Kitty Fleischman, an Idaho journalist who has also worked in Utah and Alaska, spoke as part of the Morris Media Lecture Series. Fleischman was a reporter and photographer for United Press International. She founded and was co-publisher of the Idaho Business Review, and she is the publisher and editor of IDAHO magazine. She’s raced cars, flown in an open-cockpit plane and played football with Tom Brady.

She spoke in Old Main on February 25, 2015. Here are some of her points for JCOM students:

The most important trait for a journalist is to be curious. As a reporter, you make your job as boring as you want, or as interesting as you want.
Journalists are always at risk. It is one of the most dangerous jobs.
As a journalist, the main thing you have is your reputation.
Tell the truth, even if it is uncomfortable.
I've never had a bucket list; I do it all now.
You can make a difference. Don't do fluff.

-BC