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JANUARY 1, 2007, TO DECEMBER 31, 2007



**KU** WILLIAM ALLEN WHITE  
SCHOOL OF JOURNALISM  
& MASS COMMUNICATIONS  

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**The University of Kansas**

## Note from Dean Ann M. Brill

**T**hank you. I say those two little words from the heart on behalf of the 800 students, the faculty and staff of the William Allen White School of Journalism and Mass Communications.

We all understand the importance of words. We are, after all, journalists. Yet, when it comes to expressing the deep gratitude we have for our donors, it's difficult to put into words just how much your support means to us. I see signs every day of the importance of your support – the students who could not afford tuition without your scholarship donations, the faculty members who could not attend a conference or meeting without your designated funds, and the potential new students and faculty who we could not recruit without your gifts.

This year, we received a special gift to honor a former faculty member. The John Bremner Award for the best editing student now is endowed. One of our fund-raising goals in the year ahead is to seek funding to ensure that all former faculty awards are endowed. Right now, those gifts come from unrestricted funds. But what better way to remember those who have given so much of their time and talent to the J-School than to ensure that their names are forever attached to an award? Each April, we give awards in honor of Mel Adams, Sharon Bass, John Bremner, John Katich, Diane Lazzarino, Dana Leibengood, Bruce Linton, Calder Pickett, Leslie D. Polk, and Lee Young. Please let us know if you want to help fund these awards. This year, we will add another award – the Rick Musser Multimedia Award to honor Prof. Musser's 32 years at KU.

Once again, from the heart: Thank you!



*Ann M. Brill*

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## Note from the KU Endowment Association

*Corrie Moore, School of Journalism Development Director*

**I**t has been such a wonderful year for development at the William Allen White School of Journalism and Mass Communications. The alumni and friends who contribute to the J-School do so with such passion and dedication for our future success, which is why we are so pleased to acknowledge the generous contributions made in 2007.

Whether it's an annual, endowed or deferred gift, your investment in higher education impacts the lives of our students and faculty every day. In 2007, the school benefited from almost \$700,000 in private support, with more than \$225,000 in unrestricted support, \$115,000 for scholarships and \$60,000 for program enhancements.

It has been such a pleasure to work with so many dedicated alumni and friends of the J-School this past year. I invite you to explore your interests and support your passions within the school by contacting me at 785-832-7352 or at [cmoore@kuendowment.org](mailto:cmoore@kuendowment.org).

As always, thank you for all that you do to make the William Allen White School of Journalism and Mass Communications such a success!



## Lifetime Donors to the School of Journalism

This special list recognizes the individuals and corporations/foundations who have generously donated \$250,000 and above to the University of Kansas William Allen White School of Journalism and Mass Communications over the years. This listing is for lifetime donations, not donations made just within the calendar year.

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*\*Indicates the donor is deceased.*

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## Lee Young, retired journalism professor, endows magazine journalism scholarship

Lee Young, KU professor emeritus of journalism, has donated \$47,000 to KU to create the Lee Young Scholarship, which will support juniors or seniors in journalism, with preference given to students interested in magazine journalism.



As a J-School faculty member from 1964 through 1989, Young developed the courses that became the magazine journalism sequence in the School.

When asked why he chose to give back so generously to the university, Lee said, "the real motive was gratitude. My 25 years of working with students and colleagues were very invigorating: the happiest, most productive of my career. I wanted to say 'Thank you' in a tangible way."

"One of my early responsibilities was coordinating scholarships," Young said. "We had just \$6,000 then. That grew as people donated. That exposure to our need made me think this would be a good thing to do."

Dean Ann Brill notes that "without the support of generous donors like Young, many students would not be able to afford an education. As a professor, Lee gave selflessly to the students of this School for 25 years, and now with this scholarship, his legacy of student support will continue for many more years."

Young came to KU at the age of 38, as a graduate student and teacher of advertising, from a career in publishing. He taught classes in every sequence, as well as graduate seminars, and was named the School's first William Allen White Professor of Journalism in 1985. He was a finalist for the H.O.P.E. Award eight times. He also served the School as associate dean, acting dean twice and as head of both advertising and magazine sequences.

He was described as "one of the university's very best citizens" and "an ideal faculty member" at the end of his second term as acting dean in 1987, by Vice Chancellor Del Brinkman. □

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## Callahan Creek presents \$25,000 scholarship gift to KU Endowment

Callahan Creek, a marketing communications agency in Lawrence, Kan., recently presented two KU students with scholarships of \$2,500 each. The scholarships were a portion of the total \$25,000 scholarship gift that Callahan Creek presented to KU Endowment.

Callahan Creek recently celebrated its 25th anniversary and awarded the scholarships September 10 during a dual-purpose program that featured a lecture by top executives from Anheuser-Busch in St. Louis, Mo. David Peacock, a 1989 J-School graduate and Anheuser-Busch's vice president for operations, and Robert Lachky, chief creative officer for Anheuser-Busch, spoke about "Marketing To The New Consumer." The presentation was sponsored by Callahan Creek and the School of Journalism. Peacock and Lachky also spoke to journalism classes during their visit.

The recipients of Callahan Creek's scholarships this year were (Sheila) Dan Wang, a Strategic Communication graduate student from Beijing, China, in the School of Journalism, and Alexandria Schmidt, a sophomore from Lawrence, in the School of Fine Arts.

Callahan Creek is a full-service marketing communications agency focused on providing insights that inspire creative ways to build its clients' businesses. Some of Callahan Creek's clients include Hill's Pet Nutrition, Toyota Motor Sales, U.S.A., Sprint, CommunityAmerica Credit Union, American Century Investments and Children's Mercy Hospitals and Clinics.

The gift will be managed by KU Endowment Association, an independent, nonprofit organization serving as KU's official fundraising and fund-management organization. Founded in 1891, KU Endowment is the first foundation of its kind at a U.S. public university. □



*Cindy Maude, president/CEO, Callahan Creek*

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