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Note from Dean Ann M. Brill

As I look at this impressive list of donors to the School, I am struck by the generosity and number of people who support us.

These are challenging economic times, yet you are standing by us and showing your support despite the numerous demands being made on your resources. It is humbling to know the deep affection that you have for this School. I can assure you that students and faculty are well aware of your support and the expectations for excellence that you have for us.

Our students continue to win national and state accolades for their work. And we continue to use your dollars to support them with scholarships and opportunities. I am proud that our dollars to students increased again this year. I also am proud that we had funds available for students to cover national conventions, national sports competitions, and attend professional conferences. Education takes place in many venues outside the classroom and to remain one of the best journalism schools in the country puts expectations on us to offer students as many opportunities as possible for them to flex their journalistic talents.

I hope you agree that investing in education is the best possible return for your dollars. With your support we will continue to attract the best students and the best faculty. In return, we promise to protect the value of your investment by our successes that enhance your association with the KU School of Journalism.



Ann M. Brill

Note from the KU Endowment Association

Corrie Moore, School of Journalism Development Director (J'98)

Once again, I am so proud of the outstanding support demonstrated by my fellow alumni and friends of the J-School this past year. It is a true testament to your dedication to our School to be able to give so generously in such difficult and uncertain economic times. Private support is more important than ever as we strive to help students with increasing tuition costs. Your contributions allow our faculty to continue to provide one of the best journalism educations in the country, one that goes above and beyond the classroom.

I'm inspired every day by the generosity of our alumni and their commitment to higher education. In 2008, the J-School raised almost \$2.5 million from annual, endowed and deferred gifts for scholarship, faculty and program support.

It continues to be an absolute pleasure to work with such giving individuals throughout the year. If you're interested in supporting your passions within the J-School, please contact me at 785-832-7352 or at cmoore@kuendowment.org.

Thank you for your involvement with the William Allen White School of Journalism and Mass Communications. We couldn't do it without you!



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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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Alumnus creates fund to assist students with internship costs

When Craig Campbell, 1990, graduated from the William Allen White School of Journalism and Mass Communications his resume included four internships that he said helped immensely in finding his first job out of college. When it came time to give back to KU, the purpose was clear: he created the Craig J. Campbell Internship Fund to encourage journalism students to gain real-world experience before they graduate.



"Internships are vital in helping students stand out among other job applicants when applying for a position," Campbell said. "Employers realize that experience outside the classroom shows a student's eagerness and work ethic."

The fund helps cover travel costs and other expenses incurred from participating in internships. Campbell also hopes the experience will help students create relationships with industry professionals that they can continue to build throughout their careers.

Campbell is the owner of Video Soup LLC, a video production company he started in 2007. Video Soup produces corporate marketing and training content for clients such as Applebee's, NASCAR, Ford, OR Live and Weight Loss Healthcare Centers. Campbell has more than 19 years of experience in video production, which started with his first internship while studying at KU's School of Journalism. □

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A tasty new scholarship for journalism students

Alumnus Joel Zeff, 1990, has built an outstanding career as a motivational speaker by helping to bring energy and humor to the workplace. He attributes much of his success to the lessons he learned as a student at the William Allen White School of Journalism and Mass Communications.



"The skills I acquired and refined at the Journalism School provided the foundation for my success," Zeff said. "For almost 20 years, I have moved forward in my career. The time was right to turn around and thank my professors and KU."

In 2008, he created an endowed scholarship at the School of Journalism. Staying true to his humorous and whimsical self, he named the fund the Joel Zeff Chicken Piccata Scholarship after one of his favorite Italian dishes. He hopes the scholarship will inspire journalism students at KU by creating a fun, lasting impression that they will carry with them to the workplace.

"Fun is the most important commodity in the workplace today: fun increases communication, productivity, teamwork and creativity. Just like most careers, journalism is a serious business. And just like most people, we can sometimes take ourselves too seriously and forget to have a little fun," Zeff said.

Working as a motivational speaker, author and humorist, he travels the country speaking at conferences, helping energize and motivate people. He blends comedy with workplace practices to encourage creativity, communication, teamwork, passion and fun. He is pictured below talking to J-School students.

Zeff started his career as a reporter for *The Dallas Times Herald*, then went on to work as a public relations executive and consultant. His first book, "Make the Right Choice: Creating a Positive, Innovative and Productive Work Life," was recently published by John Wiley & Sons and featured on CNBC's "The Big Idea with Donny Deutsch." □



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