



When the Guthrie Theater decided to stage Arthur Miller's "Death of a Salesman," GdB came up with this unique ad treatment.

KILLER IDEAS

Compelling ads from the Gabriel deGrood Bendt agency reflect the offbeat outlook of St. Thomas grad and partner Doug deGrood

BY MIKE DOUGHERTY ('89)

Doug deGrood ('87) thinks he's found the right career fit. The self-deprecating humor, the one-liners and the offbeat look at life he emotes are personified in the Minneapolis advertising agency Gabriel deGrood Bendt (GdB), where he's a partner.

"I've been in the business for 18 years now and I must confess, there are days when I think, 'God, haven't I made enough ads already?'" he said. "But then you get into an assignment, the juices start flowing, and you come up with something that you think is the cure for cancer, and you're reminded why you got into this stupid business in the first place."

Catchy lines and compelling visuals mark the work of GdB and their notable campaigns for clients like the DuPont Corian, Zebco fishing, Gold'n Plump chicken, Pearson's candy, Gedney pickles, the Science Museum of Minnesota, Freschetta pizza and the Guthrie Theater.

Their brand of humor and message might be remembered in the low-budget TV campaign GdB did for the Minnesota Lynx of the WNBA a few years ago, starring a guy who dressed in drag and tried out for the team.

"What can I say? They were desperate at the time to break through," deGrood explains. The campaign was a hit and caught on with a grassroots following.

"Our cross-dressing star became a celebrity of sorts around town," deGrood said. "CJ (Star Tribune gossip columnist) wrote about him twice. Fox News did a lengthy piece about him and the campaign. I think he even made a few appearances at Lynx games.

"And later, when Hollywood debuted 'Juwanna Mann' (a movie about — you guessed it — a guy who dresses in drag to play in the WNBA), I mockingly accused them of ripping off our campaign

CONTINUED ON PAGE 7



Around the School

By Kris Buntun

Chairwoman of the Department of Journalism
and Mass Communication

Good teaching remains a St. Thomas hallmark

Good teaching is the essence of our Journalism and Mass Communication Department. It's who we are as a faculty: We're good teachers because that's how we help students become ethical practitioners of advertising, journalism and public relations.

Good teaching is why I agreed to step out of the classroom to serve as department chair. As chair, I want to do all I can to support the excellence and energy my full- and part-time colleagues devote to teaching our students.

is also teaching in his office, when he works with the students who are eager to revive Summit Communications, the student advertising agency. Under Don's tutelage, they just completed their first project, a colorful display about the Jo/MC department that we can tote to college recruiting fairs, and they're working on their second, a campaign for the UST Financial Aid office. Too, I notice Tim Christy never eats lunch on Thursdays because he's teaching Advertising Federation students about leadership and

Sometimes I think my colleagues don't even recognize how gifted they are in the classroom. They just keep teaching well.

Good teaching goes on every day in this department. Sometimes I think my colleagues don't even recognize how gifted they are in the classroom. They just keep teaching well. Of course you, our alumni, know this because you experienced it here as students.

Undoubtedly, you saw it in the classrooms of Norman Larson and David Nimmer. I'm delighted to tell you that UST's president, the Rev. Dennis Dease, has conferred the title of assistant professor emeritus on these former colleagues. Both taught well and served the university outstandingly for many years. The department faculty wholeheartedly endorsed them for emeritus status.

Today, we carry on Norm's and Dave's commitment to teaching, and we don't just do it inside classrooms. Let me brag about some ways my colleagues willingly teach students outside regular classes.

I often see Bob Craig, for instance, in his office several hours after his Visual Communication class. He's patiently sitting with a student to critique the examples that student wants to include in the epic VisComm journal that many of you remember. Next door, Don Gillies

teamwork while he coaches them for this year's National Student Advertising Competition. Mike O'Donnell, who I'm happy to note was tenured and promoted to associate professor this year, works with students at The Aquin at all hours of the day and night. He constantly encourages them to serve as campus watchdogs in the best journalistic sense. You can see the fruits of his labors by checking out the award-winning Aquin online at www.stthomas.edu/aquin.

Good teaching is also evident in this department every day in the work of our adjunct faculty members. I want to brag about them, too.

Our adjuncts constantly please me with the thoughtful, real-world assignments they devise for students. For instance, consider Wendy Wehr's Advanced Public Relations class, where teams of seniors this fall are devising public relations initiatives for the Jeremiah Program in Minneapolis. Jeremiah helps low-income mothers complete their education and become self-sufficient in the workplace. Working for Jeremiah helps our students improve their strategic thinking in public relations while

considering their ethical responsibilities to enhance the common good.

Doug McGill commutes from Rochester, where he publishes Web-based journalism titled "The McGill Report." He brings his professional experience to class in many ways. One technique I especially like is his idea of having Media Writing students post writing tips for one another on a Web log. It teaches them to write succinctly and clearly, and it helps them understand the responsibility of writing for a public audience.

I'm also impressed by Craig Bryan's Advertising Copywriting class. His spring 2005 students did such professional work that an ad they created for the French Press Jazz Café was published in a Twin Cities jazz festival magazine.

And I certainly can't help but think about good teaching when I step into Cathy Riddick's Public Relations Writing classroom and hear the buzz of her students brainstorming about an assignment. I think about good teaching again when I open my e-mail inbox and find an unsolicited message from a student, saying, "I just wanted to let you know what a delight it is to have Ms. Catherine Riddick as a professor. She not only is a great teacher, but she makes class fun and interesting. I am even more excited about going into public relations because she is so energetic about that field. St. Thomas should hire more people like her."

We are trying to do just that. This fall, under the energetic leadership of Wendy Wyatt, we're searching for an assistant professor of public relations. You can be assured we'll hire a new colleague who is as good a teacher as the professors you knew during your UST years.

And who knows? Maybe one day you'll be back in one of our classrooms. Paul Klauda is. Paul ('80) is in his fifth year of teaching for us. He cheerfully arrives on campus at 7:30 every Tuesday and Thursday to teach an 8 a.m. section of Media Writing. I don't know what kind of coffee is in that thermal cup I see him carrying, but it must be powerful stuff because students love his class.

Bill Monn is back, too. Bill ('74) has great stories to tell about his days in Father Whalen's classrooms. He's on campus this fall teaching a topics course, Magazine Publishing. It has attracted 16 students who are eagerly learning how to develop a magazine from the ground up.

I don't go back as far with UST as Bill does, but I've been here a dozen years now, and I'm humbled by the good teachers who surround me. Were you? Drop me a line and tell me what you remember about good teaching in Jo/MC.

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Touched by the Tiger

Tammy Quist turns
compassion into action

BY DOUG MCGILL

About a year after graduating from St. Thomas in 1993, Tammy Quist found herself amid an ethical dilemma worthy of a graduate-level seminar.

She was volunteering time for a man who raised, rented, and showed wildcats for a living to advertising agencies, schools, and public events. She was attracted to the work because she'd been "smitten" by the tigers and by their trainer, who struck her as "Jack Hannah-type, taking care of beautiful wild animals."

What she found, though, wasn't beautiful. The three dozen tigers he kept were poorly fed, physically abused, never exercised and kept in pens barely 4 feet by 4 feet.

"How could I give time to somebody who was not doing the right thing?" Quist asked herself, again and again. "On the other hand, if I weren't there, those animals would never see any compassion. How could I leave animals I cared about, knowing the results might be even worse than if I stayed?"

After a year and a half, Quist did leave – and you could say (although she might not) that her present job is the way she's chosen to redeem that decision, which left some very sad and suffering wildcats behind.

On call, in the press

Over the past five years, Tammy Quist has become among a well-known St. Thomas graduate in Minnesota and nation-wide. That's because the national press quickly calls her every time a wild tiger in captivity bites or mauls

someone, and reporters need some fast explanation, context, and a quote.

When the royal white tiger Manticore mauled his trainer, Roy Horn, during a Las Vegas magic act in 2003 – the press called Tammy. In Minnesota in 2001, a tiger at a Racine animal park bit a girl – and they called Tammy.

This year has produced a bumper crop of wildcat maulings in Minnesota, one at a private Frontenac menagerie in April, one at a Little Falls auto body shop with a nearby wildcat pen, and another at wildlife farm in Underwood in March (which also had a lion escape that was caught and euthanized).

The person who explained it all to the public in TV and in newspapers ... Quist.

She's the go-to person on wildcat maulings because she is the director of The Wildcat Sanctuary, a "not-for-profit, no-kill" facility in Isanti County that since 1999 has taken in tigers, bobcats, lynx, servals and other wildcats that have outgrown their owners or survived horrific conditions with breeders and trainers. With a volunteer staff of 30, the sanctuary cares for 20 "residents" in a spacious complex of chain link enclosures that contain running space, greenery, and heated enclosures for sleeping in winter. They are fed regular meals of chuck roast and poultry, and volunteer veterinarians look after their needs, which are extensive. The years in cramped quarters and bad diets have given many of the wildcats arthritis, muscle and skeleton problems, and gastrointestinal disease.

"I relate to St. Francis like crazy,"

Quist says. "And I've prayed a lot these past years to St. Jude, too." St. Jude is the saint of hopeless cases.

No one who meets Quist will think that a hopeless case has much chance against her. But one gets the point. And she does have her hands full.

Thanks to the surge of wildcat maulings in recent years in Minnesota and nationwide, The Wildcat Sanctuary has seen its business boom even while local sheriff's offices, county offices and citizen groups have turned their backs on the sanctuary's repeated requests for help and aid.

"Everybody wants us in the middle of nowhere," Tammy says. "But most of our wildcats come from the metro areas, and a really professional operation just can't operate in the middle of nowhere. It's not only a matter of animal welfare, it's a matter of public safety."

Wildlife conservationists say that more wild tigers now live as pets, in roadside zoos, and in breeding kennels in the United States than in their native Asian habitats. As many as 10,000 wildcats live in captivity in this country, compared to less than 5,000 in the wild in Asia, experts say.

Fourteen accredited wildcat sanctuaries have opened around the U.S., but most are tiny and the need outstrips the current demand.

The Wildcat Sanctuary has plans to open a \$1.6 million facility that can accommodate 100 wildcats. The willing financial donors are there, Quist says, but so far every request to a county to locate the sanctuary has been turned down, and Isanti County is trying to





A writer becomes part of the story when a heinous crime draws national attention.

BY DAVE FORSTER ('02)

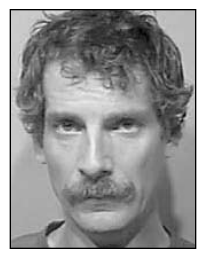
Looking back, it seems Joseph Duncan couldn't wait to blog about my visit with him.

The exchange happened April 1, 2005, months before the Fargo, N.D., sex offender gained national attention for allegedly murdering an Idaho family, abducting two children and getting arrested with only the young girl still alive. That spring day in Fargo, I drove from The Forum newsroom, where I work, to Duncan's house. I wanted to ask what he had to say about the child molestation charges filed against him in Becker County, Minn. Our newsroom had learned that day of the charges, and I, with the help of two other reporters, filed the story late that Friday afternoon. Nobody had reached Duncan yet, so before I ended the week I took one last shot at his home.

I knew about Duncan's violent background, that he had raped a 14-year-old boy at gunpoint and had once confessed — though later recanted — to raping more children during his own childhood. I also knew he had been in Fargo for four years, so as my car neared his street, a mildly disturbing realization struck that for 18 months I had lived within two blocks of him.

His apartment occupied the main floor of a two-story house, one that sits well back from the sidewalk, farther back than the neighboring buildings. A long concrete pathway reaches from the

THE CASE OF THE BLOGGING RAPIST



After he visited convicted sex offender Joseph Duncan, above, at his home in Fargo, N.D., Dave Forster found himself the subject Duncan's Web log, "The Fifth Nail."



As I walked to Duncan's door, I saw the expansive front lawn, the stonework around the trees, the well-kept house, and I thought how pleasant everything looked. Duncan, it turned out, was much the same when he answered door.

The house where Duncan lived in Fargo.

sidewalk to the front steps. Until then, it seemed a good share of the sex offenders I had called on through work lived down some dark, dank hallway. But as I walked to Duncan's door, I saw the expansive front lawn, the stonework around the trees, the well-kept house, and I thought how pleasant everything looked. Duncan, it turned out, was much the same when he answered door.

I was surprised to see him, and even more so that he didn't slam the door the moment he heard I was a reporter. Instead, he let me finish my introduction and ask my question before he said he didn't want to talk. He didn't look angry or surprised or nervous, but I do recall feeling a little uneasy making that long walk to the street, my back to his house.

I'm not sure of the exact time I left, but it was likely after 6:15 p.m., and probably closer to 6:30. At 6:39 p.m., Duncan posted to his now infamous blog in an entry he titled "Here We Go Again..."

"Dave Forester (sic), a reporter form (sic) the local paper just stopped by. Wanted to know if I had any comment about the charges against me in Becker County for an article he is preparing for the paper tomorrow."

Neither I, nor anyone else in the media, would see that or anything else in "Blogging the Fifth Nail" for another three months. In that time, as we all well know, he has been accused of murdering a family and of committing untold other unspeakable acts against an 8-year-old girl and her 9-year-old brother.

I heard of his arrest in the Idaho case when I was on a golf course in Sleepy Eye, Minn., my hometown. It was Fourth of July weekend and Fargo was a 3½-hour drive away, so I joined my coworkers on the story when I returned the following week. By then, crime bloggers across the country were devouring the story and doing their own detective work online. Duncan, who was well-skilled in computers, had left journals and photos — even video — all over the Internet. In many cases the bloggers beat the professional media to the material.

As the days passed, twist after twist to the story emerged. It got to the point where, as a reporter covering it, the entire episode felt like just that: one big made-for-TV movie that seemed too outrageous to believe.

There were:

- the judge in Minnesota who failed to keep Duncan locked up.
- the doctor who gave Duncan \$6,500 for his legal fees.
- the \$15,000 bail check Duncan was allowed to write, without anyone checking his account to see he didn't have the money.
- the Fargo businessman who later covered that check.
- the encrypted data of Duncan's that police seized but couldn't crack, suggesting a hidden journal of which he had blogged.

But where those angles excited reporters, the darker news beneath it all made the

story a terrible one to cover personally. Rumors of how the children suffered affected me like no other story I've reported on in my three short years out of college.

Professionally, my coworkers and I faced the sort of direct competition from the national media and larger newspapers we don't often see at The Forum. We held our own by working local sources, scouring Duncan's paper trail and delving deep into his online history. Being so close geographically to one end of the story didn't hurt, either.

What surprised me within that competition was the cooperation between newspaper staffs across the country. The story directly affected several cities (the flight from Fargo, the crime in Idaho and Montana, the early life and prison years in Washington), and newsrooms often shared background information and documents. We did it again when a California newspaper jumped into the story about a month after Duncan's arrest, after authorities there said they suspected him in the 1997 murder of a boy.

Of course, being so close to the story, we also attracted attention from the national and cable news media. Only one or two reporters sought me out because of the mention in Duncan's blog, but we had more requests because of the general Fargo connection. "At Large with Geraldo Rivera" and "The O'Reilly Factor" wanted us on, but I don't think any of us ever accepted. I did a couple of radio interviews, which can be a challenge for a young reporter like me. Writing objectively is one thing, but trying to answer questions on the air without opining or speculating is quite another. **NB**

force the present sanctuary to close.

"We hope that one day the government realizes that if they want us to take nine tigers out of a community, that we should be paid for doing so," and also be allowed a place to safely and humanely place the cats, Quist said.

Going to St. Thomas

A native of Apple Valley, Minn., Tammy chose St. Thomas because of the school's "Parents on Campus" program. She and her mother, Susan Quist, then 43, matriculated in 1989 and graduated in 1993 – her Mom with a bachelor's degree in psychology, and Tammy with an advertising and marketing degree.

It was at an advertising photo shoot that Tammy met the dubious tiger trainer.

Meeting the tigers at his facility was a turning point in her life, she says.

"I saw much more than an animal there," she said. "I saw a being in pain and unhappy. I might have had the same reaction if I had seen a child, or a horse, in that way."

But it happened to be a wildcat she first saw with spiritual eyes.

"I feel like it enlightened me," Quist said. "That word seems a bit stuck up, but it changed me from how I was before. I could have whizzed right by that moment. I was always the type of person who said that by age 26 I will be 'this,' and at 30 I will be 'that.' But when I saw this being, I said to myself, 'maybe it's best to slow down, and see what I can do.'"

It made all the difference.

"It helps me see everything in a more compassionate way," she said. "People in need, Hurricane Katrina, you look at everything in a way that understands there are more important things than getting through just today. When you do something, you look at the ramifications, instead of just doing it."

Asked where she gets her courage and chutzpah, she has an answer.

"I had gotten out of a relationship, my first adult breakup. I just sat down and thought it out and concluded, this relationship is not right for me. It was the first mature thing that I did that wasn't all emotional responsiveness.

"I was a little bit in awe that I had made an adult decision and not just gone on emotions. I thought 'If I can do that, what else can I do?' I was thinking about wanting to do something bigger than myself and what I was doing then, and when I thought about the cats, I thought, 'Well, this could be it.'"

Putting the needs of the wildcats first, and not her own needs, is the attitude change that gives her strength and purpose.

"It kind of mirrors up to a bigger thing, like nature and land. It makes me look at everything more 360."

Quist and The Wildcat Sanctuary is

looking for business and community leaders who are interested in learning more about the sanctuary and possibly joining its Board of Directors. The Sanctuary's web site is www.wildcatsanctuary.org. **NB**

Alumni news

Maren Berge ('04) lives and works in New York City, where she's training in the human resources, global training and development division of an bank.

Emily Ann Carlson ('05) is working as a reporter at KEYC-TV in Mankato,

Jill Charbonneau ('05) is an out-of-home media assistant at Haworth Media in Minneapolis.

Erica Dao ('05) is a reporter at WEAU-TV in Eau Claire, Wis.

Joel Gryniowski ('01) is a junior copywriter at Sedgwick Road (formerly son) in Seattle. He and his art director partner are working on a viral campaign for Redhook beer.

Jen Hale ('04) is a media analyst at the Olson agency in Minneapolis.

Teddy Hobbins ('05) works as an account representative at Carmichael Lynch in Minneapolis.

Amberly Ann Krogh ('05) is assistant producer for "Morning Air" on the Radio network that broadcasts from Green Bay, Wis.

Jennifer (Thistle) Kovacich ('94) is senior communications consultant for Hospital in St. Paul.

Matt Lehman ('04) is a reporter at News Radio 55 SAU in Wausau, Wis.

Amanda Lutz ('04) is a reporter at WASW-TV in Wausau, Wis., where she was promoted from the night shift to the day shift.

Erin McCloskey ('02) is a print buyer for Target Advertising in Minneapolis. A member of the Advertising Federation of Minnesota, she recently helped launch a new network of young professionals in advertising and marketing.

Patti Riipa ('05) works for New School Communications in Minneapolis, where her current client is the Minneapolis Regional Chamber of Commerce.

Jenny Rose Ryan ('00) does communication, marketing and public relations for Mithun, a sustainable architecture firm with offices on Seattle's waterfront. In her spare time, she sells knitting products online, and she has been invited to teach an interviewing and oral history class at Seattle Central Community College.

Heidi Schlueter ('05) is an interactive copywriter at Periscope advertising in Minneapolis.

John Siedl ('98) works in media sales for Hubbard Broadcasting in St. Paul.

Tom Snee ('88) is the author of a short story included in the new collection *Fiction: Short Stories from the Red Sox Nation* (Rounder Books, 2005). He worked in university relations and news services at the University of Iowa.

"I hope to never stop writing; it's what I love. But I also love coaching and cheerleading. It comes naturally to me."

— Doug deGrood

idea in the press."

The fun he has in his job is not lost on his family: wife Michaelanne; son Harry, 10; son Charlie, 8; and daughter Grace, 6.

"I'm trying like heck to keep my kids from following in their dad's footsteps," he says. "But it may be too late. My son Harry is always pitching me TV ideas at the breakfast table."

There was no dramatic lightning bolt or middle-of-the-night "eureka" moment for deGrood, but a St. Thomas class did turn the lights on for him about the potential of advertising as a career.

"Like a lot of folks in our business, I sort of fell into it," deGrood said. "I was a Journalism major, but I had no real 'writer' aspirations. I took Bob Thacker's ad copywriting class because I needed an elective to graduate. At the time, Bob was creative director at Ruhr/Paragon—a pretty good local shop. His text book was the 1986 Minneapolis Show advertising awards annual. Up to that point, my only knowledge of advertising were those annoying Whisk 'Ring Around the Collar' commercials. I saw the work agencies like Fallon were doing at the time and it was like an epiphany. From that moment on, I was hooked."

DeGrood also credits the Rev. James Whalen, the creator and first chair of the Journalism Department with helping nourish and influence his interest.

"I just remember Whalen in his French cuffs and all the stories (myths?) about him — that he was a priest with a history, former ad man, etc.," deGrood said. "I found him irresistible and I wasn't alone. I don't know if that had anything to do with me getting into advertising. Maybe. We were fairly regular lunch companions right up until his passing."

Even still, deGrood was not in a position to get hired by an agency after graduation. His portfolio was lacking, but he caught a break with a job writing for the Lands' End catalog in Chicago. From there, he worked his way into the agency business.

His first agency job was with Bozell Minneapolis, where he worked from



The advertisement features a fishing reel at the top with the text "Reinventing the reel that reinvented fishing" and the years "1954" and "2009". The main headline reads "DON'T LET YOUR KID be the ONE THAT got away." Below the headline is a fishing reel with a fishing rod. At the bottom, it says "The new 33 There's no quality time quite like fishing with America's classic reel. Now 50 years old and better than ever. ZEBCO".

An ad for Zebco from the GdB agency.

1988 to 1990. It was at his next job at Fallon from 1990 to 1996 where he made a name for himself as an award-winning copywriter. After a short stint at Carmichael Lynch, where he met Tom Gabriel, one of the GdB partners, he spent two years as freelancer before eventually landing at GdB (then GDR).

The agency started eight years ago as Gabriel Diericks Razidlo. DeGrood joined it in their second year. Gabriel asked deGrood to join.

"I couldn't say no," deGrood said. "My mission was always to start something on my own. I saw an opportunity to get a piece of the action. Besides, they already had photocopiers and desks."

In 2002, the agency re-organized when Marianne Diericks left the agency.

The cliché du jour in the advertising industry is "holistic" marketing: applying all the marketing disciplines to a brand in an integrated, cohesive way. DeGrood said his agency has been doing all along.

"We've always felt the best advertising solution isn't always an ad," he says. "And we have a history of doing a lot of interesting, non-traditional stuff."

GdB's theme is "Always Thinking."

The agency has grown to 35 people and added staff, including people with public relations backgrounds and others with direct response/interactive expertise.

Today, his role is management, but he's a manager who still does quite a bit of writing.

"My role really hasn't changed much in the past six-plus years," deGrood said. "I hope to never stop writing; it's what I love. But I also love coaching and cheerleading. It comes naturally to me, I guess. My management style is best described as management by walking Around. I like face-to-face, verbal discourse; I hate e-mail."

He also spends more time focused on the business side of the business.

"As a partner, I'm much closer to clients than I used to be, sharing in their

