



Fairmount College of Liberal Arts and Sciences

A PUBLICATION FOR ALUMNI AND FRIENDS

NEWS

Lessons from Broadway

Its reputation ranges from truck route to red light district to culinary thoroughfare. Ambulance sirens, heavy trucks and music streaming from the Artichoke Sandwich Bar intermingle with the pungent odor of automobile exhaust and the aroma of beef browned at La Chinita Mexican Restaurant.

The street known simply as “Broadway” in Wichita has a storied history, and at least one person thought it worthy to share those tales with the community. He believed the best way to tell the stories was through the eyes of journalists.

Les Anderson, associate professor and associate director of the Elliott School of Communication, sent his spring 2007 semester class, Comm 571: Feature Writing, to Broadway to help his students learn how to write feature articles. Rather than have them sit in class and learn the process, he had them experience it by observing people and landmarks, interact with them and then share their stories with readers.

But why Broadway?

“Broadway has always fascinated me,” said Anderson, “because I grew up around here and I drive that way a lot. I wasn’t sure how students would react, but most got into it from the beginning.”

“I was intrigued,” said **Roni Ayalla**, senior in communication. “I thought it was such a good idea; Broadway is so rich with history. The street also has a certain stigma about it. A lot of people, especially my age, think negatively of the area. Some don’t realize the history and importance of the street.”

Patrice Hein, graduate student in communication, had a similar reaction.

“I could tell this would be a project that would involve a lot of people in the community: from those who helped to bring it all together—the Elliott School, The Wichita Eagle and KMWU—to those who would enjoy reminiscing about life on Broadway and what it meant to them,”

Hein said. She researched and wrote on the history of Broadway.

Anderson also sought to give his students experience writing different kinds of features and to have their work be “print ready” for publication. However, the enormity of the project faced a major constraint, and that was the length of the 16-week semester. To provide a tighter framework for the students to draw from, he limited the reporting area from 61st Street South to 61st Street North. In this almost 15-mile stretch, classmates would discover history, social changes, cultural influences and family stories.

Each student wrote five or six articles. One assignment was to write a “tidbit piece” that highlighted something unique or unusual about Broadway (such as the globe atop the Welch Cleaners building). Others wrote a 50-word feature on a staff member, volunteer or guest at the Lord’s Diner, a non profit soup kitchen for the poor and homeless sponsored by the Catholic Diocese of Wichita.

“It was humbling,” Ayalla said of the second assignment.

The Wichita Eagle published the students’ work, collectively known as “The Broadway Project” at its Web site, www.kansas.com, and included more than 70 of their stories. According to **Nick Jungman**, Eagle online editor, the project will be accessible for an indefinite length of time.

“The Eagle has been a great partner,” said Anderson. “The editor, **Sherry Chisenhall**, bought into the project last fall, making it possible for the project to be carried out by the class in the spring. Eagle staff also gave us ideas and direction as needed.”

See *Lessons*, page 3

FACULTY SPOTLIGHT



Les Anderson is not a man who likes to sit around. His years of working with newspapers have trained him to move at a quick pace; otherwise, he might miss a story opportunity.

He has lived in the Wichita area most of his life. In

addition to co-owning “The Old Feed Store” for a few years in Valley Center, he and his wife Nancy also owned The Ark Valley News for 28 years and were partners in Valley Offset Printing when it started. As a reporter, he filed stories with The Wichita Eagle, The Wichita Beacon, The Wichita Sun, The Ark Valley News, The Hays Daily News, and The Columbia Missourian.

His hobbies include gardening, sports, grandchildren and travel. As part of a group of local residents, he and Nancy have traveled to Hawaii, Maine and Alaska.

He grew up southwest of Wichita, near Viola. He and Nancy live on 42 acres near Valley Center, where they raise sheep, llamas and fowl. They have four sons and one daughter.

Anderson has two degrees in communication: a master of arts from the

University of Missouri and a bachelor of arts from Fort Hays State University. He began teaching at Wichita State in 1977. The Kansas Professional Communicators named him the state’s 2007 Communicator of Achievement in recognition of his contributions to the communications industry.

Self-Help Network changes name to reflect services

The WSU Center for Community Support and Research, formerly known as the Self-Help Network, has a new mission and vision: It partners with communities and organizations to strengthen Kansas through education, leadership development, facilitation and research.

The name change comes about in an effort to reflect more accurately the work of the center, said **Greg Meissen**, director and professor of psychology.

“Much of the work we do is not related to self-help groups anymore,” he said. “Everything we do has a research component. However, we still have our self-help group clearinghouse function and we plan to retain that activity and source of research.”

Since its inception in 1984, the center has received approximately \$25 million in grant funding, with most of it coming in the last 10-12 years. Receipt of these grants makes the creation of programs such as training for the Certified Peer Specialists possible. Recently, the center facilitated training of approximately 50 people with severe and persistent mental illness during a one-week residential education program designed to

prepare them for positions they hold with the 30 Kansas mental health centers. Mental health consumers presented the training.

“I believe CPS is going to create some real changes in how mental health centers operate because now on their professional staff will be people with mental illness who are paid. Everything changes when your staff includes people you serve—the language, thought process and decisions change,” said Meissen. “The notion of recovery is that one can live a highly satisfying life with mental illness if given equal status. We think it’s going to change the way the whole system thinks and operates.”

The center also received recently a \$100,000 grant from the William T. Grant Foundation to study how to enhance after-school settings for young students. Targeted toward middle-school kids, the Kansas After-School Leadership Development Initiative seeks to prevent adolescents from getting into trouble once they leave the school grounds.

“The opportunity to enhance children’s lives through after-school programs is so underdeveloped,” Meissen said. “Middle-school children are old enough to have a lot of

self-determination, but young enough where they still are susceptible for enhancement and improvement, and susceptible for getting into trouble. It’s some of the most difficult research we’ve ever done.”

Many groups use the center for meetings and planning sessions. Meissen said the move downtown in 2005 enhanced community access to the center, and the name change will not diminish the availability for groups to use the facility. It is located at 358 N. Main; the building formerly housed the Better Book Room.

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Donald Beggs, president, Wichita State University
William Bischoff, dean, Fairmount College of Liberal Arts and Sciences

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Faculty Accolades

Dinorah Azpuru, political science, was invited to present the results of her research on peace negotiations at the Naval Postgraduate School in Monterey, California. She also attended a high-level meeting organized by the United Nations and the International Peace Academy to discuss the topic of democracy promotion in New York City.

Randy Brown, communication, was named vice president of the Kansas Professional Chapter of the Society of Professional Journalists. He is the vice chair of the Citizen Utility Ratepayers Board for Kansas, an appointment made by Gov. Kathleen Sebelius.

Mary Corrigan, gerontology, received the Central Plains Area Agency on Aging's Irene Hart Award. It is presented to a person or agency that makes a significant contribution to older adults in the community.

Margaret Dawe, English, was a featured writer at the Great Lakes Writers Festival at Lakeland College in Wisconsin.

The short story "Why Oshkosh," by **Darren DeFraim**, English, was a finalist for the Eric Hoffer Prize.

Linnea GlenMaye, social work, announced that the Council on Social Work Education reaffirmed accreditation of the Master of Social Work program through the year 2015.

W. Bartley Hildreth, Regents Distinguished Professor of Public Finance, has been named interim dean of the W. Frank Barton School of Business.

Chuck Koeber, associate dean, was named one of Wichita's "40 Under 40." He is part of the 10th anniversary class selected by the Wichita Business Journal.

Amy Mattson Lauters, communication, was awarded a \$1.25 million, four-year renewable grant from the U.S. Department of Education. The grant will support a communication-focused program for Upward Bound, a federally funded program that prepares economically disadvantaged students for college. The program format will be modeled as an intensive summer camp for aspiring journalists and will target area 14-year-olds.

Jeffrey May and **Mark Schneegurt**, biological sciences, were named 2007 Faculty Scholars of the Kansas IDeA Network of Biomedical Research, in recognition of their research, teaching and service.

Dan Russell, philosophy, received Monash University's Young Scholar's Special Commendation for Research Excellence.

Niall Shanks, Curtis D. Gridley Distinguished Professor in the History and Science of Philosophy, was elected president of the Southwestern/Rocky Mountain division of the American Association for the Advancement of Science.

William Vanderburgh, philosophy, was selected as director for the Center for Teaching and Research Excellence.

Peter Zoller, English, has been appointed to the editorial committee of the University Press of Kansas.



William D. Bischoff

DEAN'S MESSAGE

Dear alumni and friends:

You may recall that last spring I announced that I was in the bittersweet position of seeing four of my staff leave for better career opportunities or retirement. This fall, I am extremely pleased to announce the

appointments of two associate deans, an assistant dean, and our senior administrative assistant for the college.

Eunice Myers, associate dean, oversees Foundation budgets including scholarships, faculty development and the "telephone campaign"; teacher education programs; and coordination of student learning assessment across the college. She also continues as the director of the Summer Program in Puebla, Mexico. She was most recently chair and associate professor in the department of modern and classical languages and literatures.

Chuck Koeber, associate dean, oversees state budget accounts including OOE, capital equipment and travel. He also will coordinate college class schedules and consequently oversee GTA, lecturer and summer budgets. He is the dean's office liaison to the curriculum committee



Eunice Myers



Marché Fleming-Randle



Chuck Koeber



Candice Weathers

and coordinates the college's certificate programs. He was most recently associate professor of sociology and the director of the Center for Teaching and Research Excellence.

New to the campus is **Marché Fleming-Randle**, assistant dean. Her duties include consulting with faculty and students, particularly in regard to administrative withdrawal and grade appeals; acting as college liaison for university admissions and admissions events; and serving as the college liaison for community colleges. She comes to us from Junction City, Kan., where she most recently worked with Upper Iowa University's outreach program to Fort Riley.

Candice Weathers is the senior administrative assistant and scholarship coordinator for the college. She comes to us from Fort Hays State University where she spent a year as an admissions counselor.

Their transitions to the office have been smooth not only because of their competence but also because of the support and assistance given to them by returning staff members **Steve McCann**, **Cheryl Miller** and **Rob Phillips**. I am lucky to have such a dedicated and talented staff.

Sincerely, *Wm D. Bischoff*

Student Accolades

Undergraduate Students

The debate team of **Matt Coleman**, business administration, and **Eric Robinson**, political science, finished third at their first tourney of the season. Coleman finished as the second-place overall speaker. **Jeffrey Jarman**, Elliott School of Communication, is the debate coach.

Model UN had another rewarding year, winning the Outstanding Delegation Award at the 2007 National Model United Nations conference, where the delegation represented France. **Brittany Stiffler**, field studies, and **Nadine Sauerwein**, political science, were named Outstanding Delegates for their work on the World Food Program, also at the national conference.

Mortar Board, Fairmount Chapter received the national Silver Torch Award for their timeliness and dedication while exemplifying the ideals of scholarship, leadership and service. **Chuck Koeber** and **Cheryl Miller**, Fairmount College, and **Elaine Bernstorff**, Fine Arts, are the advisers.

Graduate Students

Inmates at Hutchinson Correctional Facility will take writing classes this year from eight members of the English Graduate Students Association who will teach the hour-and-a-half long classes on Friday afternoons. **Dietrik Vanderhill** is the organizer of this year's Prison Arts Project, which began Oct. 12. Two or three of the volunteer instructors drive up each Friday to Hutchinson to conduct the 90-minute classes in fiction and poetry writing to 13 students. The teachers this year, in addition to Vanderhill, are **Alex Arcone**, **Lindsey Ayres**, **Seth Coulter**, **Sloan Davis**, **Anna Harris**, **Jodie Liedke** and **Chris Sowa-Maksic**.

Lessons cont'd from page 1 From cattle trail to ethnic journey

Broadway is part of U.S. Highway 81, a four-lane highway that stretches from Laredo, Texas, to the Canadian border of North Dakota. However, it had very humble and earthy beginnings in Wichita—literally.

While conducting background research, Hein learned the lowly beginnings of the street that would shape much of Wichita's character and history: It was a cattle path on the east side of Darius Munger's tract of land. He referred to it as "Texas," a nod to the cattle drives and commerce around the time of settlement. The route was later named Lawrence, and finally, Broadway, in recognition of its importance to Wichita's commerce and use as a main street. Other names attributed to the blacktop included Meridian Highway and the familiar "Old 81."

From the early 1930s until the beginning of World War II, Broadway hosted a great building boom for businesses, churches, motels and restaurants. However, when the Kansas Turnpike opened in 1958 and Interstate 235 opened in 1963, Broadway lost its importance as a thoroughfare and businesses began to close. People stopped going to Broadway for shopping and dining, and, in the late 1980s, drug pushers and prostitutes found new grounds in the struggling motels on the south end of town.

In a lesser city, Broadway might have died. However, Wichitans took up for the old cattle trail and went to work to preserve many of its old structures. The John Mack Bridge, Engine House No. 6 and the Orpheum Theatre were a few of the structures saved from demolition. As the face of society changed, so did Broadway's. Connie's



Les Anderson and his students prepare to explore Broadway. Photo by Jaime Oppenheimer/courtesy The Wichita Eagle

Mexico Café and the Saigon Restaurant now share the street with the Lord's Diner and Savute's Italian Ristorante. Ethnic markets line both sides of the street.

Several students wrote stories about families immigrating to the United States for a better life and finding their success in running a business on Broadway. For some students, though, these sporadic Broadway visits didn't give them a clear image of the street's role in the community.

To further their understanding, Hein and **Laura Roddy Brown** and **Amy Maxton**, also graduate students in communication, spent a Saturday traversing 14.5 miles of the street on foot.

"We really got to know Broadway a lot better than you can just driving by," said Brown. "We snacked at various restaurants, checked out pawn shops, looked at the beautiful church architecture and generally exhausted ourselves."

The project has reshaped her perspective of the street many know for its colorful characters and illicit activities.

"It showed me that Broadway doesn't really deserve its reputation," she said. "There are definitely still some prostitution and drug problems, but there are a lot of great things there, too. I enjoyed the multiculturalism of the Hispanic and Asian communities on North Broadway."

Anderson also had a shift in perspective during the project.

"A lot of people don't know about Broadway," said Anderson. "Many believe it's a place to avoid. I rediscovered things I'd forgotten and realized how much things have changed."

The project has spurred much interest for new Wichita residents as well as those

who have lived here many years. As of Sept. 30, the "On Broadway" section of the Kansas.com Web site had 18,021 page views. Readers posted many comments and memories following several stories, and Anderson received a lot of feedback personally.

"It got people to reflect on Broadway," he said.

The journey continues

Given its success and the number of stories left to mine, Anderson couldn't put the Broadway Project to bed. Now students are working on stories involving the flatiron building at 21st Street North and Broadway, the Grand Chapel and the Commodore apartment building. They'll also cover the mortuaries, the long-demolished 81 Drive-In, and Waxene Products, a company that produces floor sweep and wiping rags.

The students' commitment to the project is evident. Those now involved are participating as individual students in directed studies. As with the class, not all of the students are following a print emphasis. Some are pursuing electronic media, advertising or public relations, which Anderson thinks reflects the Elliott School's integrated approach.

Though there has been some informal conversation about turning the Broadway Project into a book, Anderson is content now with helping students gain and hone the skills they'll use as journalists. The project, he said, has given students something to use in their portfolios and provided them with networking opportunities.

In return, the students have given Wichitans a gift. They have preserved Broadway and illuminated its spirit.