

Journalism School Reaps Awards

Three national organizations honored the UW-Oshkosh journalism program in fall 2002 for outstanding achievements.

The *Advance-Titan* newspaper won a Pacemaker Award from the Associated College Press, and the UW-Oshkosh National Students Advertising Competition team took fourth place at the 8th District American Advertising Federation event in 2001-2002. In addition, the UW-Oshkosh chapter of the Public Relations Student Society of America received two awards at the PRSSA conference in San Francisco.

The *Advance-Titan's* editor during the award period was Amanda Schuldt. The ACP and Newspaper Association of America Foundation co-sponsor the Newspaper Pacemaker competition. The *Advance-Titan* received its Pacemaker based on coverage and content, quality of writing and reporting, leadership on the opinion page, evidence of in-depth reporting, design, photography, art and graphics.

The NSAC team completed an integrative advertising campaign that included market research, advertising strategy, creative executions, and multi-media presentation. UW-Oshkosh's team competed with nine other teams from South Dakota, North Dakota, Minnesota and Wisconsin. The UW-O team members included Krista Emmons, presenter; Erica Langenhorst, presenter; Jennifer Vial, presenter; Jenn Hergert, presenter; Andrea Ward, presenter; Claire Rutkoske, layout designer; and Shelly Hunt, Matt Baumann, Bryan Kuchta, April Rutila, Pamela Matzke, James Morrison, Mary Evens, Jason Schouten and Neal Kreuser.

The UW-Oshkosh chapter of the PRSSA received the Dr. F.H. Teahan Chapter Development award, which honors outstanding membership involvement, professional partnerships and community activities. It also received an honorable mention from the National Organ Donor Awareness competition, sponsored by Rowan (New Jersey) University. In both cases, the chapter was competing on a national level.

PRSSA members who attended the national conference were Tiffany Detlor, Renee Haas, Jacqueline Klinzing, Lisa Licht, Sada Mertes, Sara Resimius, Nicholas Thill and Karen Waslowski, all of whom are journalism students. Professor Julie Henderson is faculty adviser, and the Northeast Wisconsin chapter of Public Relations Society of America is the sponsoring professional chapter.



Sada Mertes and Sara Resimius

Journalism Board Expands

The Journalism Advisory Board is expanding from eight to 18 members to better meet the needs of the department, students and alumni.

The group will be divided into six committees. They will concentrate on industry trends, fund-raising, recruitment of new students, alumni events, curriculum and newsletter production. The entire board will meet twice per year.

JAB members represent a cross-section of ages and occupations. All are successful in their chosen field of work. Board membership will change systematically, as these appointments will range from three to five years per person.

The concept of the board is relatively new. Discussion has ranged from whether newspaper pagination is a technical or professional job skill, to how quickly digital photography should replace darkroom work in the journalism department.

The board has been invited to debate the merits of Macs vs. PCs, and the impact and opportunities of online publishing. Members have quizzed faculty about the effect of state budget cuts and the need for fund-raising. Faculty has also introduced the concept of using alumni to recruit talented high school journalism students.

Board members have helped construct alumni newsletters and organized alumni reunions (the next will be in 2006). They welcome the feedback and involvement of other alumni in whatever manner seems beneficial to the department and satisfying to alumni.

The 12 new board members will include nine journalism alumni and three people who are not alumni but are leaders in Wisconsin journalism.

Here are the current JAB members. Feel free to contact them.

Mary Bergin, '79, feature writer at *The Capital Times* and founder/editor of Midwest Features Syndicate, Madison, mbergin@madison.com.

Patrick Durkin, '83, free-lance outdoor writer and editor, Waupaca, patrickdurkin@charter.net.

John Giesfeldt, '84, public relations manager at Directions Inc., Neenah, Jgiesfeldt@directions.com.

Holly Luedeke, '97, president at Ideologie Design LLC., a graphic design firm, Neenah, holly@ideologiedesign.com.

Ron Montgomery, '88, specialist-labor relations at Winnebago County Human Resources, and public information officer at Winnebago County's Office of Emergency Management, rmontgomery@co.winnebago.wi.us.

Tom Running, '74, co-owner of Image IT, Appleton, trunning@imagestudios.com.

Journalism Department to Seek Accreditation

The UW-Oshkosh journalism department is preparing to seek accreditation for the fifth time, and you can help by filling out the enclosed alumni survey and returning it within two weeks.

The multi-page survey is being sent to 1,618 people. Its purpose is to gain feedback about attitudes alumni have about journalism education and the work they do after graduation.

Survey results will be included in the department's self-study report to the Accrediting Council on Journalism and Mass Communications, which makes the decisions about accreditation. Individual responses of alumni will be kept confidential. No names will be used in the report.

UW-Oshkosh's journalism department is one of three journalism and communication departments in the UW System that are accredited. The other programs are at UW-Eau Claire and UW-River Falls.

"The information will be very useful to improve the educational experiences of current students," said James Tsao, department chairman.

The department was first accredited in 1978. It was a provisional accreditation that became full accreditation the next year.

The assessment includes standards that involve governance and administration; records and advising; instruction and evaluation; faculty; internships; equipment and facilities; faculty scholarship, research and professional activity; public service; graduates and alumni; and minority and female representation.

The department undergoes this evaluation every six years. "This department offers a strong mix of academically and professionally trained faculty," the accreditation team reported during its last visit, in 1998. "Highly motivated, enthusiastic students" was a part of the team's observations in 1992.



4th Place UW-Oshkosh 2002 NSAC Team. Andrea Ward, Jenn Hergert, Krista Emmons, Dr. James Tsao, Erica Langenhorst, and Jennifer Vial (from L to R)

Seniors Win Scholarships

Two UW-Oshkosh journalism seniors received prestigious scholarships in fall 2002.

Senior Patricia A. Brandl was one of only 10 journalism students in the country picked to receive a \$10,000 scholarship affiliated with the E.W. Scripps Co., which operates newspapers in 20 markets. Brandl is a nontraditional student who first attended UW-Oshkosh more than 25 years ago.

Brandl is a member of the Brothertown tribe of American Indians, and lives with her husband, Robert, in Fond du Lac.

The second scholarship went to James Morrison, a senior from Kohler, who received \$1,000 from the newly created Interactive Advertising scholarship. Morrison designed a multimedia presentation to tackle the challenges required by the scholarship.

This new scholarship was created by Bill Flitter, a 1996 UW-Oshkosh journalism graduate, and his wife, Chris. Flitter is founder of National Identity Protection, a San Francisco company.

Three national organizations honored the UW-Oshkosh journalism program in fall 2002 for outstanding achievements.

Among the honorees was the school's National Students Advertising Competition team, above, which took fourth place at the 8th District American Advertising Federation event in Minneapolis. For more on the awards, turn to Page 4.

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Tsao Named Department Chair

For the second time since its inception in 1968, the Department of Journalism's chairman is an expert in advertising.

James Tsao, an associate professor at UW-Oshkosh since 1992, replaces Margaret Davidson, who has returned to teaching full time. She has been at UW-O since 1975. Like most of her predecessors — David Lippert, Gary Coll and Gene Hintz — Davidson's experience is in the news-editorial part of the profession. William Biglow, chair from 1989-92, had an expertise in advertising.

For more than a decade, most journalism majors at UW-Oshkosh have taken the advertising-public relations sequence of study.

Tsao's research interests include international advertising, Internet advertising, advertising strategy and free community newspapers. His studies have been published in several international journals, and his articles are included in several books about international journalism.

Tsao says his short-term goal is to ensure the department earns its sixth accreditation. A long-term goal is to expand alumni relations and continue other departmental growth.

J-School Graduates Honored as UW-Oshkosh Top Alumni

Three journalism graduates were honored by the University of Wisconsin-Oshkosh in fall 2002 as outstanding and distinguished alumni.

Chuck Monn and Jeff Maki, both June 1996 graduates, received the university's Outstanding Young Alumni Award; and Paul Anger, a June 1972 graduate, received the university's Distinguished Alumni Award.

The Outstanding Young Alumni Award recognizes career promise and accomplishments. The university's Alumni Association notes that recipients of this award are role models for current students. The Distinguished Alumni Award recognizes extraordinary career accomplishments, and it's the highest honor the Alumni Association bestows.

Maki and Monn work in Los Angeles for the Chiat/Day advertising agency, with Monn serving as art director and Maki as a copy writer. They are the agency's youngest team, and their biggest project so far was an advertising campaign for the International Olympics Committee.



Professor James Tsao

Anger is editor and vice president of the *Des Moines Register*. He began his career at the *Oshkosh Northwestern* after graduating in '72, and then worked as the executive sports editor at the *Miami Herald* for 18 years before moving onto the *Des Moines* daily.

Monn and Maki are the 13th and 14th graduates of UW-Oshkosh's journalism department to receive the university's Outstanding Young Alumni Award.

Previous winners of the Outstanding Young Alumni Award were James VendeHei, a 1995 graduate, who won the award in 2001; Patrick Stiegman, a 1988 graduate, in 1998; Scott L. Fitzgerald, a 1985 graduate, in 1996; Kerry Brown, a 1995 graduate, in 1996; Hugh McAloon, a 1983 graduate, in 1995; Mary Elizabeth Mulloy, a 1988 graduate, in 1994; Connie Propp, a 1983 graduate, in 1993; Alan Hobson, a 1982 graduate, in 1992; Peggy Pihlaja Banach, a 1989 graduate, in 1990; Jeffrey Griffith, a 1987 graduate, in 1989; Patricia Wier, a 1975 graduate, in 1985; and Linda Lord-Jenkins, a 1974 graduate, in 1983.

Fredrickson Joins Faculty

Journalism faculty will greet a new adjunct professor this spring. She is Kathy Fredrickson, who will teach "Case Problems in Advertising" and supervise the National Students Advertising Team.

Fredrickson is an ad professional at Reiter Thomas Innovative Marketing in Neenah. To contact her, send an e-mail to Kathy@reiterthomas.com.

Two new faculty have joined the department. They are Tim Gleason, who is at Gleason@uwosh.edu; and Miles McGuire, who is at MaGuireM@uwosh.edu. Both have been with the department two years.

UW-Oshkosh Increases Fund-Raising Efforts

In light of statewide budget cuts, the UW-Oshkosh Foundation has stepped up its efforts to raise money and help maintain the university's academic excellence.

A goal is to double alumni participation in fund-raising within four years, Foundation President Thomas Keefe told the Journalism Advisory Board and journalism faculty.

A donation to the Foundation will help support the university's general educational mission. To make a contribution specifically for the journalism department, write a check payable to the UW-Oshkosh Foundation, with a short note saying the donation is to go to the Journalism Account.

Donations also can be made online, at www.uwosh.edu/foundation. Click "give online" at the top of the screen and fill in donation information. At the "please direct my gift as follows" section, check "other" and type in Department of Journalism.

Keefe says future fund-raising efforts will include alumni events in Chicago, Minneapolis, Milwaukee and the Fox Valley.

Are You Still Out There?

Journalism faculty and alumni want to know where you are and what you're doing. Please keep us informed of your career and geographical moves.

Do this by calling Judy Schultz at (920) 424-1042. Or you can e-mail Judy at schultzj@vaxa.cis.uwosh.edu, send fax to (920) 424-7146 or write to the UW-Oshkosh Department of Journalism, 800 Algoma Blvd., Oshkosh, WI 54901-8696.

Your e-mail address is of particular interest, because electronic mailings are a quick, inexpensive way to keep in touch with alumni.

We encourage you to update us about the professional and personal news in your lives, because a larger audience is out there to congratulate, coach and comfort you.

We also welcome your involvement in strengthening your alma mater, through committee work, event preparation, student mentoring, equipment donations or student recruitment.

Bill Flitter, for example, is a 1996 journalism alum who has donated a \$1,000 scholarship for the study of interactive advertising. He plans to set up another scholarship for journalism diversity. Our thanks to him for his generosity!

J-School's Computer Labs Well-Stocked and Up to Date

Anyone visiting the journalism department's three computer labs is sure to be impressed with their cutting-edge computers and modern networking capabilities.

"We have three pretty good computer labs, and the computers in our oldest lab are only three years old," said James Tsao, journalism department chair. "When prospective students and their parents visited the department during the fall semester, we heard many favorable comments about our labs. They were very impressed."

The newest computer lab is one year old and features 17 new eMac computers. The other two computer labs each have 15 iMac computers. One lab features 2-year-old iMacs, and the other is stocked with 3-year-old iMacs.

"The eMacs are especially wonderful computers," Tsao said. "When our alumni came back to visit, they told us that even the top ad agencies don't have eMacs right now. I think this shows UW-Oshkosh is keeping up with the available technology."

All three labs are connected to a server that links all the computers to the Internet, as well as to the department's printers and projectors. As students work on projects, they can save their assignments on the server. This also allows professors to review the work as it progresses, and offer critiques and final grades. And because all department computers are linked to a projector, the students' projects can also be flashed onto a classroom screen for group or individual reviews.

The computer labs also allow students to use the latest software, including PhotoShop, Illustrator, Quark Xpress, PageMaker, Flash, SPSS and the Microsoft Office suite of MS-Word, Excel and PowerPoint.

"Our labs are very much complete now," Tsao said. "From a technological point of view, we're very up to date. We can even use the speaker phone to do conference calls in our conference room."

One class taking advantage of the technology is Advertising Copy and Layout, which is taught by Tsao and Barb Benish. They moderate critique sessions via conference calls with industry professionals such as Jeff Griffith of the Young-Rubicon ad agency in New York, Jeff Maki and Chuck Monn of the TBWA/Chiat-Day ad agency in Los Angeles, Kris Angel of Communicare in New York, and Mike Fredrick of Celtic in Milwaukee.

The professionals get with us online during class to offer suggestions," Tsao said. "The pros give our students assignments via e-mail, the students turn in their work by fax or e-mail, and then we have a conference call so the pros can critique the students' work. The students really like this interaction with the pros."

Tsao is optimistic the journalism department can keep up with the changing technology in the years ahead.

"One thing we're looking at is updating our scanning equipment and turning our scanning room into a multimedia production room," Tsao said. "We need to explore that, but how fast we can do it depends on the budget. We've already submitted the proposal. We're also evaluating how and when to turn our darkroom into a studio. The trend is to digital, so we have to eventually replace the darkroom with a studio. That's something we'll probably propose soon."



New E-Macs in one of the Journalism Computer Labs