at the Oregon Social Learning Center and Center for Family Development. She lives in Eugene, Ore., with Clifford, her Newfoundland – Lab mix. She and Clifford are certified as an Animal Assisted Therapy team. She also does consulting work in Iceland.

Kevin Rex, Class of 1985: Since 1986, Kevin has been the principal of the Saddleback Valley Christian School. He lives with his wife, Julie, and their two children, Nathan, 7, and Nikolas, 2, in San Juan Capistrano.

Glenn Franco Simmons, Class of 1985: Glenn is news director at KINS 980 AM. He lives in Humboldt County.

Eric Nordwall, Class of 1986; Smita Nordwall (neé Patel), Class of 1985: Since April 2000, Eric has worked as a copy editor for the Gannett News Service. He, Smita, and their two dogs live in Alexandria, Va.

Faculty Updates

By Joseph Coppolino and Wissam Fakh

At the end of the spring term, **Jerry Reynolds** will retire after 18 years of teaching at HSU. He began teaching in fall 1985 as the adviser of the Osprey. He also worked part time at the Eureka Times-Standard as a copy editor and editorial writer.

Over the years, in addition to the Osprey, Reynolds taught interpreting contemporary affairs, editing, beginning reporting, public



affairs reporting, photojournalism, desktop publishing, advertising copy and design, and advised The Lumberjack. He left the Times-Standard

in 1995 when he had the opportunity to teach additional classes. He is finishing up the spring by teaching desktop publishing and advertising copy writing and design.

Reynolds lives in Arcata, where he plans to stay. After retirement, he would like to do some volunteer work for the American Rhododendron Society, continue working in his garden, and travel.

WE BID YOU A FOND FAREWELL, JERRY!

Craig Klein continues to be active in the great outdoors along with his wife, Mary Beth.

They especially enjoy hiking together, as well as racing sailboats in Humboldt Bay. Although many don't know this about him, Klein is a pianist and keyboard player. He has been busy this past year recording electric and



acoustic blues music with other musicians for an upcoming CD.

Also in this past year, Klein has been involved with the Eureka-Nelson, New Zealand, Sister City Project, and is currently working with community leaders on a video project to promote education and tourism in the Humboldt Bay region.

Klein is also active in the Association for Health Care Journalists, and has begun doing missionary work in Honduras in support of building a network of food warehouses in a land that has none.

When **Linda McMaster** came to the JMC Department as administrative support assistant two and a half years ago, her experienced colleagues on campus said it would take her about three years to learn this job. They were right! Now everything is coming together and



Linda is looking forward to the increasing contributions she will be making to the students, faculty, college and university.

Linda enjoys working with everyone in the department on a daily basis.

"There is a great mix of talent, creativity and humor. It has been a privilege to work with Mac McClary and Jerry Reynolds," McMaster said.

Technology is bringing some exciting ideas to explore. Watching students as their confidence develops and their enthusiasm grows, is something McMaster will never grow tired of.

A special teaching opportunity at the CSU's Summer Arts program



in Fresno was the highlight of **Mark Larson's** summer. An excellent budget helped Larson bring in George Lepp to teach digital imagery and printing

and Larry Michael to teach abstract imagery in-camera. A special moment for Larson was shooting a fantastic sunset image of a forest fire at Half Dome in Yosemite.

The summer also included special family time, including an annual rafting trip down the Salmon River in Idaho. Larson's son is a freshman in high school now and his daughter is living in New York City and apprenticing to be a tattoo artist.

The best restorative of all for Larson came to him recently as he took a difference-in-pay leave away from HSU for the fall semester. While he did end up working hard on the department's program review, he also took a sailing trip near Vancouver Island, which provided many photo opportunities of killer whales and grizzlies.

"HIGH FIVE"

This semester, **Deborah**

Ketelsen is teaching public affairs video. This class is filled with fun and rewarding projects that will allow students the opportunity to build a portfolio of work.



When Ketelsen is not teaching, she is the production manager for CableRep Advertising, which is the advertising division of Cox Communications. She is also the educational coordinator for Cox Communications.

Ketelsen also teaches a Congolese dance class on Friday nights at the Dancenter in Arcata. She is now in her 15th year of dancing and performing Brazilian Samba and Congolese dance.

For relaxation, Deborah loves to read, garden, go boating, practice her photography and catch up on the latest movies.

George Estrada put the finishing touches on his book of cultural ethnography, "I Have Tasted the Sweet Mangoes of Cebu," which is a farcical romp through the Philippines. He plans on a late summer or early fall publication date. Probable publisher is RDR Books of Berkeley. He also recently finished a copy-editing workbook, which will be published this summer by St. Martin's Press.

On another note: Estrada's 1-year-old son, George III, has just learned how to stand and is spewing his first words. "A-dah, a-mah, a-goo, a-ba-ba-bah" is about the extent of it. George III must be on his way to becoming a journalism professor.



Estrada and his family spent part of Christmas break in Honolulu, where he attended a conference and presented a paper. His wife, Noreen, ran around the beaches of Waikiki wearing very fashionable swimsuits while their son ate a lot of sand. They had a great time.

Along with the Osprey magazine, Estrada also advises The Humboldt Travel Journal, which he created two years ago. The online

travel magazine won a second-place SPJ regional award last year for "Best Online Independent Magazine." You can check it out at www.humboldt.edu/~travel.

Gary Melton continues to serve as the adviser of KRFH student radio. Next year will be the station's 15th year of broadcasting and sixth year of broadcasting on the Internet. Since he created KRFH, and the curriculum to support it in 1989, there have been approximately 2,000 students who have participated. "Cool!"



Melton will take a group of about 10 students to an international conference at Ilmenau University of Technology in Germany in May. This will be the third time Gary has provided this opportunity for his students. He is in the process of writing a proposal to establish an exchange for students between HSU and Ilmenau University of Technology. He will also be a participant at the upcoming conference as a member of a panel examining media and conflict issues.

On a personal level, Melton is working on a CD project with his band Mad River Project. Perhaps fame and fortune are around the corner.

Mac McClary is in his 36th year of teaching at HSU. As part of his early retirement, he is taking the spring semester off. During this time, he will be traveling to Hawaii, Arizona, and



Alaska.

"It is great to be able to travel when most people can't. We used to have to travel during summer and other vacation periods," he said. "Now, we can go when travel is less crowded and cheaper."

He was also able to go to the SPJ conference in Fort Worth, Texas, and First Amendment Conference in San Jose, which coincided with a Sharks game.

McClary plans to do research, work on a media ethics book, and get to the Bay Area to see family as often as possible while he is off this spring. He plans to teach ethics, history, and intro to PR in the fall.

"I always enjoy hearing from former students," McClary hinted.

Email: mhm1@humboldt.edu

Jane Rogers is working on several things this semester. First, she will be challenged by the launching of the Merge Media website. It is the first convergence effort by the HSU journalism department. It is converging print, audio, and video work in one place, the Internet.



Convergence appears to be the future of the industry as new technologies remake the way we gather, send and receive information. Journalists are being required to file stories in multiple formats. This training is pivotal for the future success of our majors.

Rogers is also helping develop a partnership between HSU and Internews, a local nonprofit organization dedicated to creating open media worldwide. HSU's new president, Rollin Richmond, is excited about reaching out to the community to increase opportunities for HSU students.

Jerome Peacock, Class of 1986: Jerome has been the director of corporate communication for Wellspring International since September 2000. He currently lives with his wife in Solana Beach. He belongs to many civil and environmental advocacy groups, including the ACLU, Doctors without Borders, Sierra Club and the Surfrider Foundation.

Calvin Trampleasure, Class of 1986: Since 1987, Calvin has been an elementary school teacher with the West Contra Costa Unified School District. He lives in El Cerrito with his wife, Clarice, and their child, Kai, who is nearly 4. In 2001 he was honored as the WCCUSD Teacher of the Year.

Laura L. Furness, Class of 1987: Since August 2001, Laura has worked as an associate attorney with Belsky & Associates in San Diego, where she lives alone.

Steve Salmi, Class of 1987: Steve is an adjunct professor and state-level public policy analyst in Olympia, Wash. He is writing a doctoral dissertation "in something or another."

Rebecca Sorter (né Alder), Class of 1987: Rebecca is a substitute elementary school teacher in the South Kitsap School District. She lives with her husband, Gary (NAS, 1999), and their 9-month-old son in Port Orchard, Wash.

Lori Hennessy (né Schopp), Class of 1988: Lori is a freelance graphic artist and bookkeeper. She lives in Fairfax with her husband and their two children, Selena, 6, and Shannon, 4.

Scott Kieffer, Class of 1989: Scott, since October 1992, has been a freelance advertising executive. He lives in Eugene, Ore.

Kenneth D. Norris, Class of 1989: Kenneth is public/media relations person and writer at Inland Management Corp. He is married to TJ and lives in Pownal, Vt. He enjoys creative writing, traveling with his wife, and training his "untrainable" dog.

Keith Alan Estabrook, Jr., Class of 1990: Keith is self-employed and provides legal services. He lives in Azle, Texas, and has a daughter named Zoe.

Mary Hanel (né Burdine), Class of 1990: Mary is currently studying to be a court reporter while living with her husband, Greg, and their five children in Bakersfield. Her children are Alyson, 12, Gregory, 10, Daniel, 8, Laura, 6, and Mary, nearly 3.

Chris Manning, Class of 1990: Chris is a self-employed record producer and recording engineer. He has worked on certified gold albums and MTV videos. He lives in San Rafael with his wife and his son, Kai Brooks.

Digging It With Herbs

By Wendy Grandberg

From Santa Cruz to Southern Oregon, Amy Mayfield has always had a way with herbs. A graduate of Humboldt State University, Mayfield, formerly Amy Baugh-Meyer, received a bachelor's degree in journalism with an emphasis in news-editorial in 1999.

As editor of Herbs For Health, a national magazine, Mayfield has found a way to combine her healthy habits with her passion for journalism. The magazine-editing profession seems to be her cup of tea.

"I like the whole process," she said. "I enjoy seeing it all come together."

As a teenager, Mayfield worked at an herb store in Santa Cruz called Way of Life. After deciding to attend HSU, Mayfield moved from Santa Cruz to Arcata. Mayfield was an employee at Moonrise Herbs in Arcata while she attended classes at HSU. Then, taking a leave from her classes at Humboldt, Mayfield returned to Santa Cruz and worked at Way of Life for another year, before returning to school to finish her degree.

Combining her knowledge of herbs with her education in editing, in the spring of 1999, just months prior to her graduation, she began an internship at Herbs for Health Magazine. The practical instruction that she received from the professors in the journalism department at Humboldt State University gave her an impressive edge as an intern, she said.

"George Estrada's copy-editing class has helped me out a lot with my job," Mayfield said. "Everyone was really impressed with the skills that I acquired in his class."

Estrada recalled that Mayfield was one of those special



Ryan, Amy, and Nessie (their dog)

students who seemed obsessed with the task of editing. "She was a perfectionist. She had a passion for the discipline that came through in the classroom. During our weekly quizzes, she would always be the last one to finish because she was triple-checking AP style. It was obvious from the very beginning that she would become a pro."

Her skills landed her a position as assistant editor at Herbs for Health, six months after beginning her internship. She moved to Loveland, Colo., near Fort Collins, to work for the magazine. Seven months after being hired, she was promoted to associate editor.

"It has been going steady ever since my internship," said Mayfield. A year later, in May of 2001, Mayfield became the editor of Herbs for Health.

In March of 2001, two months before Amy's promotion from associate editor to editor in chief, she married Ryan Mayfield. Ryan,

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PR

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Those differences prompt Duckhorn to daydream about her college town. "I miss Arcata all the time. The time I spent there was very, very special to me. Arcata is a magical place. I still vividly remember foggy morning walks to school with a slight drizzle and the smell of salty seawater."

While she may not be in school any more, Duckhorn still lives with deadlines. "My job is very rewarding, though a bit high-pressure. I never saw myself as a corporate person, but here I am with my corner cubical, suits, and a string of corporate attorneys proofreading everything I write."

The driving forces behind the pressure that she faces are stockholders. "We're a pretty big company, our parent company is publicly owned. That means we're at the mercy of stock prices. Everything we do is bottom line – return on investments."

The pressure may get to some, but Duckhorn has no worries about her job security. "I feel fine," she said, "because I perform well. It drives you to succeed and do what is required. It's fun being on deadline, launching new products."

The satisfaction that Duckhorn feels about her work is well earned. "Since I've become manager, my company has been featured in USA Today several times, The New York Times, all the large computer magazines such as PC World, Computer Shopper, etc., as well as on popular computer radio shows and television programs. There's nothing like seeing your company's name in a huge publication and knowing that your work is what made it happen."

Without talent and drive, Duckhorn's PR division could not see such tangible results. "We're really focused on proving what we do is valuable, which means being

accountable."

Duckhorn's team has been accountable from day one.

"I was lucky enough to come on board when Crucial was just developing their PR program, so I was able to grow with and contribute to an outstanding department."

At one point, the company was considering not even having a PR department. "Being able to build it so they were able to see the benefits from it allowed the program to continue."

All of these happenings have a humble beginning. Duckhorn served as editor of HSU's bi-annual magazine the Osprey in 1999. "Working on the Osprey was a ton of fun, and was a great piece to put in my portfolio when job hunting."

Duckhorn's memories of the journalism professors at HSU are fond. "Everybody was so great. I can't gush enough about how much I loved my time there. Mac (McClary) was my advisor and my PR teacher, so he had a big influence on me. He introduced me to PR and his casual, friendly teaching style made me want to do well for him."

In addition to being talented teachers, Duckhorn said that her professors were available for her. "George Estrada was also very important to me as a professor and a friend. He brought a real-world feel to his classes having recently switched careers from big-time newspaper reporter to professor. I took a lot of classes from George. His support and confidence in my abilities absolutely set me on the path to success."

Other professors at HSU also enriched Duckhorn's life.

"Another professor who was special to me was Ken Nakamura, with the social work department. My first semester at HSU, I signed up for one of his classes without knowing that he was the same Ken Nakamura who'd been my pre-school teacher while I was in the

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*Alumni 1990s
Files*

Catherine Dale, Class of 1991: Currently, Catherine lives alone in San Francisco where she works as the marketing manager for Futuredex.

Elizabeth Hilker, Class of 1991: Since September 2000, Elizabeth has been teaching journalism, computers and social studies in a middle school in Fairbanks, Alaska, where she lives with her husband and their 4-year-old, Terra.

Elissa Lee (né Stachelek), Class of 1991: Since August 2000, Elissa has been an instructor at the College of the Redwoods. She lives in McKinleyville with her husband and their two children, Mason, nearly 4, and Morea, 29 months.

Beth Mersky, Class of 1991: Beth lives with her partner of 10 years, Jeff Gotch, and his two children, Rachel and Zoe, in San Francisco. She's worked as a rabbi's assistant with Congregation Beth Shalom since 1995.

Scott Palmer, Class of 1991: Since November 1997, Scott has been the operations manager of marketing for DaimlerChrysler. He lives in Mill Valley.

Terrence "Wil" Robinson, Class of 1991: Terrance has worked as an information systems instructor and technical writer for the University of Michigan since June 2000. He lives with his wife, Barb, and their two adopted children, Evan Igor, 6, and Sara Ludmilla, 5, in Ann Arbor, Mich.

Christine Sackey, Class of 1992: Christine is the editor of the Humboldt Beacon, where she started in 1994 as a typesetter. She currently lives alone in Fortuna.

Patrick "PJ" Johnson, Class of 1992: PJ has been the press secretary to the mayor of San Francisco since 1996. He currently lives with his wife, Karin, in San Francisco. They have no children.

Teri Carnicelli, Class of 1993: Teri is an editor at Child Care Business Magazine. She is involved with Habitat for Humanity and Esperanza Women's Health Guild. She lives Phoenix, Ariz.

Emily Creely, Class of 1993: Emily is the new water-quality monitoring coordinator of the Anchorage Waterways Council. In 1997 she won the Mayor's Award for Public Service for her volunteer work with many Alaskan conservation groups.

Jesse I. Ettinger, Class of 1993: Jesse is a freelance picture and sound editor in Valley Village. He lives alone.

Chris Gast, Class of 1994: Chris is a marketing manager at Intuit. He has also held jobs at Harcourt eLearning, Harcourt Professional Publishing, and Beacon Arts. He is married and lives in San Diego.



Emeritus Faculty Update

By Melissa Tharp

Former faculty member **Howard Seemann** is currently working as the editor of the Reporter, a quarterly newsletter for the retired California State University faculty. He recently quit as the copy editor of the North Coast Journal after being on staff for about 15 years, but has remained in the area.

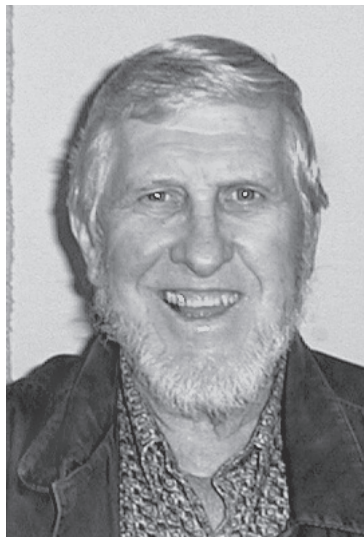
"I figured that as I was about to turn 70, I had worked long enough," Seemann said.

Seemann joined the Humboldt State University Journalism and Mass Communication department in 1969, and advised The Lumberjack from 1970 to 1998. Seemann also taught beginning reporting, editing, and photojournalism, and twice taught a class on the black press.

Two of Seemann's four children followed in his footsteps and went into journalism. His youngest son, Luke, is designing pages for The Chicago Tribune and his oldest daughter, Danae, who was an editor for The Lumberjack, is teaching English as a second language in Greece.

Seemann has a newfound interest in digital photography. He recently bought a digital camera and is "learning photography all over again."

"It's strange not to use a darkroom," Seemann said.



Pete Wilson is keeping himself busy with his involvement in the Asheville District of the United Methodist Church in North Carolina. He is president of the District Committee of United Methodist Men.

"I serve 90 churches and 45 UMM Fellowships," said Wilson of his involvement with the church. "I am on my seventh year as president."

He serves on several other committees at the church and sings in the choir. At the Central United Methodist Church, Wilson helped start a program that "sent at least 800 pounds of food every month to an organization that feeds and shelters homeless people."

Wilson taught at HSU for 20 years starting in 1972. He taught such classes as public affairs reporting, news editing, and broadcast news writing. He was chair of the department for four years and also headed the University Faculty Personnel Committee for four years. In addition, he took part in many other committees on campus.

Wilson is also proud to boast that he works out at the spa three times a week and has recently lost 35 pounds.

Sherilyn Bennion, who taught at HSU from 1972 to 1998, is enjoying her retirement. She's keeping active professionally by serving on the Executive Committee of the Journal of Mormon History, a position that involves reading and evaluating manuscripts submitted to the publication.

She also travels, which she said is "a major source of fun."

"During 2002 we journeyed to Australia, New Zealand, China, Russia, Estonia, England and Scandinavia. We also thoroughly enjoyed the Winter Olympics," Bennion said of her travels with her husband.

While at HSU, Bennion taught many courses, including beginning reporting, magazine writing, public relations, and mass media and contemporary society. Her favorite was mass media law.

"I also served terms as department chair, program leader of Women's Studies and president of the General Faculty, in addition to the university and community service that is required of all faculty members," Bennion noted.

After retirement, Bennion and her husband moved back to Salt Lake City, where they both grew up.



Herbs

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also a graduate of HSU, received his bachelor's degree in environmental resources engineering in 1998.

Amy is happy to report that she and her husband returned to the West Coast last year and have a new home in Williams, Ore. Their house sits on 25 acres, on which the Mayfields have a big vegetable garden and lots of fruit trees. They also have chickens, which bear them free-range eggs.

Ryan works for a renewable energy company, Energy Outfitters. He commutes from their home to Grants Pass, Ore., where Energy Outfitters is located.

Via the Internet and telephone, Amy is able to telecommute with the new publishers of Herbs For Health, Ogden Publications, which is based in Topeka, Kan.

Amy and her husband have recently taken up kayaking. They have been enjoying their new hobby on the Rogue River, in southern Oregon

"I wanted to try something new, something fun," Mayfield said. "Ryan had taken a kayaking class at Humboldt and wanted to get back in it."

Waves

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three that won't replay "generic" national satellite programming. He said KRFH is completely local and a great resource for the community.

"I want to thank Dr. Gary Melton, KRFH, and the excellent DJs of 610 AM," Dronkers said.

Although KRFH inspired Dronkers to get involved with broadcasting, he said the journalism department also provided him with a solid foundation for broadcast writing, news analysis, and editing.

Perhaps Dronkers is so successful in the broadcasting field because he has radio in his blood. Recently, he found out that his

grandfather was a radio announcer for the Dutch version of National Public Radio during World War II. He said a co-worker of his grandfather's broadcast disparaging comments about the Nazis and was arrested on his wedding night.

Dronkers said his key to success is to never let the phrase, "it has always been done this way," be an excuse for stagnation. He said people who are enthusiastic about radio surround him.

"I work with a staff that creates a good vibe," Dronkers said.

Passion

continued from page 3

Aside from her service with HSU this year, Hill has also been an instructor at such institutions as Iowa State University, Drake University and Shaw University. As a reporter, she has worked for the Las Vegas Sun, the Des Moines Register and the Chicago Tribune. She was most recently the managing editor at Wave Community Newspapers in Los Angeles.

"I sensed some frustration on her part in recognizing the realities of real-world journalism," said Tony Castro, a columnist and political writer at Wave Newspapers.

Don Wanlass, another colleague of Hill's at Wave Newspapers, agreed with Castro. "I don't think Mary was ever totally happy with upper management at the Wave," Wanlass said. "When all is said and done, Mary prefers teaching young potential journalists more than she liked working in the newsroom."

Hill said her experience has shown her that the industry has "lost its way" and is losing its sense of purpose. The mission of journalism should be that of getting all the facts out and finding the complete truth, she believes.

With a need to "get back to basics," Hill made the decision to enter the classroom, where her new passion for journalism had

settled. Hill believes it is students who will change the face of mass communications. What Hill sees as a loss of mission in the journalism industry could all be changed in the classroom, she believes. And that is why she constantly pushes her students to excellence.

"I have high standards because I learned the most from the instructors whose standards were high," Hill said. "I want to give the most. You learn more from veteran reporters and good editors. I just have to prove it."

Many respect Hill's tough approach and appreciate the depth of her professional experience.

"Hill has brought a wealth of metropolitan newspaper experience not often found on American journalism faculties," said McClary.

*Alumni 1990s
Files*

Eric Souza, Class of 1995: Eric has been the marketing web content administrator for Greenpoint Financial since May 1998. He is a member of the Native Sons of the Golden West SeaPoint Parlor and just completed a second degree in Digital Imaging. He is working on a translational project and is planning to move to San Antonio soon with his wife, Yolanda Angelica Emi Ponce de Souza.

Teddie Rae Herman, Class of 1995: Teddie Rae is the assistant director of the Rosebud Sioux Tribe's Youth Affairs Program, where she's worked since May 2000. She currently lives in Mission, S.D., with her fiancé and three children. Her daughters are Katherine, 14, Rachel, 12, and Ariana, nearly 3.

Liz Neely, Class of 1995: Liz is senior web editor at Electronic News. She has also been a reporter for The Ventura County Star. She lives in San Diego.

Teresa Mills-Faraldo (né Mills), Class of 1996: Teresa's worked as the education reporter for the San Mateo County Times since May 2000. She lives with her husband, Steve, in San Mateo. She has been honored with a first place award in reporting from the National Press Association and two awards from the Nevada Press Association. She is currently working on a horror novel.

Shannon Mortensen, Class of 1997: Shannon started her own design company (silent Q design) in October 2000. She lives now in Auburn.

daycare program at UC Berkeley about 18 years prior. My father was getting his graduate degree there at the time. I walked into the class and he recognized my name, and as soon as I saw him it all came back to me. He was my favorite teacher in pre-school. He knew my parents and me pretty well, and it was an absolute delight to run into him again at HSU. We formed an instant bond and often had lunch and spent time together. He became a mentor to me and made my experience at HSU that much more special."

This point in Duckhorn's life may not have been reachable had it not been for the scope of her education.

"The department offered a wide variety of journalism classes that allowed me to touch on more than just PR. For instance, introduction to mass communications gave me a strong understanding of mass communication principles and the impact of the media on society. Communications law was fascinating and very useful now that I have to be aware of legal issues involved in my work. I don't think I'll ever work as a newspaper reporter, but being taught the tricks, structure, editing, etc., at HSU has made me a better PR person. I came out of school into a PR job with a firm understand of 'the other side.' I know what reporters are looking for and how to write for them."

Beginning students would do well to heed the advice that Duckhorn has for them. "You can just have a good time, party it up, and float through it, or you can get excited about what you're studying and do something with it."

Once you get excited, then you need to get motivated. "Dive headfirst into your internship. My internship with the Volunteer Center of the Redwoods is what built my portfolio up and was key to getting my first job. I wasn't thrilled at the time to do it, but every bit of published writing I did helped. Also, the writing skills I learned in journalism classes from reporting to editing really put me ahead of other job candidates, and those skills have proven invaluable in my career. You'd be shocked at how poorly people write and how good you can look if you can spell and form concise, direct sentences. More than 90 percent of the contact I have with journalists in my job is via e-mail. High-tech journalists are especially fond of e-mail correspondence, so learning to communicate clearly in written form is essential."

It has not been that long since 1999, so Duckhorn's advice to recent graduates is no doubt pertinent. "Gather all the papers you wrote, all the articles you published and put them together in your portfolio. Every little bit helps. Also, if you are passionate about your career choice, it will show and you'll stand out among other candidates."

Duckhorn should know. Her passion for her work has led her to stand out in her department, and has led her company to stand out of the crowd, as well. It seems like she keeps choosing the right puzzles to fit into, and keeps fitting into them well.

*Alumni '99's
Files*

Pete Chenard, Class of 1997: Since September 1999, Pete has worked as a graphics journalist for the San Diego Union-Tribune. He was given an award for the best graphic illustration for his full page infographic, "Rite of Passage: Guide to Gray Whale Watching" by the S.P.J. He lives with his wife in Escondido.

*Alumni '99's
Files*

David Courtland, Class of 1997: David is a city reporter at the Curry Coastal Pilot. He has also worked at the King City Rustler as a general assignment reporter. He currently resides in Brookings, Ore.

Stephan Kraynich, Class of 1997: Stephen lives in Lompoc with his wife, Michelle, and works as a tennis instructor. They recently returned from an extended European excursion and travel the world extensively.

Denise Rogers, Class of 1997: From Petaluma, where she lives with her husband, Todd, Denise works as the marketing production coordinator at Birkenstock.

Michelle Teasley (né Teets), Class of 1998: Michelle lives in Shasta Lake with her husband, Tim. Since March 1999, she has been working as the education reporter for the Redding Record Searchlight.

Matt Krupnick, Class of 1998: Matt is the metro reporter for the Upland Valley Daily Press, where he has worked since February 2000. He has won various awards from the Society of Professional Journalists. He currently lives with his wife, Jennifer Kho (journalism, 1999), in Upland.

Tammy McCarthy, Class of 1998: Tammy is a transfer center technician at Barstow College. She is married to Leonard, an HSU grad, who is a high school teacher. She lives in Barstow.

Zachary S. Adams, Class of 1999: Zachary is a social studies teacher at Kaweah High School. He has also been an account representative at a technology company. He is married and lives in Visalia.

Lisa Breckenridge (né Power), Class of 1999: Lisa is the communications coordinator for the Humboldt County branch of the St. Joseph Health System, where she has been since June 1999. She lives with her husband in Trinidad. They recently traveled through Italy, France and Switzerland for their honeymoon.

Eric Grammer, Class of 1999: Since January 2002, Eric has been the communications manager for The Joseph E. Shaner Company in Baltimore. He lives with his wife, Jot, and infant son Ethan, 13 months, in Laurel, Md.

Matt Itelson, Class of 1999: Matt is a public relations coordinator at San Francisco State University. He is married to Brandi Itelson (Price), an HSU sociology graduate (1999). They live in San Francisco.

Michael Kew, Class of 1999: Michael uses Goleta as a home base for his worldwide travels as a freelance surf journalist. He is very happy.

Amy Mayfield (né Baugh-Meyer), Class of 1999: Amy has been the editor of Herbs for Health Magazine since June 1999. She recently moved to Williams, Ore., from Colorado with her husband, and telecommutes. They have no children.

*Alumni 1990's
Files*

Pat McGuinness, Class of 1999: Pat is a marketing director for Wild Oats Natural Marketplace. She lives in Bend, Ore., and is on the board of directors of Earth Connections – Oregon Environmental Sustainability Org.

Peter Sciacca, Class of 1999: Peter is a page designer/copy editor for The San Mateo Times. He lives in Daly City and “was sad to hear about Marino’s.”

*Alumni 2000's
Files*

Gigi Campo, Class of 2000: Gigi has been an associate producer with KOVR-TV since October 2001. She currently lives alone in Sacramento. One of the shows on which she was an associate producer is now up for an Emmy.

Jenna Daniels, Class of 2000: Jenna is a marketing coordinator at the Puget Sound Business Journal. She lives in Seattle, Wash., and is engaged.

*Alumni 2000's
Files*

Jennifer Hayes, Class of 2000: In April 2001, Jennifer started working as a graphic artist for the Cerus Corporation. She lives in San Ramon.

Jennifer Picard, Class of 2000: Since July 2000, Jennifer has been the entertainment editor of the Appeal-Democrat. She currently lives in Yuba City by herself.

Erica L. Taylor (néé Johnson), Class of 2000: Erica is a promotions/public service director at California Broadcasting, Inc. She is married to Chris Johnson, an HSU journalism graduate (1998), and lives in Redding.

Shannon M. Warga (néé Garcia), Class of 2000: Shannon currently lives with her husband and two children in Rio Grande, N.J. Her youngest, Jeremy, is 20 months old, and Christian is 6 years old.

Mark Bronfman, Class of 2001: Mark is a freelance journalist, and also works at a brewery and a café. He won an award from the Society of Professional Journalists for a non-fiction human-interest story in 2001. He lives in Vista and travels “as much as possible.”

*Alumni 2000's
Files*

Jessica Gleason, Class of 2001: Jessica has just returned from an extended work/play trip through Europe and is living in Victorville.

Kimberly Horg, Class of 2001: Kimberly is a writer/editor/graphic artist at Home Illustrator Magazine. She has also done freelance writing for What’s On magazine and Henderson Home. She lives in Las Vegas, Nev.

Amanda Lang, Class of 2001: Amanda is an advertising consultant at Boston Metro Publishing. She lives in Jamaica Plain, Mass.

Christine Bezanson (néé Hoffheiser), Class of 2002: Christine is a staffing manager at Robert Half International. She is preparing for a dual communications law/J.D. program. She is married and lives in Syracuse, N.Y.

Stacie Lyans, Class of 2002: Stacie is an Alumni and Annual Funds assistant at HSU. She graduated Magna Cum Laude and a member of two National Honor Societies, and has had an internship with Fox Sports. She lives in Arcata.

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The Journalism Department's Annual Awards Banquet

Thursday, May 8th, 2003

Green & Gold Room, Founder's Hall, HSU Campus

From 7:00 PM to 9:00 PM

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Admission is free!

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