

Steve Horn

Ralph O. Nafziger Award



About Steve

- ◆ Executive Creative Director, Translation
- ◆ Focuses on building a stellar creative department at Translation and making commercial work that stands out in culture.

What does this award mean to you?

The J-School taught me many things, but above all else, this is where I learned to be an effective, creative communicator. Since graduating in 2014, I've tried to apply those learnings to every job I've had. And to be honored for career success over the last 10 years means I've been able to bring the spirit of my beloved alma mater and hometown with me wherever I go. In short, it means a TON.

Who is the SJMC professor who had the most profound impact on your career?

I refuse to name one! Greg Downey and Lucas Graves both taught me the critical importance of Journalism in America. Lew Friedland gave me a chance to connect with my childhood community in brand-new ways. Katy Culver taught me the power of networking and building a team of like-minded creatives. Stacy Forster gave me my first Creative Director job (in J345) and has since humored me by letting me teach in her classes. James Baughman taught me how to command a room with words alone (and that your fork goes on the left side of your plate).

Favorite memory from the SJMC?

I met my wife, Claire, in Stacy Forster's J345 class. Can't beat that. Thank you, SJMC.

Most valuable lesson learned in the SJMC?

The J-School doesn't just teach you the hard communication skills of writing, reporting, and crafting – but also, the soft communication skills of interacting with folks from different backgrounds and points of view.

Favorite study spot on campus?

College Library or WSUM.