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MEDILL

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MAKING CONNECTIONS

DAN ROTH (BSJ95) IS LEADING A CONTENT REVOLUTION AT LINKEDIN.

PAGE 14



CALL FOR ENTRIES

Medill Medal for Courage in Journalism

This annual award is given to the individual or team of journalists, working for a U.S.-based media outlet, who best displayed moral, ethical or physical courage in the pursuit of a story or series of stories. The contest is open to journalists from newspapers, television stations, online news operations, magazines or radio stations. The story subjects may be local, national or international in scope.

Contest period: 2013 calendar year

Deadline: Postmarked by Feb. 28, 2014

For application information, prize amount and contest rules, visit www.medillmedalforcourage.com

John Bartlow Martin Award

This annual award honors outstanding professional public interest magazine journalism, at which Martin was so adept himself. During his 10 years on the Medill faculty, Martin coached students to excel as reporters and writers.

Contest period: 2013 calendar year

Deadline: Postmarked by Feb. 28, 2014

For application information, prize amount and contest rules, visit www.johnbartlowmartinaward.com



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DAY IN THE LIFE

On Oct. 4, Mike Greenberg (BSJ89) brought his popular ESPN sports talk show “Mike & Mike” to Northwestern, where he broadcast live from Deering Meadow beginning at 5 a.m. Take a behind-the-scenes look at the memorable day.



ON THE COVER

At the LinkedIn office with Daniel Roth (BSJ95). See story on page 14.

PHOTO BY ARMANDO SANCHEZ

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GUEST LETTER



Jamie (Schwartz) Strait (BSJ98)

Director of Development, Medill

Every time I walk into Fisk Hall, a familiar feeling comes over me, but not because the place has barely changed since I was a student here nearly 15 years ago. It's because there's still an energy – a sense of possibility and ambition and discovery – that emanates from the students here today.

Students come to Medill because they want to change the world, and what they learn here can launch them toward success. What these students may not know is that they will be part of Medill for life.

I returned to Medill last August after 10 years reporting in Tallahassee, Fla., Nashville, Tenn., and Minneapolis, and nearly five years working in Northwestern's New York office of Alumni Relations and Development. But I never really left Medill. As a reporter, I tapped the Medill network for jobs and mentors. As an alumna, I cheered as my classmates became leading voices in their fields. As the new Director of Development for Medill, I'm inspired every day by the generosity and thoughtfulness of our alumni, parents and friends.

The Marcus Lowes Scholarship is the perfect example (page 6) Marcus (MSJ95) died far too young, but his family and friends honored his memory and legacy by endowing a scholarship for students who share his passion for sports journalism.

The most meaningful gifts come from personal experience and a desire — reflected in our students and demonstrated by our alumni — to make a difference. Dean Brad Hamm and our faculty are committed to providing life-changing experiences for Medill students and are focused on advancing Medill as the best school of its kind in the world. Members of the Medill community are stepping forward to partner with us to realize these ambitions. Every gift to Medill is a vote of confidence in this vision and an acknowledgment of the role our school has played in your life.

Thank you for supporting Medill, whether you give money, hire graduates, mentor students or, ideally, all three. My job, along with Senior Associate Director Cherie Richardson and our many development colleagues, is to connect you to Medill in the way that's most meaningful to you. Together, we can make the Medill experience even more extraordinary.

And if you'd like to start by helping to renovate Fisk, give me a call!

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ALUMNI QUOTE



“Be flexible and be ready to make changes if an opportunity comes your way.”

CARLOS ZEPEDA (IMC98)
• VP Marketing, Havaianas USA
• Named one of “40 under 40” brand innovators in 2013 by BrandInnovators.com
• Former senior marketing director at PepsiCo

+ Coming soon: Read a Q&A with Zepeda in the tablet edition.

By Beth Geraci (MSJ98)

A LASTING LEGACY

A GROUP OF FRIENDS BANDED TOGETHER TO HONOR THEIR FRIEND THROUGH A MEMORIAL SCHOLARSHIP.

In every group of friends, there's always one person who draws everyone together. For Kappa Sigma Fraternity brothers at Northwestern from 1988 to 1992, Marcus Lowes (MSJ95) was that guy.

Lowes, a Greencastle, Ind., native, loved Hoosiers basketball, but also rooted for the Los Angeles Dodgers — although no one knew why. He had a wry sense of humor, a penchant for lively debate and a passion for sports that powered his magnetic personality. But it was his universal acceptance of others that drew people to him most.

"Once you became friends with Marcus, you stayed friends with Marcus," says Brian Ullery, Lowes' former roommate. "As a person, he tended to be the epicenter for everybody."

Fifteen years after his passing from gastric cancer at age 28, Lowes' vivacity still resonates with those who loved him and want his legacy to live on in perpetuity.

The Marcus J. Lowes Memorial Scholarship, established by his friends and fraternity brothers as an endowed gift, will be awarded annually to a Medill graduate journalism student who shares Lowes' passion for sports journalism.

Lowes, who worked as an online sports copy editor at the Chicago Tribune, loved writing, Ullery says. That was one reason why his friends chose Medill for the scholarship.

"People who receive the scholarship will never know Marcus, but that's not the point of it," says Kevin Vedder, who joined Ullery on the board that spearheaded the scholarship effort. "You do this as a way of remembering someone who meant something to you. I think there's a happiness among a lot of people that someone's going to benefit from him."

In fact, someone already has.

Nikitta Foston (MSJ14), who is specializing in video/broadcast at Medill, is the scholarship's inaugural recipient.

"To be awarded this in his name is an amazing tribute," Foston

says. "Marcus's is a powerful story, a tale of life cut too short. I hope I do his legacy justice through my reporting."

The generosity of the Lowes scholarship affords more talented students the chance to attend Medill, Director of Development Jamie Strait (BSJ98) says. "All of us at Medill are really grateful that they're choosing to honor their friend in this way."

Ultimately, Vedder and Ullery hope that the scholarship helps students achieve their goals, just as Lowes helped them achieve theirs.

"Marcus crystallized our lives," Ullery says. "We owe him so much."

BETH GERACI IS A CLEVELAND-BASED EDITOR WHOSE PASSION FOR STORYTELLING HAS TAKEN HER EVERYWHERE FROM CHICAGO TO INDIA.



“To be awarded this in his name is an amazing tribute. Marcus's is a powerful story, a tale of life cut too short. I hope I do his legacy justice through my reporting.”

NIKITTA FOSTON

Recipient of Marcus J. Lowes Scholarship

MEDILL NEWS

Medill and the National Association of Black Journalists selected Sheila Solomon, former cross media editor and senior editor for recruitment at the Chicago Tribune, as the 2014 recipient of the Ida B. Wells Award. Solomon, who is also an adjunct faculty member at Columbia College, was inducted into the Hampton University Journalism and Communications Hall of Fame in 2012. The Ida B. Wells Award is given to a media executive or manager who has made outstanding efforts to make newsrooms and news coverage more accurately reflect the diversity of their communities.

The 2013 McAllister Fellowship presentations were given in October and November by Matthew Weinstock, assistant managing editor of Hospitals and Health Networks (Top Editor presentation) and Don Pazour, CEO of Access Intelligence (Top Manager presentation). McAllister fellows are awarded to bring business-to-business media leaders to Medill to advise classes and speak on the state of the B2B industry.

Medill was involved with Social Media Week — a biannual global series of events — for the second consecutive year. Communications and Social Media Manager **Marc Zarefsky (BSJ07)** spoke on a panel about "Building (and managing) a killer social media team: college edition," Professor **Ed Malthouse** and Research Associate **Su Jung Kim** discussed "How negative is negative word-of-mouth?" and IMC graduate students joined ONE.org CMO Jeff Davidoff for a presentation titled "Not Social Media, Social Action."

Research from IMC's Spiegel Research Initiative was featured in an October article in Fast Company magazine about turning negative word-of-mouth into positive promotion. The research examined the Air Miles Reward Program, operated by LoyaltyOne, and how social media can aid in engaging customers who post negative comments.

Medill launched a new website on Sept. 13, which includes new features such as action navigation at the bottom of every page with links to frequently used sections, a bolder main page with larger images and a more comprehensive main navigation bar.

By Deborah Ziff (MSJ06)

WHITAKER PROMOTED TO FULL PROFESSOR

Throughout the course of his career, Charles Whitaker has sailed the Caribbean with Morgan Freeman, delved into the weird and wild of Louisville, followed Jesse Jackson on the presidential campaign trail and covered the installation of the first black members in the British Parliament.

Whitaker was recently promoted to full professor in recognition of his more than 20 years of teaching at Medill, as well as his professional achievements and public service.



WHITAKER

A native Chicagoan, Whitaker got the journalism itch when his fourth grade teacher encouraged his writing. Around the same time, he read a story in *Ebony* magazine about jazz musician Duke Ellington's appearance at the White House. "After picking up that story, I thought, people go out and get to do cool stories like this," he says.

From then on, he had a singular focus on journalism: he wrote a home-printed newspaper about his South Shore neighborhood, received undergraduate and graduate degrees from Medill (BSJ80, MSJ81) and worked after college at the Miami Herald and Louisville Times.

In 1986 he got a job at the publication that first inspired him: *Ebony* magazine. While an editor there, he covered stories on four continents, including independence celebrations in Namibia, the lives of black people in Brazil and a fashion designer who took Paris by storm, to name a few.

Whitaker came back to Medill — he had been on faculty in the 1990s — in April 2002, to run the Academy for Alternative Journalism, a program to recruit and identify talented young writers for the 124 publications of the then-called Association for Alternative Newsweeklies.

He saw the return to Medill as a chance to learn, as well as to teach. "As a student, I was in the very first magazine publishing project that Medill ever did," he says. "I learned a lot in that process. Coming back as a faculty member, I learned a lot as well."

Whitaker teaches courses in magazine writing and editing and recently co-authored a textbook called "Magazine Writing," which is scheduled to come out in early 2014. He also is a doctoral candidate in Human Development and Social Policy in the School of Education and Social Policy.

DEBORAH ZIFF IS A FREELANCE WRITER IN THE GREATER CHICAGO AREA.

By Erin Golden (MSJ98)

A GAME FOR CONSUMING NEWS

Associate Professor Jeremy Gilbert (BSJ00, MSJ00) was checking in on Foursquare — the app that lets your friends know your current location — when he started thinking about news.

He thought about how we log where we stop to drink after work, record what we eat and track how far we run, often sharing it on social networks.

Meanwhile, most of us are also busy scrolling through news sites, clicking links on Twitter and consuming all sorts of information — but we're not following that activity.

Enter Headliner.

That's the gaming app Gilbert created to turn reading the news into a fun, competitive challenge.

Like Foursquare, you check into Headliner to show what you're doing. But instead of reporting that you're at the bar, you make note of the article you just read in The New York Times or the sports roundup on ESPN.com.

By recording your media consumption, you get an interesting look at how and where you spend your time, says Gilbert, who created the game as part of the McCormick Foundation's Why News Matters program. He worked with Medill undergraduates and Smart Media Creative to build the prototype application.

"I don't really believe that listening or watching or reading about sports is less beneficial than reading about local government," he says. "But I do think that when people say, 'I don't have time to keep up with local news,' what they really mean is, 'I'm not choosing to spend time keeping up with local news.'"

Gilbert figures a little competition can't hurt.

When you report more media use on Headliner, you'll pick up badges — and bragging rights over your friends.

"When you factor in the social aspect of those badges, it might make you pay attention to the kind of news you are not regularly getting," says Gilbert, who was recently promoted to associate professor.

This past fall, he tested Headliner in several Medill classes and plans to use the students' experiences to tweak the app for a full roll out in early 2014.

"I don't necessarily want to change the kind of news you read just to change it," he says. "I want to change it because just about everyone consuming news falls into a rut."

Editors' note: Congratulations to Jeremy Gilbert, who joined National Geographic as Director of Digital Operations in January.

ERIN GOLDEN IS A REPORTER AT THE OMAHA WORLD-HERALD IN OMAHA, NEB.

Interim Associate Dean **Jack Doppelt** was selected in November as an Open Society Fellow to work with Al-Quds University in Ramallah to develop a journalism curriculum with a focus on in-depth storytelling.

Josh Meyer, lecturer and director of education and outreach of the National Security Journalism Initiative, was named an Ochberg Fellow by the Dart Center for Journalism and Trauma at Columbia University. The Ochberg Fellowships were established in 1999 for journalists seeking to deepen their reporting of traumatic events.

Professor **Craig Duff** presented "The Future of Photography Editing" on Nov. 8 as part of a photography series at the Chicago Photography Center.

Knight Lab Executive Director **Miranda Mulligan** and Director of Software Engineering **Joe Germuska** participated in the Medill Faculty Colloquium series on Nov. 6. They discussed the Knight Lab's current work and the intersection of technology and journalism.

Associate Professor **Jeremy Gilbert** and Knight Lab Executive Director **Miranda Mulligan** discussed the Knight Lab and design-thinking at Chicago Ideas Week in October. Assistant Professor Emerita-in-Service **Michele Weldon** also discussed The OpEd Project. Several Medill alumni, including **Michael Wilbon (BSJ80)**, **Sara Serritella (BSJ09)** and **David Haugh (MSJ91)**, also participated during Chicago Ideas Week.

Associate Professor **Ava Greenwell** presented "Experiencing Diversity of Reporting in Hong Kong" on Oct. 9 as part of the Medill Faculty Colloquium series.

Professor **Owen Youngman's** Massive Open Online Course (MOOC) on understanding Google launched on Sept. 16. More than 55,000 people from around the world registered for the class, the first of several Northwestern MOOCs offered by Coursera.

Medill faculty members **Jack Doppelt**, **Douglas Foster**, **Jeremy Gilbert**, **Alec Klein**, **Matt Paoelli**, **Cecilia Vaisman**, **Vijay Viswanathan** and **Patti Wolter** were named to the Northwestern Associated Student Government's annual Honor Roll in September. They were selected after a campuswide nomination process in the spring and were picked from almost 1,200 nominations of faculty and administrators.

The following members of the Medill faculty have recently received promotions:

- **Charles Whitaker** promoted to professor
- **Jeremy Gilbert** promoted to associate professor
- **Sarahmaria Gomez** and **Karen Springen** promoted to lecturer
- **Tim McNulty** and **Frank Dudley** promoted to full-time lecturer
- **Jenna Massey** promoted to program director of IMC Full-Time Master's Program
- **Tom Hayden** promoted to program director of IMC Certificate Program

Assistant Professor **Jon Marshall** presented his research on "Divided Loyalties: The Black Press and Harold Washington's Campaign for Mayor of Chicago" at the annual conference of the American Journalism Historians Association in September. At the conference, Marshall was elected to the association's Board of Directors.

STUDENT NEWS

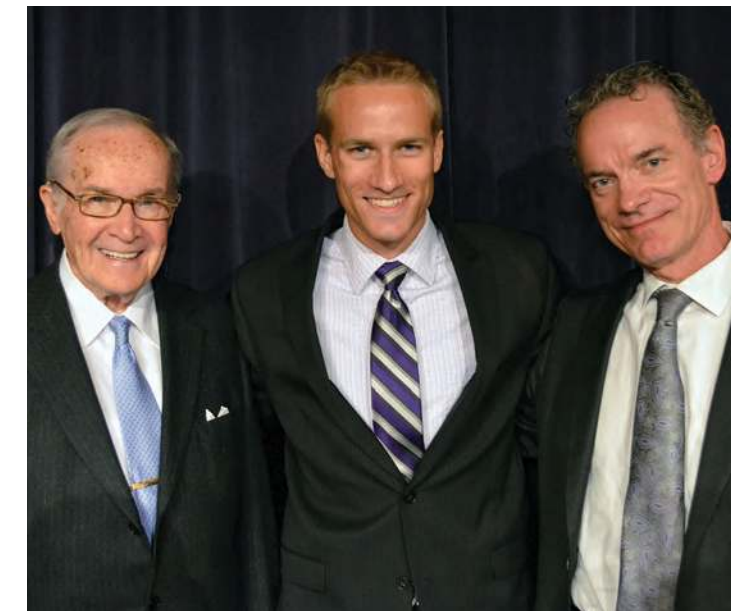
Medill students won multiple awards at the Chicago/Midwest National Academy of Television Arts and Sciences College Student Production awards ceremony on Nov. 3. The Northwestern News Report took top honors in the College Student Production-News category. **Fabiano Leal (BSJ13)**, **Corinne Chin (BSJ13, MSJ13)**, **Matt Rhodes (MSJ13)**, **Arcadia Kust (MSJ13)** and **Marley DelDuchetto (MSJ13)** were honored with the top awards in the Student Production Long Form (Fiction and Non-Fiction category) for two documentaries they produced in Assistant Professor **Brent Huffman's** graduate documentary course. In addition to the awards, **Megan Joyce (BSJ14)** was honored with the Tom Skilling NATAS Scholarship.

The student chapters of the **National Association of Black Journalists**, the **National Association of Hispanic Journalists** and the **Asian American Student Journalists** sponsored the panel discussion, "Is Mainstream Media Too White?" on Oct. 30. The panel included Medill Assistant Professor **Susan Mango Curtis**, Mandarin Quarterly Editorial Manager Matt Jager, Chicago Reporter Senior Editor Rui Kaneya and Chicago Sun-Times Reporter and Assistant City Editor **Maudlyne Ihejirika (MSJ87)**.

Three alumni and one student were winners in the 2013 Student Magazine Writing Contest from the Association for Education in Journalism and Mass Communication. The three Medill winners in the Consumer Magazine Article: Places category were **Lauren Schwartzberg (BSJ13)** (first place), **Jennifer McCoy (BSJ13)** (second place) and **Mark Olalde (BSJ14)** (third place). In the Consumer Magazine Article: Feature category, **Nolan Feeny (BSJ13)** was awarded honorable mention.

Professor **Ed Malthouse** recently had the following articles accepted for publication: "Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House" in the Journal of Interactive Marketing; "The Cumulative Effect of Satisfaction with Discrete Transactions on Share of Wallet" in the Journal of Service Management; and "A Longitudinal Examination of Customer Commitment and Loyalty: the Importance of Identifying Customer Segments and Using Panel Survey Data" in the Journal of Service Management.

Professor **Kalyan Raman** was awarded Best Paper by the Journal of Interactive Marketing for a paper he co-authored with colleagues from Penn State University, University of Missouri and Illinois State University. The paper, titled "Optimal Resource Allocation with Time-varying Marketing Effectiveness, Margins and Costs," was published in the journal in 2013.



▲ Newton Minow, Fritz Burgher and Associate Professor Craig LaMay

Fritz Burgher (BSJ14) was named the Minow Scholar in Communications on Oct. 17 in conjunction with the annual Minow Visiting Professorship in Communications, awarded this year to ABC News' Martha Raddatz.

Thaddeus Tukes (BSJ16), a Medill and Bienen School of Music dual-degree student, was unanimously confirmed as the new Associate Vice President of Diversity and Inclusion for Northwestern's Associated Student Government in October.

2013 TALENTQ EXPOSITION

Medill's fourth annual talentQ Exposition was held on Nov. 20 and was the culmination of more than 20 events held this fall that featured guest speakers from leading innovative companies like Pizza Hut, Nielsen, Leo Burnett and Google. The exposition featured a keynote from Keith Reinhard, chairman emeritus of DDB Worldwide, and a panel discussion about "Who Needs Creativity?" The panel featured **Mary Baglivo (MSJ81)**, vice president for global marketing and chief marketing officer at Northwestern University; Jimmy de Castro, president and general manager of WGN-AM 720; John Kenny, executive vice president and group director of strategic planning at Draftfcb Chicago; Tom O'Keefe, founder/ chief executive officer at O'Keefe Reinhard & Paul and Colleen Whitney, senior vice president media at Digitas Chicago & San Francisco. The panel was moderated by **Dan Fietsam (MSA88)**, chief creative officer at EnergyBBDO.

PHOTOS BY ARMANDO SANCHEZ



Clockwise from top: **Tom O'Keefe** speaks on the "Who Needs Creativity?" panel; keynote speaker **Keith Reinhard**, talentQ organizers (L to R) **Romeeta Sukhtankar**, **Tori Ayres Oman**, **Lisa Hu** (all IMC13) and Lecturer **Marty Kohr**; and Medill Dean **Brad Hamm**.

talentQ
 MEDILL NORTHWESTERN UNIVERSITY
 INTEGRATED MARKETING COMMUNICATIONS





Southern California Trivia Bowl: Tajuana Bates (BSJ03), Jonathan Lababit (MSJ12), Ann Lee (MSJ07), Tiffany Lane (MSJ12), Gerald Tang (BSJ06), Victor Chi (BSJ91), Rachel Rosmarin (BSJ04), Jonah King (MSJ04), Simon Steinhardt and Ciaran McEvoy (MSJ07).



NABJ Conference: Above (L to R), Richard White (MSJ13) Donald Leonard (MSJ13) and Matthew McClellan (MSJ13)

SPJ/NAHJ Conference: Above right, Amanda Peterson and Austin Smith (MSJ11)

Medill Homecoming Tailgate: Right, Medill students Joe Woodard, Joshua Chen, Davi Griffin, Jason Wang, Moneka Bahadur and Abbie Ding

+ Coming soon: See more photos from alumni events around the country in the tablet edition.



COLLEGE SPORTS PANEL

A panel of sports journalism veterans discussed “College Sports: What’s Right, What’s Wrong and What the Future Should Look Like” on Oct. 4. Panelists included ESPN Senior Writer **J.A. Adande (BSJ92)**, USA Today Columnist **Christine Brennan (BSJ80, MSJ81)**, ESPN and CNN Online Columnist **LZ Granderson** (Medill adjunct lecturer) and ESPN anchor **Steve Weissman (BSJ01)**. The event was moderated by ESPN Producer **Willie Weinbaum (BSJ82, MSJ83)**.

SPEAKERS & EVENTS

Matt Winkler, co-founder and editor-in-chief of Bloomberg News, spoke on the intersection of journalism and social media and gave away copies of his book “The Bloomberg Way” on Nov. 21.

The New York Times writers **C.J. Chivers** and **Ben Hubbard** discussed their award-winning stories on the conflict in Syria and were awarded the 2012 Medill Medal for Courage in Journalism on Nov. 14. Both reported from Syria under extremely dangerous circumstances, with Hubbard reporting for the Associated Press at the time.

Martha Raddatz, ABC News chief global affairs correspondent and moderator of the 2012 Vice Presidential Candidate Debate, spoke on Oct. 17 as the 2013 Minow Visiting Professor in Communications.

Hugo Balta, president of the National Association of Hispanic Journalists and coordinating producer at ESPN, spoke on Oct. 11 about “Understanding the Latino Community.”

On Oct. 9, Northwestern Law School’s Center on Wrongful Convictions and the **Medill Justice Project** sponsored a screening of “Scenes of a Crime,” a true-crime documentary that explores a nearly 10-hour interrogation that culminates in a disputed confession and an intense, high-profile murder trial in New York. A Q&A session followed the screening.

Dean **Brad Hamm** hosted alumni and spoke about the future of Medill on Oct. 4 at the annual Dean’s Reception as part of Northwestern Homecoming Weekend.

UPCOMING SPEAKERS & EVENTS

JAN. 29

Inaugural celebration of the Medill IMC Spiegel Research Center
A formal program and reception will follow.
2-4 p.m. McCormick Tribune Center Forum

FEB. 27

MedillTalks: Where Great Ideas Take the Lede
Hear nine Medill faculty members give 10-minute talks on “The Best Ideas in Journalism.”
6-8 p.m. McCormick Tribune Center Forum

APRIL 25-26

Medill MSJ Admit Days
Admitted students get the opportunity to meet faculty, get to know future classmates and mingle with alumni. Attendees will also have the chance to tour the Evanston campus, Medill’s downtown newsroom and some of the highlights of downtown Chicago. *All day, Evanston and Chicago campuses*

Visit the Medill Facebook page (facebook.com/MedillNU/events) for information about all upcoming Medill events.



**DANIEL ROTH
(BSJ95)**
IS HELPING
MAKE LINKEDIN
A DESTINATION
FOR COMPELLING
CONTENT IN THE
PROFESSIONAL
WORLD.

THE BUSINESS OF **CONTENT**

STORY BY MATT PAOLELLI (BSJ05, MSJ06)
PHOTOS BY ARMANDO SANCHEZ

BIG, HAIRY, AUDACIOUS GOALS.

THAT'S HOW STAFF AT LINKEDIN REFER TO THE EXPERIMENTAL PROJECTS THEY ARE WORKING ON TO ADVANCE THE MISSION OF THE PROFESSIONAL SOCIAL NETWORKING SITE AND GROW THE EFFECTIVENESS OF NEW FEATURES FOR ITS 259 MILLION MEMBERS. AT ITS WORST, A BHAG IS THE NEXT BIG THING THAT NEVER QUITE LIVED UP TO ITS POTENTIAL. BUT AT ITS BEST, A BHAG IS AN UNCONVENTIONAL CALCULATED RISK THAT BREAKS NEW GROUND AND LEADS TO SUCCESS.

Daniel Roth (BSJ95) should know. As executive editor of LinkedIn, he has overseen two successful BHAGs that have helped propel the social network into the uncharted territory of content creation and customized content delivery as a part of LinkedIn's broader content strategy.

Pulse (formerly known as LinkedIn Today), a newsfeed of pertinent links based on LinkedIn users' profile information and other data gathered by the site, provides professionals with the top stories of the day in their chosen industry and other relevant links. An algorithm and Roth's team of editors select the stories and links they believe business people would be interested in reading when visiting LinkedIn.

Another new feature — Influencers — is a series of original blog posts by more than 500 leaders representing a variety of industries, careers and experiences, from Richard Branson to President Barack Obama to Meg Whitman. Users can follow the influencers to receive their latest missives on management, leadership, career development and other thought-provoking topics.

While attempts at original content creation by many social networking sites have met with little success, Roth says it is a natural fit for LinkedIn.

"People come to LinkedIn because they're thinking about work or jobs or what is going on in the business world," he says. "News is a key component of that. You need to know who is changing jobs and what companies are buying other companies."

But how did Roth, who spent more than 20 years as a business and technology writer and editor at publications, including *Fortune*, *Forbes* and *Wired*, land such an unconventional role at LinkedIn? In a way, his career has been a successful BHAG of its own, with Roth gambling on promising professional moves

that positioned him for uninterrupted editorial success in the competitive magazine industry.

"I found great mentors, especially in the early part of my career, and that really helped me out," he says. "During the 'dotcom' boom, there were many opportunities that I had to leave and join startups that are now long gone, but I had mentors who told me that I was being a complete idiot, and people at work who helped me think through what I still needed to learn and what I didn't know."

With a front row seat covering the volatile boom and bust of the tech industry and the economy, Roth learned enough to feel confident about making a switch when LinkedIn CEO Jeff Weiner invited him to join the site's new content creation team in the summer of 2011.

"This was a technology company that was pushing into content at the same time that all the content companies were pushing into technology," Roth says. "I knew I could learn a lot by being at LinkedIn and seeing how a tech company works, and I could help them from the media side."

Roth's desire to stay well-rounded and seek out expertise beyond writing and reporting has served him well throughout his career. His love for journalism began early, when he enrolled in the Medill-Northwestern Journalism Program (Cherubs) and started learning the ropes. He still remembers spending a summer day learning how to craft the perfect lede. The instructor provided facts about a story, and Roth and his fellow cherubs wrote and submitted their best version of a potential lede.

"You weren't allowed to leave until you had the right information at the top," Roth recalls. "Learning that there is right information was a great education for me."

Northwestern is a family tradition for Roth, whose parents,

grandfather and several aunts and uncles all attended the university. Even his wife, Lisa (MSJ00), earned both her undergraduate and graduate degrees at Northwestern. Roth says his familiarity with the school, combined with his Cherub experience, led him to Medill, where he gained the reporting foundation that would support him at every stage of his career.

"I learned how to get people to talk to me, how to not be afraid to approach anyone and how to ask the right questions," he says. "The kind of fearlessness and confidence that Medill pushes its students to have is really important."

But Roth says his successful career came from "not being a journalist full time" while at Northwestern. He minored in linguistics and economics, wrote on-and-off for *The Daily Northwestern* and took classes in related fields that piqued his interest.

"Medill was essential in terms of creating building blocks, but everything else helped inform the world," Roth says. "I realized in my sophomore year that what I really wanted to do was business journalism, so I spent more time focused on learning economics and sociology and anything else that I felt would prepare me for being able to cover the business world."

Upon graduation, Roth applied to "every business weekly in the country" and took a reporting job at the *Triangle Business Journal* in Raleigh, N.C., where he began to hone his craft as a business

reporter and also discovered a new angle that would become a dominant feature of the rest of his career: technology.

"The Internet boom was just starting, and there was a lot of tech happening in Research Triangle Park, so I started covering that," Roth says. "I had my own column — 'Tech Talk with Dan Roth' — which was not very popular, but it was a good start, and I learned how to develop a voice in my writing."

After nine months in Raleigh, Roth's work quickly got noticed, as he applied for jobs and interviewed at both *Forbes* and *AdAge*. Roth took the first of many career leaps by moving to New York to be a fact-checker and writer at *Forbes*. The magazine's fact-checking program set up often-tense showdowns between the reporters and fact-checkers, who would together dissect the story to prove or disprove everything that the reporter had written.

"The great part of it was that I got to see what it took to do major feature stories," Roth says. "The reporters would walk you through their sources and you would see how they progressed from one source to another and how they formed an argument."

Roth continued to write about the early days of the tech industry for *Forbes*, but also branched out to cover the *Forbes* 400.

"I would go on these reporting trips where I would be sent to a city and just be told to find all the richest people there," Roth says. "I did a cover story on the world's largest hog farmer, whom we put on the 400, so I learned how to value hog farms. Going from



covering tech to covering hogs was amazing.”

When his editor joined *Fortune*, Roth also made the switch, and spent almost a decade editing and writing stories on everything from the founding of Skype to Donald Trump’s “The Apprentice” to the early days of China’s tech industry.

“I got to see companies on their way up and on their way down, and wrote some stories that I’m really proud of,” Roth says. “As a writer, I learned a lot about my strengths and weaknesses, and as an editor, I learned to spot holes in stories and realize what reporters are writing around.”

Roth’s next career move came in 2006, when he again followed one of his editors to another publication. Jim Impoco, now the editor-in-chief of *Newsweek*, was tasked with starting *Portfolio* for Conde Nast, and he recruited Roth as the publication’s first writer at *Portfolio*. He valued Roth for his “dauntingly deep understanding of the technology world and great storytelling skills.”

“Those two seldom come in the same package,” Impoco says. “All I can say is that I made more enemies at my former haunt

Roth seized an opportunity to return to *Fortune* to reboot its previously shuttered website. The role gave him experience managing a digital staff, working with online project managers, testing sites and developing new technology, and ensuring that content worked for the Web.

“It was a huge opportunity for me to come back to a magazine I loved with a lot of former colleagues who I got along with really well for a totally new learning experience building a digital property,” he says. “I found a whole new way of thinking about story generating and writing.”

Even more fortuitously, the job also brought him in contact with LinkedIn, where he now oversees the editorial team that works in tandem with LinkedIn’s algorithm to surface the right content to the right professionals at the right time via the LinkedIn Influencers program and Pulse. So far, LinkedIn’s experimental BHAG approaches have garnered clicks and return visitors under Roth’s watch, and colleagues say he is a steady hand, even behind a still-evolving wheel.

“His truly unbeatable combination is that he’s hugely talented

“JOURNALISM WILL EVOLVE

INTO A PROFESSION THAT UNDERSTANDS THAT READERS ARE ALSO CONTRIBUTORS.”

— DANIEL ROTH

when I raided him than I could ever have imagined.”

For the first year before the publication’s launch, Roth expanded his professional experience by helping create *Portfolio*’s website—his first hands-on foray into the Web world he had previously only written about.

After writing for *Portfolio*, his next gig at *Wired* sent him farther down the technology rabbit hole. As a senior writer, he produced stories on Google founder Larry Page, electric cars and Comcast. Roth says two experiences during that time made him examine the precarious state of the journalism industry, and his future in it.

The first was the departure of *Wired*’s then-executive editor Bob Cohn to become the editor of Atlantic Digital, the website for *The Atlantic*.

“His philosophy was that at some point the door is going to close for people in the print world to go into the digital world at a leadership level, and he wanted to make the jump before the door closed,” Roth says. “That was a wakeup call to me.”

Another wakeup call came in the form of a feature Roth wrote on Demand Media, the company behind content-heavy and search engine-friendly websites such as eHow and Cracked.

“They would take all the search information and then pay writers to do a story based on what people were searching for,” Roth says. “They were algorithmically based stories being written by people for pennies, and I realized that this industry is changing way too fast, and I need to be on the cutting edge of this if I want to stay in this business.”

without a huge ego that gets in the way,” Impoco says. “Watching him turn into a first-rate manager has been fun. We knew he was a good writer and reporter, but running stuff is different. He’s proved himself to be quite good at it.”

John Abell previously worked with Roth at *Wired* and now reports to him as a senior editor at LinkedIn.

“I’m learning great things about managing people and processes from him,” Abell says. “He’s a natural, perhaps because he was tempered for so much of his career by being the reporter, and not the boss. Some people don’t transition well. He is acing it.”

Under Roth’s leadership, LinkedIn’s editorial innovations are offering a new model for how to generate appealing content and engage a community of readers to keep coming back for more. The average Influencers post gets 30,000 views and 100 comments, Roth says, and because users must respond under their professional identity on the site, it avoids the trolling and off-topic flame wars that usually plague online comment sections.

“For a lot of pieces, the comments are more interesting than the original piece, which is a great thing to have happen,” Roth says. “What we really care about is bringing people back every day.”

“Journalism will evolve into a profession that understands that readers are also contributors,” he says. “How do you get them involved in your stories? You need to ask the right questions to get the people who have the answers to give the answers.”

MATT PAOLELLI IS A WEB CONTENT PRODUCER FOR NORTHWESTERN UNIVERSITY AND AN ADJUNCT LECTURER AT MEDILL.



DESTINATION:
LAS VEGAS

On the surface, one of America’s most popular destinations is filled with man-made glitz and glamour. But the real Las Vegas is something else — a town surrounded by breathtaking natural wonders and resilient people recovering from the recession. “Living here, you see that Las Vegas is more than just The Strip. There’s a whole other life outside of there,” Paul Takahashi (BSJ10, MSJ10) says. “Sin City” is home to Takahashi and three other Medill grads who spoke to **Elliott Smith (BSJ97)** about their careers and life in this desert oasis.

Photos by
Armando Sanchez





DAVE LOCKETT | BSJ89
DIRECTOR OF PUBLIC RELATIONS
 ULTIMATE FIGHTING CHAMPIONSHIP

HOW HAVE YOU HELPED CHANGE THE PERCEPTION OF THE UFC OVER THE YEARS?

The UFC is a company that is growing more rapidly than any other in the sports industry and this challenge was perfect for my interests. We just finished our 20th anniversary, and we've been able to educate people and change the minds of many in the sports world and throughout the country in their views of mixed martial arts and the UFC.

YOU WORK FOR A COLORFUL, OUTSPOKEN BOSS (DANA WHITE). HOW DO YOU KEEP HIM ON MESSAGE?

I don't tell him what to say. He is one of the most savvy business minds in the sports industry. He's grown this sport the same way the forefathers of the NFL and MLB did for their leagues. It's a tremendous learning opportunity for me because he understands the fight business and the fans. There's a lot that people can learn from him.

HOW CAN MEDILL STUDENTS GET AHEAD IN THE CUTTHROAT WORLD OF SPORTS PR AND COMMUNICATION?

Be aggressive. Learn as much as you can and everything you can. Understand that you're going to start small and not make a lot of money. You have to understand, just because you have an advanced degree, it doesn't mean you'll start at the top. Everybody wants to be involved in sports, so you need to find a way to differentiate yourself from the competition.

IS LAS VEGAS A GREAT SPORTS TOWN?

It's truly the ultimate big-event town. People like big events, and it's exciting to be part of the organization that puts on the biggest events in Las Vegas. When people come to the city, they are looking to see something special, and there's a lot to do, whether you're on The Strip or beyond.

REBECCA THEIM | BSJ84, IMC95
CONTENT MANAGER
 R&R PARTNERS/AUTHOR

WHAT DOES YOUR JOB ENTAIL?

I am a content manager for R&R Partners, who are the creators of one of the most famous advertising campaigns in American history, the "What Happens in Vegas, Stays in Vegas" campaign. I do just about anything anyone needs in the content realm, from new business development, writing pitches, crafting RFPs, blogging on the website and executive internal communications.

HOW DIFFICULT WAS IT TO WRITE A BOOK ABOUT A NEW ORLEANS NEWSPAPER ("HELL AND HIGH WATER") FROM LAS VEGAS?

I was amazed at how much could be accomplished through social media. The story of the Times-Picayune really resonated with me personally, and I got involved in an activist role. People were angered and dismayed, and so the book was a natural thing. Things just kept happening, and I was literally continuing to revise the manuscript a week before it went to print.

WHAT ADVICE DO YOU HAVE FOR MEDILL STUDENTS?

When I graduated from Medill, you did one of two things – 99 percent went out and got a newspaper job and less than a handful did the broadcast sequence. There were not really any other options. But you don't have to do that anymore. Everybody needs good content and good storytellers.

LAS VEGAS AND NEW ORLEANS ARE TWO PARTY CITIES – HOW ARE THEY SIMILAR?

In many ways they couldn't be more different. You're talking about a 300-year-old city versus a less than a 100-year-old city, but both are great hospitality towns. They want you to get lost in the revelry and live the underlying theme of "what happens here, stays here." It's adult freedom. As long as you haven't gotten caught on YouTube or Facebook, your secret is safe with your friends.



DAN MICHALSKI | BSJ94
FOUNDER/EDITOR
 POKERATI.COM

HOW HAVE YOU COVERED THE POKER BOOM AND BUST?

I was able to be a little different by focusing on the law and politics of it all. I was one of the select few who were able to predict poker's "Black Friday" (when the U.S. government shut down online poker sites). I saw it coming, and it was simply a matter of being a good journalist – asking the right questions, reading documents and seeing there clearly was an investigation going on. It's a fascinating little world, one that taps into law, politics, the excitement of sports and personality.

IS IT HARD TO LIVE IN VEGAS WITH THE TEMPTATION OF GAMBLING?

It's awesome to live in Vegas because you get to see everyone that comes into town, but you quickly realize that the partying and gambling they want to do is a path to ruin.

WHAT EXPERIENCES HAVE YOU CARRIED WITH YOU FROM MEDILL?

Aside from the journalism itself, the one place it has really played out is in Search Engine Optimization (SEO). It's amazing what people put into trying to manipulate Google, but here's the secret: The root of all great SEO is journalism 101. It's the foundation of what we learned at Medill: good strong leads, identifying sources correctly, finding where the stories are.

WHAT'S YOUR BEST BAD BEAT STORY?

I'm almost embarrassed to admit, I never quite figured out how to become a winning poker player. You realize how difficult it is to do that. I spent so much time being involved in the poker industry, I kind of forgot how to play at a top level.

PAUL TAKAHASHI | BSJ10, MSJ10
EDUCATION REPORTER
 LAS VEGAS SUN

WHAT'S BEEN YOUR FAVORITE STORY?

I did a series two years ago called The Turnaround, and it was interesting because we followed three high schools that were the lowest-performing in the district, and because Nevada is one of the lowest-performing states in the nation, these were some of the poorest schools in the country. I spent about a year with principals, staff and students, looking at what was being done to turn the schools around. The issues these kids faced even just getting to school was very eye-opening.

WHAT WAS THE BIGGEST THING MEDILL TAUGHT YOU?

How to be versatile and how to use any medium to tell the story in the best way possible. I write, compile information for graphs and charts, create interactive material for stories and shoot my own photographs. As newsrooms get cut and the industry goes through tumult, editors and managers are looking toward reporters who are jacks-of-all-trades, and Medill really instilled that sense.

WHAT ARE YOUR IMPRESSIONS OF LAS VEGAS?

The view that most people get from visiting is literally a four-mile street. It's a city of two million people, but it's largely overshadowed by the notion of "Sin City." There are all the little quirks that people don't realize, like the city was founded by Mormons. We have a lot of influences here, a lot of religions.

SO IS IT TRUE THAT MOST RESIDENTS DON'T GO TO CASINOS?

Yeah, definitely. You understand it's the economic driver of the city and there's a lot of respect for those who go, but with the congestion and the tourists, we tend to avoid it. I can count on two hands when I've been, and sometimes, it's been for stories.



LIVE FROM EVANSTON

ESPN'S MIKE GREENBERG (BSJ89) BROUGHT HIS POPULAR "MIKE & MIKE" SPORTS TALK SHOW TO CAMPUS FOR A LIVE BROADCAST FROM DEERING MEADOW. WE TAGGED ALONG FOR THE DAY.

PHOTOS BY ARMANDO SANCHEZ

5:21 A.M. Mike Greenberg, left, and Mike Golic talk about the day's biggest sports news and preview Northwestern's Homecoming matchup against Ohio State.

5:31 A.M. ▼ While on the set of “Mike & Mike,” Greenberg checks the latest sports news on his laptop.



It is not often that college students will willingly wake up before the sun rises and stand for more than four hours, but that is just what happened on Friday, Oct. 4, as ESPN’s Mike Greenberg (BSJ89) brought his popular “Mike & Mike” sports talk show to campus for a live broadcast from Deering Meadow. Greenberg and co-host Mike Golic were greeted by dozens of students before the show began taping at 5 a.m., and that number quickly swelled into the hundreds as the broadcast aired until 9 a.m.

The on-campus broadcast was part of the third annual ESPN Audio Fall Football Tour, but it was just one event on a jam-packed day for Greenberg, who also served as grand marshal for the Northwestern Homecoming parade that evening. In between, he made a guest appearance on local ESPN Radio, talked with more than 125 Medill students and faculty and sat on an alumni panel for a discussion moderated by University President Morton Schapiro.

Greenberg made sure to credit Medill for helping him get where he is professionally. As he said during his talk to Medill students, “I’ve written three books, and in the author’s bio I only put three things: I put that I work at ESPN, I put the names of my wife and my kids, and I put that I am a graduate of the Medill School of Journalism at Northwestern University.”



Coming soon: View more pictures in the tablet edition and on Facebook ([facebook.com/MedillNU](https://www.facebook.com/MedillNU)).



12:06 P.M. ▲ Greenberg hosts a question-and-answer session with Medill students in the McCormick Tribune Center Forum. Among the topics he touches on are his career journey from Evanston to ESPN, the time he played basketball against Michael Jordan and his love for Buffalo Joe’s.



5:33 A.M. ◀ Fans show up with custom-made signs, including a handful of oversized pictures of Greenberg’s Northwestern senior yearbook photo.

9:03 A.M. ▼ Greenberg spends an hour signing autographs and posing for pictures with fans immediately after the show goes off the air.



1:01 P.M. ◀ Medill students swarm the McCormick Tribune Center Forum stage following Greenberg’s talk at Medill to ask him questions and pose for pictures.



6:01 P.M. ▲ Greenberg throws a pass to a student while serving as grand marshal of the Homecoming parade. Afterward he led the pep rally at Deering Meadow, where his day began more than 14 hours earlier.

JUMPING INTO THE WORLD OF SOCIAL MEDIA

Kimberly Lee (BSJ13, IMC-Cert13) and **Katie Zhu (BSJ13)** are two recent graduates who are working at up-and-coming social media organizations in the San Francisco area. Lee works at WeChat, which has high popularity globally but is relatively new to the United States, while Zhu is at Medium, a new blogging platform created by two of Twitter's co-founders. Lee and Zhu spoke with **Marc Zarefsky (BSJ07)** about what makes their companies unique, their favorite Medill memories and their advice to current students.

KIMBERLY LEE



Marketing Communications Specialist for WeChat US

JOB TITLE

Engineer at Medium

KATIE ZHU



<p>WeChat has more than 400 million users worldwide and is the number one social communication app in many countries. In the U.S., WeChat is relatively new. We have a small but growing team that operates essentially like a start up.</p>	<p>HOW WOULD YOU DESCRIBE YOUR COMPANY?</p>	<p>If you want to write on the Internet but don't want to have a blog, Medium is the place for you to share your story. We provide users with a collaborative writing experience, and Medium helps you find the audience for what you have to say.</p>
<p>It's designed uniquely for mobile, so the app easily adapts to your everyday communication needs and provides a more personal way to connect with friends. It is easier to use because it is all-in-one platform that combines SMS, Instagram, Skype and more.</p>	<p>HOW DOES YOUR COMPANY DIFFER FROM OTHER POPULAR SOCIAL NETWORKS?</p>	<p>Medium is a better place to read and write on the web. It's different from the quick updates you get on Twitter or Facebook - Medium content is typically longer. We allow users to focus on the words and not have to worry about the rest.</p>
<p>I served as all council co-chair of the Medill Undergraduate Student Advisory Council (MUSAC) and my last year we planned Medill's first digital storytelling summit, Media Rewired. We were all passionate about creating an event where students could gain new storytelling tools to complement their classroom learning.</p>	<p>WHAT WAS YOUR FAVORITE MEDILL EXPERIENCE AS A STUDENT?</p>	<p>I received an Eric Lund Global Research and Reporting grant my sophomore year with one of my very good friends, Emily Chow (BSJ12). We traveled to Helsinki for a week and got to work on an independent project, which was an amazing and eye-opening experience.</p>
<p>If you want to make something happen, just go for it. That applies to startups and pretty much everything else in life.</p>	<p>WHAT ADVICE WOULD YOU GIVE TO CURRENT MEDILL STUDENTS?</p>	<p>Whether your thing is words, photography, video, or code, put your work out there as much as possible.</p>

Shining 'Star'

Indianapolis Star publisher **Karen Crotchfelt (BSJ92)** is leading the Gannett-owned paper past a season of tumultuous cutbacks into new territory, laying out what could be a roadmap of survival for the metro daily in a digital world.

Story by Adam Wren (MSJ10) • Photos by Armando Sanchez

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aren Crotchfelt can't stop smiling. Tucked away in a booth at Kilroy's, a rowdy bar in downtown Indianapolis, the president and publisher of The Indianapolis Star noshes on buffalo chicken tenders. She's here to watch another installment of one of her paper's latest digital developments: "The Pat McAfee Show," an irreverent, live Web sports series hosted by the Indianapolis Colts' infamous punter.

Perhaps Crotchfelt (BSJ92) smiles because what's unfolding on the stage is entertaining. During the course of the roughly hour-long show, McAfee gamely hazes and interviews The Star sports columnist Bob Kravitz, chugs a gallon of chocolate milk and shows a video of himself dressed as Santa, racing IndyCar drivers on tricycles on a downtown street.

Perhaps she's smiling because the event has packed the place, for the 14th weekly installment, drawing a standing-room only audience. And those gathered are much younger than your typical print newspaper subscriber: college students in Colts jerseys, young professionals in ties.

"It's one of the most rewarding experiences I've been a part of," Crotchfelt says. "Whenever you can pack a room on a Tuesday night in the middle of December, it's pretty exciting."

Crotchfelt took the reins of The Star in December of 2010, amid dire times in the newspaper industry. Only months into her job, she had to lay off dozens of employees in the summer of 2011.

Since then, she's reinvented the Gannett paper, an effort that includes launching a web sports show that's building the paper's audience (and increasing traffic to the paper's site, IndyStar.com). This, all while managing to bulk up the paper by more than 70 pages a week — a counterintuitive move that she and the company rolled out last fall. Crotchfelt is implementing her recipe to revive The Star, plotting out what could be a roadmap of survival for the metro daily in a digital world.

Crotchfelt never intended to work on the business side of journalism. When the Illinois native struck out for journalism school at Medill, it was to be a reporter. As a student, she worked for former Medill Dean John Lavine's early iteration of the Media Management Center. During her newspaper residency, she interviewed a mother whose child had died. That experience, she says, caused her to rethink her career path.

Still, she looked for writing jobs after Medill, but found none. She eventually landed a junior account executive

position at the Gary Post-Tribune, where she quickly realized she had the acumen to succeed on the business side of news. "She was identified in the building as a rising star," says Matthew Tully, then a cub reporter at the paper, and who later became The Star's political columnist before Crotchfelt's arrival.

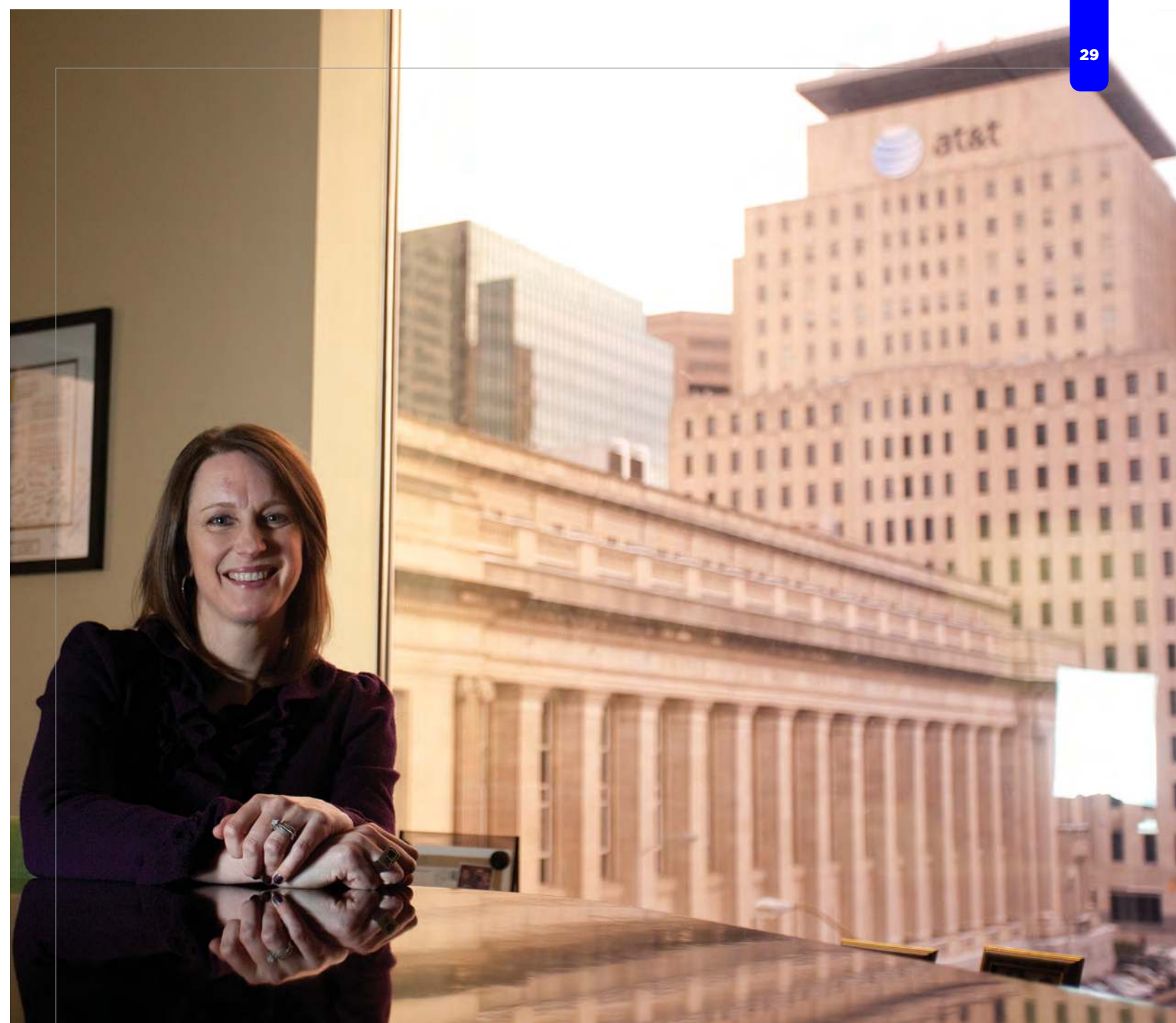
Crotchfelt's business savvy propelled her up the ranks, and soon she became the paper's circulation sales manager. In 1995, just three years after leaving Medill, she landed her first position with Gannett as a circulation sales manager for The Tennessean and The Nashville Banner. A year later, the company shipped her to The Desert Sun in Palm Springs, Calif., where she became circulation director until 1998. Then, she did a four-year stint in Reno, Nev., as advertising director for the Gazette-Journal. Next, she moved to Phoenix, where she worked for Gannett-owned Republic Media, the publisher of the The Arizona Republic, starting out as director of business development and rising to become senior vice president for sales and strategy in 2009.

In 2010, she jumped at the chance for her first publisher position, which also meant a Midwest homecoming. The Star's incumbent publisher, Michael G. Kane, announced that he was taking over a group of Gannett papers headquartered in Rochester, N.Y. In the dark of night a few days before Christmas, Crotchfelt flew to Indianapolis, her first time in the city, for the personnel announcement. Soon after, Crotchfelt moved her family — husband Kevin, an entrepreneur, and 6-year-old daughter Kaela and 5-year-old son Kyle — to suburban Indy.

Crotchfelt arrived expecting that the economy would rebound and thought that newspapers had seen the worst of their woes. Just months into her job, though, she had to make some tough decisions.

"Shortly after I got here, it became evident — particularly based on our national ad revenues, and based on where the economy was, and what our business model looked like — we were going to have to become a smaller organization," she says.

Crotchfelt led a deep round of cuts in June, laying off 62



employees and eliminating 19 unfilled jobs, according to figures compiled by the Indianapolis Business Journal. Among those positions cut: 26 newsroom jobs, including 12 copy editors and a number of reporters. Since 2007, The Star had seen its newsroom slashed from 230 staffers to 136 that summer, according to IBJ.

In addition to the cuts, there were also furloughs for remaining staffers. In response, The Indianapolis Newspaper Guild bought billboards around town, one blaring this message: "You got LESS NEWS. We got PAY CUTS. The CEO got \$37 million," referring to a compensation package for then Gannett CEO and President Craig Dubow.

That November, the guild staged a protest—the first since it was chartered in 1936—decrying the continued cuts amid bonuses for Gannett's management. At University Park near The Star's downtown headquarters, on the street below Crotchfelt's office, more than 100 members of the guild formed a picket line, chanting "Hey hey, ho ho, corporate greed has got to go."

"That was the toughest thing I've had to do," Crotchfelt says, recalling the summer 2011 layoffs. "It was tough being new to the market, and new to the people and figuring that out. Really, our approach was to be able to make the right decisions, so we could really try to move forward and add back staffing [in the future]."

The bloodletting now behind her, Crotchfelt has begun an aggressive bid to remake the paper for a digital age. In September 2012, she introduced the paper's first pay meter as part of what she calls a "full-access model." Later that month, in a cost-cutting move, she announced plans to sell The Star's iconic and sprawling headquarters at 307 N. Pennsylvania St. In 2013, she announced plans to occupy a former Nordstrom department store in Circle City Mall.

Tully says the move will keep the paper — literally and figuratively — at the center of Indianapolis, and praises Crotchfelt's performance so far, despite the cuts. "I really feel that she's come in with a vision and stabilized things," Tully says. "And she's taken a number of really significant steps that have given us breathing room to think, 'OK, we're not only cutting, we're also making decisions for the future.'... At our newspaper, for the last couple of years, you can point to a number of things that have been done that

are known for, Crotchfelt insists the paper is occupying a middle ground between entertaining readers and informing them. "Our watchdog work is what sets us apart," she says. "It's still the core of what we do." The paper appears to actually have increased its investigative work in recent months, running investigations into the practices of the state's public-private economic development agency and exposing lewd emails sent by a trustee of Indiana's community college system, which led to the administrator's resignation.

Meanwhile, Crotchfelt has charged Jeff Taylor, the paper's Pulitzer Prize-winning editor she lured away from The Detroit Free Press in 2012, with bulking up the newsroom staff. "When I got here, we put an emphasis on putting more feet on the street — to create more content-gathering positions," Taylor says. "[In the first few months] We added four news reporting positions, two feature

One thing we are very clear on is our purpose, and that's to serve the people of Indy."

— Karen Crotchfelt

are offense, not just defense."

Indeed, before 2013 came to a close, in the span of several months, the paper unveiled a new website, iPhone and iPad apps and a weekly iPad sports magazine for subscribers. And in an unprecedented move, Crotchfelt announced in November that The Star would actually add pages to its print product, to the tune of more than 70 pages a week, including more local content, as well as national content from USA Today. (The Star was one of four Gannett papers to add pages, according to an employee memo from USA Today publisher Larry Kramer, obtained by media blogger Jim Romanesko. The three others: The Post-Crescent in Appleton, Wisc., Rochester Democrat and Chronicle in New York, and The News-Press in Fort Myers, Fla.)

"We must change to meet the needs of the community, readers and clients," Crotchfelt wrote to readers introducing the changes. "And, we must evolve, so we can continue to make a difference."

On top of those changes, the paper also launched "The Pat McAfee Show," a bid aimed at drawing younger readers to the paper. The show, which is underwritten by advertisers, is fast becoming a new source of growing revenue for the paper, Crotchfelt says.

Though the show is not exactly the traditional brand of hard-hitting, shoe-leather reporting that urban metros

reporting positions and a new position on our digital desk to do what we described as our version of a local 'Drudge Report.'"

So far, Crotchfelt's plan to revive the paper seems to be working.

"One thing we are very clear on is our purpose, and that's to serve the people of Indy," Crotchfelt says. "Could you imagine if there wasn't a Star? If there wasn't a Tribune in Chicago?"

"I still remain bullish on where we are headed," Crotchfelt says. "I always say, '750,000 people engage with our content every week. There's a business model in there.'" The challenge, she says, is to find it.

Back on the Tuesday night in December, as "The Pat McAfee Show" comes to a close, Crotchfelt flags down a waitress for the check. After squaring up, she looks across the room, surveying the crowd one last time. She's encouraged by what she sees. "For a newspaper that's more than 100 years old and had done business the same way for 90 years, it's a testimony of what we can do with creativity."

ADAM WREN IS A CONTRIBUTING EDITOR AT INDIANAPOLIS MONTHLY MAGAZINE. HIS WORK HAS APPEARED IN INC. AND ENTREPRENEUR.COM.

medill • love



happily ever after

When Molly Lipsitz (BSJo8) met Jason Methner (IMC09) at a mutual friend's birthday party in September 2008, it wasn't the stuff of fairy tales — or Internet sensations. • "I really wasn't looking for someone to date who would become my husband," says Lipsitz. "It wasn't like, 'I'm going to marry this guy! I just know it.'" Five years later, though, she agreed to do just that after Methner popped the question in a way that sent the Internet abuzz, with Time, MSN, The Huffington Post and Today.com all featuring stories about the unique proposal.

Story by Cynthia Wang (BSJ93) • Photos by Armando Sanchez

Their love story began two weeks after that first meeting. Methner learned more about Lipsitz and discovered she was an adventurous eater. He picked out a Ghanaian restaurant for their first date. Lipsitz appreciated that.

The pair talked. Got along. She liked his persistence. "I liked," Methner says, "her standoffishness."

"Could you pick a better word?" Lipsitz asks.

"I liked that she was challenging," Methner says without skipping a beat. "She took everything I said with a grain of salt and came from a position of defense, which I thought was really entertaining."

Three years later, Lipsitz, along with her beloved stuffed animal, Bunny, moved in to Methner's home in the Lakeview neighborhood of Chicago.

"We obviously were serious," Lipsitz says, "but I was still just in my early 20s and kind of figuring it all out."

Methner, though, admits that on his end he had already focused on marriage.

"I don't know if there was one single thing that made me sure," he says, citing their attraction, chemistry, desire to raise a family and shared vision of a future together. "It was probably a combination of factors. I think it was probably the ability to fight and then reconcile easily."

Lipsitz laughs and says, "We have constructive conversations!"

Because Methner had planned such a great first date, surely an ordinary proposal wouldn't do. He enlisted two friends to help edit what would become their engagement tale depicted as a love story between a tortoise and a bunny. Another friend, illustrator Yoni Limor, brought the images to life.

Editor Christina Bryza (BSJ05), who has known Methner since freshman year, consulted on the text using



her experience in children's publishing. "We played with it a little bit," Bryza says, "but I already knew that just the execution of it, the choice to get his friend to do professional illustrations and the follow-through, was comforting."

Over the course of six to nine months, Methner says, he bought the ring, finalized the book, secured the Harold Washington Library as the

location for the proposal, hired Lipsitz's friend Aparna Paul Jain to photograph her reaction, arranged for a friend of Lipsitz's to call her for a manicure date the morning of the planned event just so Lipsitz's fingers would be camera-ready and called Lipsitz's parents for their blessing. He had also told Lipsitz two weeks prior that, on March 23, 2013, they would be meeting a family friend for lunch to celebrate the publication of her children's book.

"I lured her to the library with a cacophony of lies that were snowballing upon themselves," Methner says. "But eventually it all worked out."

For Lipsitz, the frustrations of the day — running late, having to meet at the library — all morphed from confusion to revelation as she read "A Hare-y Tale."

"One day, Tortoise realized he enjoyed spending time with Bunny so much, he wanted to be with Bunny forever. 'Bunny,' he said, 'sometimes we move at different paces, but I always love where we go together. Would you like to stick by my side for always?'"

"Then you turn the page and it says, 'And Bunny said ...,'" Lipsitz explains, "so I obviously knew that I was being proposed to before that, but then, when Methner got down on his knee, it was all so exciting and very overwhelming with emotion in a good way. He proposed and said some very sweet words that I don't remember very much and that was it."

The photos of the proposal were then posted on the Chicago Public Library Facebook page and soon, "A Hare-y Tale" became a viral sensation. Methner, director of strategic analytics at Draftfcb, and Lipsitz, a digital manager at Weber Shandwick, say all the attention has been positive, although Methner says it can be revealing "how surprised you are to find out that people know some of those intimate details about you."

With their wedding scheduled for April 5, at Germania Place in Chicago, Methner and Lipsitz's love story seems headed for a fairy-tale finish after all. But will there be any surprises in store? "I would never tell!" Lipsitz says. Now that would be the stuff of legend.

CYNTHIA WANG IS A FREELANCE WRITER AND FORMER PEOPLE MAGAZINE EDITOR BASED IN SYDNEY. SHE IS ALSO AN INSTRUCTOR AT THE MEDILL-NORTHWESTERN JOURNALISM INSTITUTE.



BOBBY CALDER
Professor - Kellogg

Calder's work is primarily in the areas of marketing strategy, consumer psychology and media.



JANICE CASTRO
Assistant Professor - Medill

Castro spent more than 20 years as a reporter and editor for *Time* magazine, where she also served as assistant managing editor and managing editor of *Time.com*.



STEVEN DUKE
Former Assistant Professor - Medill

Duke retired in 2013 after 15 years at Medill and 26 years as a journalist. He served as managing director of training for the Media Management Center and the Readership Institute at Northwestern.



JEREMY GILBERT
Associate Professor - Medill

Gilbert (BSJ00, MSJ00) teaches media product design. He uses human-centered design processes and usability techniques to create innovative media products to ensure successful news consumption.



ANDREW GRUEN
Visiting Scholar - Medill Media Management Center

Gruen (BSJ07) is a Gates Cambridge Scholar and PhD candidate at the University of Cambridge studying accountability journalism and media viability in the digital age.

Faculty team up to teach MOOC

Content strategy is essential for professionals in any industry, from journalism and business to government planners and non-profit organizations, and everything in between. That is why a collection of Medill professors and Northwestern colleagues partnered to create "Content Strategy for Professionals: Engaging Audiences for Your Organization," a massive open online course (MOOC) offered through Coursera. The course begins Jan. 13 and is six weeks long. The class is designed for anyone who is interested in improving their ability to understand audiences and develop strategic words, pictures, graphics and videos to better deliver their organization's goals. Get to know the variety of educators involved. Get to know the variety of educators and learn more about the course: bit.ly/ContentStrategyMOOC



RANDY HLAVAC
Lecturer - Medill

Hlavac specializes in social and integrated marketing and teaches both topics to undergraduate and graduate IMC students at Medill. He also is founder and CEO of Marketing Synergy, Inc.



JOHN LAVINE
Former Dean - Medill

Lavine is the director and professor at Medill's Media Management Center. Since 1999 he has led research projects that explore challenges and opportunities facing the media industry.



CANDY LEE
Professor - Medill

Lee teaches journalism and IMC at Medill, and is also involved in the school's Media Management Center. She previously served as vice president of marketing at The Washington Post.



RACHEL DAVIS MERSEY
Associate Professor - Medill

Mersey (MSJ01) specializes in audience understanding and is the author of "Can Journalism Be Saved? Rediscovering America's Appetite for News."



EDWARD MALTHOUSE
Professor - Medill

Malthouse teaches IMC and serves as the Research Director for the Medill IMC Spiegel Digital & Database Research Initiative. He researches media marketing, database marketing, advertising and new media.



EMILY WITHROW
Assistant Professor - Medill

Withrow (MSJ07) teaches online publishing and interactive narrative journalism for multi-platform experiences. She previously managed online content at The A.V. Club of The Onion.



1950s

Karen DeCrow (BSJ59) participated in the "Come Talk with Great Women" program that was a part of the National Women's Hall of Fame induction ceremony in October. DeCrow was inducted into the Hall in 2009.

1970s

Bill Ostendorf (BSJ78, MSJ80) led a series of four webinars for the Inland Press Association on "The New Newsroom" aimed at helping editors rethink their strategy and approach in the era of reduced resources and new pressures of 24/7, social-networked coverage. Ostendorf has led more than 1,000 workshops and webinars for reporters, editors, marketers, publishers and sales professionals in 23 countries. He has also led the redesign of more than 500 newspapers and magazines and more than 250 media-related web sites. Ostendorf and his wife, Frances (Jacoby), (BSJ78), a freelance copy editor, have lived in Seekonk, Mass., since 1987.

1980s

Diane Jacobs (MSJ82) was named Managing Attorney in the Office of the Texas Attorney General, Civil Medicaid Fraud Division. Jacobs is defensive discovery coordinator in prosecution of cases of civil fraud against the Texas Medicaid program.

Hagit Limor (BSJ82, MSJ83) joined WXIX-TV (Cincinnati, OH) as an Investigative Reporter in July 2013 and is also a Professor at the University of Cincinnati in the Electronic Media Division of the College Conservatory of Music, and will continue in that role in addition to reporting. Hagit has also served as an Investigative Reporter at WCPO-TV (Cincinnati, OH) and as National President of the Society of Professional Journalists.

1990s

Maura Anne Kelly Lannan (MSJ94) and Bob Lannan of Potomac, Md., announce the birth of their son Richard Francis Lannan on July 2, 2012. Richard joins his sister, Margaret Mary ("Peggy") Lannan, 7, and his brother, Robert Woodrow ("Bobby") Lannan IV, 5.

Emory J. Mills (MSJ99) has taught speech communication at Community College of Baltimore County-Catonsville for the past year and will also begin teaching at Carroll Community College in Westminster, MD. Also, he is enrolling this fall at University of Maryland College Park, where he is pursuing an M. Ed in Second Language Education and Culture along with K12 certification in Teaching English to Speakers of Other Languages (TESOL).

REPORTER PART OF PULITZER PRIZE-WINNING TEAM



South Florida Sun Sentinel reporter **Sally Kestin (BSJ87)** has made a career of looking at a news event and showing readers meaningful patterns.

In 2013, her investigation of speeding police in South Florida earned her paper the Pulitzer Prize for Public Service, widely regarded as the most prestigious honor bestowed by the Pulitzer board. Kestin, who has been an investigative reporter at the Sun Sentinel since 1998, credits her Medill training for the journalistic mindset

that helped her figure out how to document the problem.

"I look for the bigger picture in any news event, and I think I learned that at NU," she says. "Every editor I've had for 26 years has said Northwestern graduates are the best. We learn not just the basics of reporting, but also the critical thinking skills that take a story to the next level."

Kestin and her colleague, John Maines, revealed that nearly 800 officers were regularly driving 90 to 120 mph on Florida highways, endangering other drivers, pedestrians and themselves. Once Kestin and Maines reported the widespread nature of the problem, police agencies took action, punishing speeding cops and developing systems to monitor police driving. A follow-up story showed that officers slowed down dramatically – an 84 percent drop in high-speed incidents compared to the same timeframe one year earlier.

"(The series) had a very positive impact on the community," says Sun Sentinel Editor Howard Saltz. "It wasn't just interesting. It wasn't just important but non-actionable. It made the roads safer. That's going to sound like hyperbole, but it's not. Six months after the story was originally reported, 85 percent of the shenanigans that had originally been reported had disappeared. The roads are safer."

— BETH MOELLERS

2000s

Edward R. Murrow Award.

E.J. Samson (BSJ04) was promoted to Director of Digital Development for GQ, after being at the magazine for two years. Previously he was the Digital Editorial Director for Alloy Media + Marketing and the Online Director for Teen Vogue. Samson was recently selected by the fashion website Refinery29 as one of the top New York City-based Instagrammers to follow (@ejsamson).

Marc Zarefsky (BSJ07) and Emily Zarefsky welcomed their first child, Isabella Louise, on Nov. 29. Zarefsky is the Communications and Social Media Manager at Medill, and is also co-editor and managing editor of the Medill Magazine.

2010s

Allison Pritchard (MSJ10) married Aaron Jack Sept. 14 in Rocky River, Ohio. She also recently accepted a position as an adjunct professor and writing center consultant at Cuyahoga Community College.

Kristofor Husted (MSJ11) was selected as a 2013 fellow to study the economic, environmental and public health impacts of mining in the U.S. with the Institutes for Journalism and Natural Resources. In August, he spent a week in Michigan's Upper Peninsula and northern Wisconsin touring mines and interviewing mining companies, community leaders, environmentalists and Native American tribes affected by mining. While at Medill, Husted was a Comer scholar for environmental journalism.

OBITUARIES

Michael Miles (BSJ61)

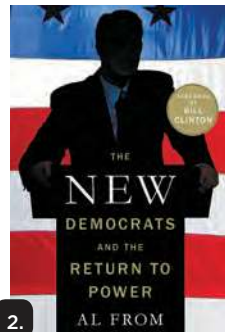
Michael Miles, 74, died in November in Lake Forest, Ill. Miles is the former Kraft and Philip Morris CEO, leading the merger of the two companies in 1988. He is responsible for the creation of "Marlboro Mondays" while with the company. He next worked at private equity firm Forstmann Little & Co. and served on the boards of Dell Computer, Time-Warner, Sears, Allstate, American Airlines and Morgan Stanley. After graduating, Miles worked at Leo Burnett for 10 years and then was vice president of Marketing for Kentucky Fried Chicken. He is survived by his wife of 52 years, Pamela, as well as his sister Margaret, two sons and five grandsons.

John Holmgren (BSJ47), 90, died in October. Holmgren grew up in Evanston, Ill. and served in World War II. His wife, Ilene, was also a Northwestern alum. Holmgren started out writing for the California State Automobile Association and later was editor of Motorland Magazine. He later started the Time for Travel program that aired on KCBS radio. Holmgren also pursued music, working as a musician for much of his adult life playing in the horn section of big bands. He is survived by his wife of 65 years, Ilene; his son, John; and three granddaughters.

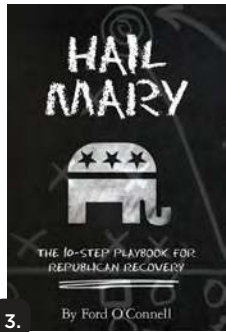
George Tipton Wilson (BSJ49), 92, died in May 2013. Born in Smithland, Ky., Wilson studied journalism at Murray State University and the University of Kentucky, leaving the latter to join the Army at the outbreak of World War II. Wilson was one of the first soldiers to work in the message center of the then new Pentagon building. He later worked in cryptography in General Douglas MacArthur's Australian headquarters in Brisbane, Australia, for 22 months. He left Brisbane and was assigned to the Philippines. Returning from World War II, Wilson enrolled at Medill and continued his study. He was the first student at Northwestern to attend under the G. I. Bill of Rights. While there he became sports editor of The Daily Northwestern. He worked as associate editor of the McGraw Atomican, then became vice president of advertising and public relations at Mitchum Company. Upon retirement, Wilson became a full-time freelance writer. His list of publications included *Editor and Publisher Magazine*, *The World and I*, the *Memphis Business Journal*, *Aviation History Magazine*, *VFW Magazine*, *Mississippi Magazine*, *Tennessee Conservationist*, *Southern Living*, among others. In 2009, the Tennessee Writers Alliance voted Wilson Literary Legend of the Year.



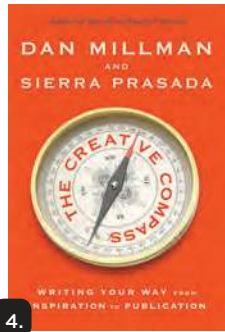
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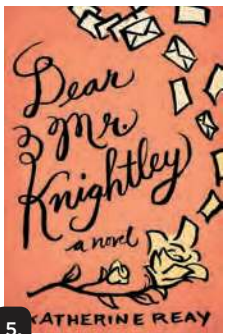
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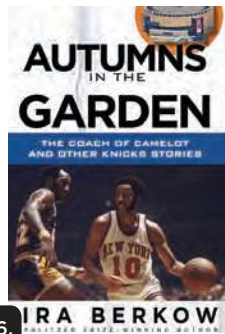
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1. Here Comes the Sun: A Young Family's Journey through Cancer

Brian Lucas (MSJ94)

Lucas' first book is a memoir that tells how he, his wife and their two young daughters traveled the roller coaster ride of recovery after his wife's diagnosis with late-stage leukemia. Through chemo, radiation, and a bone marrow transplant, the book looks at the impact of a cancer battle and how one family persevered on a quest for a cure. It offers an honest look at what happens when an illness throws life off track and how a combination of science, love and serendipity can help make things right.

2. The New Democrats and the Return to Power

Al From (BSJ65, MSJ66)

In 1984, From led a small band of governors, U.S. senators, and members of Congress to organize the Democratic Leadership Council (DLC). Their mission: to rescue the party from the political wilderness, redefine its message and, most importantly, win presidential elections. From explores the founding philosophy of the New Democrats, which became the model for resurgent center-left parties in Europe and throughout the democratic world.

3. Hail Mary: The 10-Step Playbook for Republican Recovery

Ford O'Connell (MSJ06)

With wit and wisdom, veteran GOP strategist Ford O'Connell pulls no punches in his debut book, offering a 10-step roadmap for revitalizing the Republican Party. Kicking off with "Ronald Reagan is Dead. Accept it.," O'Connell tackles several controversial subjects, including gay marriage, immigration, and abortion, issues the GOP must internally rectify if it is to retake the White House in 2016.

4. The Creative Compass: Writing Your Way from Inspiration to Publication

by Sierra Prasada (MSJ07) and Dan Millman

The five universal stages of creativity presented in this book explain how to: pursue ideas that you strongly connect with, observe what works for you and commit to it, work through inevitable doubt and anxiety, appreciate drafts as essential layers leading to quality work and mastery of craft and recognize the practice as a metaphor that will enrich your life. This book is useful for any writer, storyteller, artist or innovator.

5. Dear Mr. Knightley

Katherine Reay (IMC93)

Growing up in the foster care system, Samantha Moore found her best friends in the works of Austen, Dickens, and the Bronte sisters. The problem is that she now relates to others more comfortably as Elizabeth Bennet and Jane Eyre than as herself. While pursuing a degree at Medill, Sam struggles to find her own voice and lay down those safe hiding places. Soon she begins to write her own story — by giving it to a complete stranger.

6. Autumns in the Garden

Ira Berkow (MSJ64)

Featuring 40 years of Knicks coverage from one of New York's most popular sportswriters, these unforgettable stories from New York Times columnist Ira Berkow capture the spirit of the Knicks, from memories of Red Holzman and Earl Monroe to reflections on Carmelo Anthony and Jeremy Lin. As the Knicks celebrate the 40th anniversary of their 1973 NBA championship, this book enlightens fans on the entire colorful history of the franchise.

Listened to and met the Editor-In-Chief of Bloomberg News today! Thanks for an incredible opportunity, @BloombergWay and @MedillSchool!

@Kim_Adams1

join the conversation.

My students at @MedillSchool just rock. So inspiring.

@Locs_n_Laugh

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