Teresa and Ken Stevens visited from West Michigan to accept Ken’s Alumnus of the Year award at the 13th annual Journalism Awards Luncheon. Ken works as a multimedia specialist for the Muskegon Chronicle and MLive.com.

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Frazier leads weekend photo workshop

Photojournalism major Zack Wittman believes working alongside nationally renowned photographer Danny Wilcox Frazier taught him two key things about his future career.

“The first thing I learned is how important intimacy with your subject is when making a photo story,” Wittman said. “If you distance yourself from your subject, you won’t produce the same kind of work; intimacy is key. I also learned the importance of establishing the scene. If you don’t give your viewers a sense of place, they won’t be able to fully understand your story.”

Wittman, a junior from Novi, Mich., and 10 other students participated in a three-day workshop from Oct. 5 to 7 led by Frazier. Students shot pictures for photo stories they were working on, and Frazier, who was on campus as a Hearst Visiting Professional, helped them edit and critiqued their work. A slideshow presentation of their work was presented to faculty and students.

“At other workshops I’ve seen notable journalists speak, but I haven’t had the chance to actually work with them,” Wittman said. “It was a really unique and rewarding experience.”

Frazier, whose work has been featured in TIME, Newsweek, Life and People, said the workshop is a great way to interact with students and give them feedback as they’re working.

“The workshop is how you real-time teach someone to be a storyteller,” he said.

Frazier said as photographers, students are always going to have someone putting up roadblocks before them.

“Those who learn to get access will come up with photography that is memorable,” he said.

Trisha Umpfenbach, a junior from St. Clair Shores, Mich., said Frazier was extremely passionate and takes his work very seriously.

“It was good to get feedback in the editing process,” she said. “He would choose photos I would never think of. He had a totally different eye than any of us.”

Frazier said he enjoyed the intensity of the workshop, and also the intensity the students showed. The participants worked long hours Saturday and Sunday, starting early and ending in the early morning hours.

“I want them to know anything is possible if they continue to push themselves,” Frazier said.

Photojournalism professor Kent Miller said he enjoyed seeing his students interact with Frazier and grow as photojournalists.

“They all have a stronger capability of shooting real, meaningful photographs that they shoot more from their hearts than their cameras,” Miller said. “It is a great launching pad for their careers.”

Maynard teaches new journalism classes

Reynolds Visiting Journalism Professor Micki Maynard taught two new journalism classes at CMU in spring semester 2013, one in business journalism and one in entrepreneurial journalism.

Maynard, a former New York Times senior business correspondent, taught JRN 397C Fundamentals of Business Journalism and JRN497B Introduction to Entrepreneurial Journalism. JRN 397C focused on basic concepts of business and economic journalism, while JRN 497B required students to craft ideas for future projects and come up with pitches to get funding for those projects.

Maynard believes every story has an element of business in it.

“A well-rounded journalist ought to be able to cover anything,” Maynard said.

Maynard is a real believer in business journalism education.

“It is such an important time in journalism,” she said. “I’m really happy to be part of the revolution.”
Four Central Michigan University alums were inducted into the Department of Journalism’s Hall of Fame Saturday.

Kim Clarke, Brad Flory, Roger Hart and Jim Vruggink were inducted as the newest members of the Hall of Fame. The Hall of Fame has 48 members, including John Grogan, best-selling author of *Marley and Me*.

Clarke, a 1982 alum, works as the director of executive communications at the University of Michigan and won several speech-writing awards in the past but said being inducted to the Hall of Fame is the greatest honor of all.

“It really is a fantastic feeling,” she said. “It still feels so surreal to me. It’s a very flattering experience, and being nominated by your peers makes it that much more special.”

Flory, a 1980 graduate, worked as a reporter and columnist for the *Jackson Citizen Patriot* and MLive Media Group before retiring in 2012. In his acceptance speech, Flory said when he received the phone call informing him of his nomination, he legitimately thought someone was playing a practical joke on him.

“I'm sort of like the fat guy who eats hotdogs and complains about city hall sometimes,” he said during his acceptance speech.

One of Flory's greatest accomplishments is discovering a politician lied on his resume by doing hours of research and making phone calls all the way to England, years before the Internet was around to expedite his research.

Flory said having a curious personality is the best advice he could give to future journalists.

“If you see something interesting, you have to have the dedication to dig for answers,” he said. “Don’t be afraid to ask the tough questions. It’s something so basic that they don’t even teach it in classes, but it’s a crucial part in being a good journalist.”

Hart is a 1980 graduate and serves as the executive editor of *Autoweek* Magazine.

He said the key to success in the world of journalism is to gain experience and maintain a strong work ethic.

“Whatever path you choose, whether it be photography or journalism, it’s important that you do it a lot,” he said. “It’s the only way to get better; that’s what the CMU work ethic is all about.”

Vruggink, who graduated in 1970 works for Purdue University in the Office of Relations and Athletics. One of his biggest claims to fame is working closely with NFL quarterback Drew Brees during his time at Purdue University.

Although journalism is constantly changing, Vruggink said one skill will always be crucial: the ability to write, and write well.

“Journalism is a changing field; you have to be willing to go with the flow and modify your skills,” he said. “Being able to write is the most important part of this field. No matter where you are — an editor, photographer and especially a reporter — you need to be able to write, and write well.”

Kim Clarke, a 1982 alum, talks about being inducted in the Department of Journalism’s Hall of Fame.

Where you are — an editor, photographer and especially a reporter — you need to be able to write, and write well.”

Brian Manzullo, web editor at the *Detroit Free Press* and 2010 CMU graduate, was awarded the Young Journalist of the Year award. Manzullo, a Central Michigan Life alum, is the only editor-in-chief to win two national Pacemaker awards in the same year for both print and online content.

Kirkwood speaks about Penn St. scandal

The Patriot-News’ Production Editor Ron Kirkwood recalls the responses the newspaper received after first reporting the sex scandal involving former Penn State football coach Jerry Sandusky.

“We got two types of responses: apathy and anger,” he said. “No one believed it.”

Kirkwood, a 1977 graduate of CMU, came to Moore Hall as part of the Hearst Visiting Professionals series in October. He explained how The Patriot-News, located in Harrisburg, Pa., first broke the Sandusky story.

In January 2011, Sara Ganim was hired as a crime reporter and was put on the Sandusky story. The story about the grand jury probe was published in March 2011, but Sandusky wasn’t indicted until November 2011.

Kirkwood said The Patriot-News was the only medium covering the story before the indictment, but the rest of the media started following it after that.

“I guess they didn’t trust us,” he said. “Once the charges were filed, then they trusted us.”

He said he loved watching ESPN after that and seeing the ticker at the bottom of the screen say, “The Patriot-News reports …” about the Sandusky story.

In April 2012, The Patriot-News won the Pulitzer Prize for Local Reporting “for courageously revealing and adeptly covering” the Sandusky story.

“We were on high for a while, and it was an exhausted high,” Kirkwood said.
SPOTLIGHT ON GUEST SPEAKERS

Ambrose urges students to stay updated

Taste of Home Editor Jeanne Ambrose wants CMU students to know they need to constantly update their skills to be successful in journalism.

“The education process doesn’t stop at graduation if you want to stay on top of your game,” she said. “Be passionate. Be adaptable. Be curious, creative and kind. And, never be afraid to ask any questions.”

Ambrose, a 1976 CMU graduate, visited campus as part of the Hearst Visiting Professionals series in November. She had not been back to campus for about 30 years, so she jumped at the invitation to speak to journalism students.

Her first job after college was for a newspaper in Grand Blanc, Mich., but she decided that wasn’t for her, so she moved to Hawaii. She worked in public relations for a year, but her constant visits to the newspapers in Honolulu helped her get a reporting job in Guam.

“It is really important to be persistent,” Ambrose said. “Keep going back, knocking on doors. Persistence and drive really make a difference.”

Ambrose believes her education at CMU helped her hone her skills in writing, interviewing, editing, and even photography and design.

“But, most of all, it taught me to take those skills and add desire and drive,” she said. “Those are keys to success. I am a dreamer. But, I also am a doer. I take those dreams and figure out how to implement them.”

Students in Teresa Hernandez’s JRN 102 class were preparing story proposals for various media outlets, and Ambrose encouraged them to study whom they are pitching to. She said the idea may be great, but if you don’t study the publication, your proposal will get rejected.

Ambrose believes the same philosophy is true when it comes to the audience for a story. She said to remain objective and keep the readers in mind when reporting.

“You are not the story,” she said. “You are the storyteller.”

She also told students that listening to their sources and using “dramatic pauses” will get people to open up and help tell the story.

“The key is to make sure you make whoever you are talking to comfortable,” she said.

She was hired by Taste of Home, the largest-circulation food magazine in the world, to help modernize it. She still freelances, and told students there are many smaller publications out there looking for employees.


SPOTLIGHT ON FACULTY

Miller teaches photo workshop in Alaska

Photojournalism professor Kent Miller began his love affair with Alaska on a family cruise in 2008.

He had always wanted to photograph the scenery and wildlife there, so he contacted the National Park Service and sent in his portfolio. He was hoping to be invited to stay four days and shoot at Denali National Park. Instead, he was invited to stay for 10 days, and he has been invited back every year since then.

Miller taught a workshop from Aug. 26 through Sept. 1 at Denali National Park. The Road Scholar program, titled “Photographer’s Paradise, Denali in Fall Foliage,” was a combination of classroom and hands-on learning.

“We were in the prime of photography heaven with the fall colors,” Miller said.

Miller enjoyed capturing the scenery and the wildlife, while helping his group of senior citizen students learn to master their cameras.

“Alaska is almost like a foreign country. It is so different and wild,” he said.

Miller’s volunteer work with the National Park Service and his photography have helped him establish internships for CMU students at three of Alaska’s national parks. Since 2009, students have spent their summers working as assistants to the parks’ media specialists at Denali, Kenai Fjords and the Southeast Utah Group. As a result, their photographs appear on the web sites of those parks, exhibits in visitor centers, bulletin boards, government publications and multimedia presentations.

“There’s an emphasis on the skills they learn here that gets super emphasized there,” Miller said about the internship program.

Miller checks in with the park rangers throughout the summer to help evaluate the students. He said they have really grown as photographers and expanded their skills after their experiences in Alaska.

It is Miller’s hope that his students will continue to challenge themselves, as he does in the classroom, to go outside their comfort zones and find what inspires them.

“Being a photojournalist is not only a great way to get things published, but it’s almost spiritual when you form relationships with people,” he said.
CMU students, alumni win top MPPA awards

Central Michigan University photojournalism students and alumni have been recognized with high honors from the Michigan Press Photographers Association, edging out photographers from the Detroit News, Detroit Free Press, MLive, Midland Daily News and Michigan State University.

Individuals from CMU received approximately 30 percent of the total awards and honorable mentions in the MPPA 2013 Pictures of the Year competition, making CMU the most highly decorated university.

The MPPA, an affiliate of the National Press Photographers Association, annually hosts a Michigan Pictures of the Year contest that attracts more than 200 professional and student photojournalists across the state. CMU received 27 of the 89 awards and honorable mentions. Approximately 10 CMU alumni and four current students were recognized with top awards in each of the 13 categories of the competition, including College Photographer of the Year, Photographer of the Year and News Picture Story.

Novi junior Zack Wittman received two awards, including first place in College Photographer of the Year. Wittman is the first junior from CMU to win this award since 2004.

“There was some tough competition this year,” Wittman said. “I am beyond privileged to have won. It’s great to be recognized for doing something I love to do.”

CMU journalism faculty member Kent Miller says the awards put a spotlight on the talent in the photojournalism program.

“CMU knows what it takes to become a photojournalist,” Miller said. “We have high expectations of our students. They work hard to achieve awards like the MPPA awards. It really speaks to the strength of our program.”

Additional award winners include:

- Novi junior Zack Wittman received first place in Feature Picture Story
- 2012 alumna Erica Kearns of South Lyon received first place in Portrait/Personality
- Senior Jeff Smith of Ann Arbor received first place in News Picture Story
- 2009 alumnus Neil Blake of Alma received first place in Sports Portfolio
- Senior Mike Mulholland of Greenville received second place in College Photographer of the Year
- 2012 alumnus Libby March of Iron Mountain received second place in Photographer of the Year
- 2009 alumnus Neil Blake of Alma received third place in Photographer of the Year
- 2009 alumnus Neil Blake of Alma received third place in Photographer of the Year

CMU had more than 10 honorable mentions, including a multimedia project created by seven CMU alumni titled “Wind. Mid-Michigan’s New Energy.” The project was created as part of a final project for Miller’s Seminars in News Photography class, a capstone course for the photojournalism program.
Ed Kashi speaks about photojournalism

Renowned New York photojournalist Ed Kashi believes the point of his work is to make the world a better place.

“Strong reporting, strong imagery can inspire people and change their minds about a situation,” Kashi said.

Kashi was invited to CMU in October as part of the Hearst Visiting Professionals program.

A visual journalist for more than 30 years, Kashi spoke to journalism students and shared his photographs and multimedia work. His biggest client is National Geographic.

“Ultimately, I’m a storyteller; a visual storyteller,” Kashi said.

He works with various organizations, like the Open Society Foundation in New York, to draw attention to the subjects he covers. He hopes his efforts help bring change.

“I feel like people kind of tune out if all they see is bad news,” Kashi said. “I try to point to solutions to help with the problem.”

In Lori Brost’s JRN 340 class, one student asked Kashi why he wanted to be a photojournalist.

He told her he started out wanting to be a writer, and he applied to the University of Michigan. He didn’t get in there, but got accepted at Syracuse University. While there, it became clear to him that he did not have the skills to be a writer. He decided to try photography.

“I found my calling,” he said. “After three months, I was hooked – hook, line and sinker.”

Kashi also shared how he got hired by National Geographic. He started showing them his work in 1983, just four years after he graduated from college. He went back two or three times after that.

“In 1991, I had completed a project in Northern Ireland and was able to prove to them that I could tell a story,” Kashi said. “You need to be able to create a visual narrative.”

Kashi told students composition is the most important element in still photography. He also said you always have to be looking for moments to create a great photograph.

“I view images as a road map,” he said. “I create a road map of where I want the viewer’s eye to go.”

Dr. Elina Erzikova receives teaching awards

Dr. Elina Erzikova, assistant professor of public relations, has been recognized with two teaching awards.

She received the 2012-2013 Excellence in Teaching Award and the Lorrie Ryan Award for 2013.

Executive Vice President/Provost E. Gary Shapiro said in a letter to Erzikova, “This is an especially important award for Central Michigan University, which prides itself on the professional strength and commitment of its teaching faculty. I commend you as one of whose performance as a teacher has had a positive and memorable impact in helping your students attain their learning goals and has earned the praise of your peers.”

The Lorrie Ryan Award exemplifies the commitment to effectively incorporating community service into the classroom. It also personifies respect and inspiration to your students while being a positive role model.

Erzikova received plaques for each honor, which were presented on March 20 in the Park Library Auditorium on campus.
Headliner

SPOTLIGHT ON GUEST SPEAKERS

Kameel Stanley visits for Hearst series

Satisfying her own curiosity, and that of journalism students, is what brought Kameel Stanley back to CMU after she had been invited to be a Hearst Visiting Professional in September.

“I’m very curious about what today’s journalism students think of the industry and what they think they’re getting into,” Stanley said.

Stanley majored in journalism and creative writing and graduated from CMU in December 2008. She had worked at CM Life as a reporter and editor while in college. She is now a police and crime beat reporter at the Tampa Bay Times.

As part of the Hearst series, Stanley came to Moore Hall to discuss how CMU helped shape her career as a journalist and to offer students her thoughts on how the industry is changing.

“Journalism is not going away. There will always be a need for information; it will just be a delivery issue,” Stanley said. She said today there are so many media choices that consumers aren’t always choosing what is right. She told students, that as journalists, they need to be willing to challenge the facts and report the truth.

In Teresa Hernandez’s JRN 102 class, students asked Stanley what they should be doing to prepare for their future careers. She stressed the importance of doing, not just studying.

“Classes are important, but CM Life is where I learned how to be a journalist. … You can’t study journalism, you have to do journalism,” Stanley said.

CM Life gets you clips, teaches you how to work on deadline and helps you network with professionals in your field, Stanley said. She also mentioned how Tim Boudreau’s Ethics and Media Law class, her photo class, and Dr. John Palen’s speed drills shaped her as a journalist.

She stressed the importance of getting internships, even as early as after freshman year. She said she believes her internships made it easier for her to get a job once she graduated.

All that experience covering the police department beat during internships at the Jackson Citizen Patriot, The Grand Rapids Press, Tampa Bay Times and The Washington Post, prepared Stanley for her career today.

“I like telling people’s stories, and writing about things that matter to people,” she said.

For current journalism students, Stanley said they need to find a place where they can fit in, get on-the-job training and grow as journalists.

SPOTLIGHT ON ACADEMICS

Changes allow more journalism classes

Journalism students will be able to take more classes under the JRN designator as a result of revisions to the accrediting standards set by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

The revised standards permit journalism students to take a maximum of 52 credit hours under the JRN designator, instead of 44 hours. The minimum of 39 credit hours will remain the same. Students also may take up to six hours of internship credit instead of the current three hours.

This change allows students to take more electives in their program.

The ACEJMC outlines the need for digital skills and emphasis on teaching and learning.

“Instruction, whether on-site or online, is demanding and current, and is responsive to professional expectations of digital, technological and multimedia competencies. Achievements in teaching and learning are recognized and valued,” the revisions say.

Standards for curriculum and instruction are outlined. The ACEJMC stresses the importance of preparing students to work in a diverse society.

All graduates must “demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications,” the revisions state.

Graduates also must be able to think critically, creatively and independently; conduct research and evaluate information; write correctly and clearly; and critically evaluate their own work and the work of others.

According to a news release from the ACEJMC: “The revised standards become effective Sept. 1, 2013. However, schools doing self-studies this year and next year may use the new 72 semester hour requirement of classes outside the major instead of the current 80 semester hours of general education with 65 semester hours in the liberal arts.”
I would like to receive this alumni newsletter in the future.

I would not like to receive this alumni newsletter in the future.

I would be interested in being a guest speaker at CMU.

I would be able to host a class at my place of employment.

My company/employer offers internship opportunities for CMU students and can be reached by phone at:______________________________

I would like to support the Department of Journalism’s outreach programs.

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Thank you for your contribution! CMU, an AA/EO institution, strongly and actively strives to increase diversity within its community (see www.cmich.edu/aaeo.html).