

SECRETIST CONTINUED FROM 4

not study the media or advertising. He majored in business and once planned a different direction for his life.

"When I got my MBA degree, I was originally going to try to run a big business and become a millionaire at age 28," he said.

"But when I did a report on the lives of businessmen, I got discouraged about big cities and subways, and decided I wanted to be in an ad agency."

Secretist was hired to produce TV spots for Gardiner Advertising, an agency based out of Salt Lake City. Seven years

later, he started his own agency, Secretist Advertising, which he continues to run from Moscow today.

He has dealt with various markets as an advertiser, producing spots ranging from a French-language ad for explosives to pieces for the Harlem Globetrotters. In 1987, Secretist won an award for the best ad produced in Idaho. The TV spot was for the Wasatch Shadows nursery in Utah, which remains Secretist's main account.

Secretist is a great lover of rivers — the moving waters needed for good fly fishing — and being a teacher.

"I think what I'm most proud of is the

Ad Team," he said of the National Student Advertising Competition contenders. "It's very intense, and you really get to know the students that way."

Secretist deflects credit when asked if the advertising program and its rate of success is one of the strengths at UI. "I can't say anything about that. I mean, I know I love it," he said. "It is pretty good. I do tend to tell them to shoot high. I hope that's part of the reason."

Secretist said he is still full of enthusiasm for the job he started more than two decades ago. "Teaching really can be a good life," he said. "Dealing with college students keeps me young."

WINGETT CONTINUED FROM 7

speaking Hispanics, Wingett was the first one offered the job.

"They looked around the news room and my face was written all over it," she said.

As a Mexican American growing up in southern Idaho, Wingett didn't learn the language that would jumpstart her career until four years ago when she was studying journalism at UI.

Speaking Spanish became mandatory after she decided to study abroad in Mexico her junior year.

The Arizona newspaper wasn't her first choice.

Upon graduating from the UI in 2001, Wingett worked for three months at the Detroit Daily Press. "I decided Detroit really wasn't for me, so I ended up going back home."

The call came from the Arizona Republic only months after she had returned to

Idaho.

Wingett said yes when she found out they were looking for a reporter to cover city hall. "Politics is really my passion."

Entering the Arizona airport two years ago, Wingett found something she hadn't expected, a strong Hispanic community.

"It was a shock when I first got here," Wingett said. "There were actually people that looked like me, talked like me, dressed like me."

While Wingett's heritage has become a gateway of opportunities, the young minority reporter still had to find her place in the Hispanic community.

"There was definitely racism, you could feel it. I'm

from Idaho...it was really weird coming from a place where everyone accepts you."

Covering city government for the Republic, Wingett's work with the Latino community began to get recognition. After only a year with the paper, Wingett was honored by the Arizona Press Club for first place in sustained neighborhood reporting.

"This writer understands that community issues aren't framed by two points of view alone, and she goes into the community to find numerous voices for her stories," said Arizona Press Club judge Kevin Armstrong.

Wingett has few moments to spare as and as she tries to describe her new position at

the paper.

"It's really kind of ahead of its time," Wingett says excitedly. "How do you bring diversity to a newspaper that's not patronizing to the Hispanics that live there?"

When she's not working on a story for deadline, Wingett occasionally can be seen on TV reports for the Phoenix NBC affiliate.

"I can't tell you how much of an advantage I have being young — you know news. You can feel it, you can smell it. I'm trying to soak up as much as I can."

Although Wingett studied print journalism at UI, at the Republic she was forced to work in every medium that the news world has to offer.

"I could do an on-air interview for NPR, and turn around and write and broadcast the same story with a flashier angle, and then write a different story for print...and I can do it all in the same day."

"I can't tell you how much advantage I have being young — you know news. You can feel it, you can smell it."

YVONNE WINGETT

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team filming games and practices, and shoot a weekly Vandal football show on KUID.

"I learned a lot about cameras," says McMillin, who grew up in Idaho Falls and graduated from Skyline High School. "Students did quite a bit of the work at the station."

He wasn't the only success story to come out of his group of photography friends.

Phil Schofield went on to be photo editor of The Spokesman-Review in Spokane and now freelances for National Geographic and other major publications.

"It was a great time to be at Idaho," McMillin says. "There was a lot of success to be had."

After graduating from UI, McMillin worked as a news photographer at KIVI-TV, the ABC affiliate for the

"Idaho gave me a really great start in the industry. I got great hands-on experience."

BILL MCMILLIN

Treasure Valley. He then moved back to Moscow to work at KUID in 1978 as a staff photographer.

After working in Seattle at KCTS-TV for two years, he and his family moved to Denver to work for NORAC, a private production company.

For the next nine years, NORAC primarily contracted his services to shoot for PBS' "MacNeil/Lehrer Newshour" and "Frontline."

During that time, he traveled all around the country and world, shooting significant news stories.

"I've covered stories in all 50 states and every major continent. It was a great way to see the world."

McMillin says during one of his busiest years, he was on the road for 250 days.

"My wife basically raised our three kids. I still enjoyed the traveling, but it was tough on (my) family."

In 1992, McMillin turned to full-time freelancing. He worked for ABC shooting pieces for news magazine shows such as "20/20" and "Primetime Live." He also worked for NBC's "Dateline" program and PBS shows like "NOW" with Bill Moyers.

In 1996, he and his family moved to Seattle, where he has continued his freelance work ever since. Though he works 10-15 days per month, his free time isn't all that relaxing, he says.

"I always have to be ready to work on a moments notice. If I get a phone call and an assignment, I have to be ready."