

The Department of

JOURNALISM & TECHNICAL COMMUNICATION

Fall 2008

From the Chair

Note to all JTC alumni: We're looking for you online, and if we haven't already found you, please find us!

You don't have to ask your people to call our people. Instead, Web-based social networking provides a convenient electronic path back to the computer screens of your former classmates and professors. We're connecting on LinkedIn, an online networking service for professionals. After joining, you can search for friends and invite them to join your network.

We discovered that many JTC graduates already are accessible, with our search identifying about 700 grads with LinkedIn profiles. We invited them and many others in our database to connect. About 600 alumni are now members of our network.

It's been a fascinating endeavor, revealing graduates in a large variety of communication-related careers as well as attorneys, pilots, politicians, realtors, and environmentalists.

We want this network to unite a very real community with common roots in the Clark Building. Perhaps more importantly, we want to connect alumni for news about jobs, internships, networking, reunions, department programs, and events.

If you have already connected, thanks! If you're not a member of LinkedIn, it takes about five minutes to join. Once a member, invite us to join your network after finding us at www.linkedin.com/in/csujtcalumni.

Greg Luft, JTC Chair, Class of '79

We also have been working hard to connect in person with alumni. Together, recent events in Denver, Chicago, and New York attracted about 250 alumni. Keep an eye out for invitations because we have more events in the works.



Professor Joe Champ, left, with grads Brandon Graham and Mike Harris in Denver.



Grant Arnold, left, and Joel Radtke, both class of '79, at a summer reception in Denver.

Connect and Discover.....

Do you ever wonder about the student who sat in the front row and asked too many questions? How about a classmate who slept through lectures after too much work at Student Media or an internship?

If you're willing to connect with other grads on our [LinkedIn](#) networking site, there's a good chance you would be surprised about their careers and their accomplishments.

Take, for instance, **Bob Schaller**, News-Ed., '88, who says he "probably had the lowest GPA in the department." After a brief career in newspapers, Schaller has written 38 books, including a co-authored biography about Olympic wrestling champion Rulon Gardner. Schaller is completing his Ph.D. at Texas Tech and recommends never burning a bridge by losing your temper.

Kelly Kennedy, News-Ed., '97, also gets national exposure. She's an Army veteran, former editor of the *Collegian*, and an accomplished reporter who now is with *The Army Times*. Kennedy broke the story about veteran mistreatment at Walter Reed Memorial Hospital a day before the *Washington Post* gave it national headlines. Kennedy just signed

a contract to write a book tentatively titled *Blood Brothers: The Hardest Hit Unit in Iraq*.

Lynn Gorham, '90, started in newspapers with the *Collegian* and a *Coloradoan* internship but eventually switched gears. She's now public relations and communications manager for the University of Colorado Cancer Center. Gorham loves her career, noting that communication professionals are needed in every industry.

Joe Conrad, PR, '87, also worked at the *Collegian*. He's founder, CEO, and strategic director of Cactus Marketing Communications in Denver, a highly successful company approaching \$20 million in client billings with high-profile customers. Conrad believes that writing is the most tangible skill he took away from Colorado State.

Writing and editing for newspapers became a career for **Kristen Browning-Blas**, '85, even though she focused on TV while at Colorado State. Browning-Blas is a currently a food and features writer for the *Denver Post* after writing for a number of papers and magazines. Her advice for reporters and writers is to "hang onto your ethics."

continued on reverse



Blaine Howerton



Kelly Kennedy



Gary McCormick



Kristen
Browning-Blas



Joe Conrad



Heather Ward



Clint Oldenburg



Dana Heger

As the manager of corporate communications for Subaru of America, **Heather Ward**, PR, '00, travels the globe. Ward is company spokesperson, manages a speaker's bureau, writes executive speeches, and organizes media programs. She advocates thinking quickly, but carefully, before speaking because nothing is truly "off the record."

Jennifer Williams, PR, '96, is United Kingdom marketing director for Corporate Express, a Staples company. Williams, who will soon move to a new management position in Australia, says that every opportunity has come from someone she's known socially or professionally, so networking is critical.

Cory Vasquez, M.S., '02, is public relations manager for RE/MAX International. She works with journalists around the world to assist more than 7,000 RE/MAX franchises. Her work includes acting as company spokesperson, producing videos, creating web designs, and writing blogs and articles for publication.

Gary McCormick, PR, '77, believes he's had a wonderful career. McCormick is director of partnership development at Home and Garden TV. McCormick also has served as foundation president of the Public Relations Society of America and this summer was elected to the prestigious position of national chair of PRSA.

Managing communications on a global scale is part of the job for **Dana Heger**, M.S., '94. Heger telecommutes for Hewlett-Packard as hp.com's "unstructured content program manager." Among many other duties, Heger travels to Europe and Asia building relationships with HP's technical business partners.

Closer to home, there's a good chance you'll find yourself listening to **Renaud No-**

taro, '95. Notaro is "the afternoon update guy" for FM sports radio 104.3 The Fan. Notaro is a self-confessed sports fanatic, rarely missing a Colorado State, Broncos, Rockies, Avalanche, or Nuggets game. He says networking is critical for success.

Blaine Howerton, TV, '97, is production manager for LeSEA broadcasting's KWHD-TV after starting in television as a photojournalist. Howerton spearheaded an effort to increase local programming, with several new programs including *Keeping it Real: Walking the Halls of Colorado High Schools*. These

programs have been a financial and award-winning success for the station.

Clint Oldenburg, News-Ed., '06, was named one of the department's outstanding graduates, then went on to the NFL. Although his 2008 season with the New York Jets was interrupted by a knee injury, Oldenburg says that his JTC course work already has helped him considerably in dealing with the media.

It's clear that JTC grads are finding success in a wide variety of communication arenas, and we hope that we'll also hear from you about your endeavors. Please stay in touch!

Student Media Transitions to Independent Status

A new not-for-profit organization is now managing Colorado State University's Student Media. The Rocky Mountain Student Media Corporation will operate independently but will remain on campus, continuing to receive funding from the University.

A similar not-for-profit model is common at other universities. The change at Colorado State comes after a committee of students, faculty, administrators, and professionals examined a variety of models during the Spring 2008 semester. The new agreement impacts the *Rocky Mountain Collegian*, Campus Television, KCSU-FM Radio, and *College Avenue* magazine.

"The administration has made a substantial financial commitment to get our student media organization off to a great start," said Larry Steward, president of the new corporation. "But now it's up to us to live up to the challenge of inspiring and training students to enhance what they gain from their classroom experiences."

Steward, who served as editor of the *Rocky Mountain Collegian* in 1973 and returned in 1987 to manage Student Media, retired from Colorado State in 2004 but was recruited during the summer by the University to oversee the transition from the University department to independent status.

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Send your name, graduation year, degree, address, phone number, and e-mail address – along with news you'd like to share – to the address or e-mail below.

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