

# After 43 years, the 'Judy Era' ends

By Tom Hanaway  
Student Assistant

After working in the Department of Journalism for 43 years, Judy Schultz, the program assistant, retired at the end of May.

Schultz had been with the department since its inception in 1967. She was originally an administrative assistant for the history department, but then was given the opportunity to move over to journalism when it started. Schultz said a lot has changed significantly from its humble beginnings, from the staff, to the location, to the technology.

When the journalism department was created, there were only two faculty members, while today there are eight full-time faculty members. Schultz said that although more members have been added to the journalism team, the close relationships haven't changed.

"We've had a group of faculty that was like a family," Schultz said. "The basic values are still there, just new ideas and new people came along."

She said that the department, along with the school newspaper and yearbook, was first situated in an old house near Reeve Memorial Union. Since their facility was a home, Schultz said they had to improvise.

"My office and other offices were in the dining area or living rooms," she said. "The kitchen was used as the dark room."

The department was moved around a few more times before finally settling into its current spot in the Clow Social Science Center, though the department will move once again to the new academic building when it is completed in fall 2011.

Schultz said the biggest change for the department, and for her, was probably technology.

"At the beginning, we started with a typewriter," she said. "But I have no problems with adapting."

And she did adapt. Schultz had to evolve along with the technology, going from using typewriters, to computers, to fax machines, to the Internet and more.

"The department has grown," she said. "The equipment, the building, everything."

For the past 40-plus years Schultz did a wide range of jobs



Judy in the early years of the journalism department and Judy at her retirement gathering in May 2010.

for the department, from signing up students for classes, setting up advising schedules, handling the budgets, assisting with the Northeastern Wisconsin Scholastic Press Association's annual conference, managing the department's several student assistants and more.

"It's hard to sit down and think about what I do," Schultz said. "I just do it; I don't think about it."

Gary Coll, former chair of the journalism department, said that everyone will miss Schultz's hard work and determination.

"More than 40 years of service to an academic department is probably a record," Coll said. "I am sure both faculty and students expected her to be at her desk forever."

He said that one of Schultz's biggest assets was her ability to quickly learn about new technology when it arrived.

"Judy never shirked a responsibility. She learned on the job each and every day, becoming skilled in using both the hardware and software that the department has come to rely upon."

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# Notes from the department chair

Hello to all of our former students and friends. It is always a pleasure to share with alumni the wonderful things happening in your Department of Journalism at UW Oshkosh. The journalism program, while facing challenges of reduced budgets and faculty furloughs, has continued to flourish and provide today's students with a quality education.

Here are some highlights of what has happened during the 2009-2010 academic year. More detailed stories on some of these topics can be found elsewhere in this newsletter.

**So long, Judy**—It is with sadness that we say goodbye to the only program assistant the department has ever had, Judy Schultz. After 43 years of dedicated service, Judy retired, effective May 31, 2010. The new program assistant will be Cindy Schultz (no relation to Judy), who is transferring from Social Work.

**New faculty member**—Jin Kyun Lee, who earned his doctorate at the University of Texas, is joining the faculty in fall 2010 as an assistant professor of advertising. He is replacing Dr. Elizabeth Crawford. Dr. Lee, originally from Korea, received master's degrees in advertising at Michigan State University and in mass communication at Korea University. With the addition of Dr. Lee the department will be at full staff, with eight full-time professors for the first time in five years. We also will have two Dr. Lees; Shu-Yueh Lee will be entering her second year, mainly teaching digital media courses.

**Alumni**—Our alumni continue to make us look good by being recognized for their outstanding achievements. John L. Feld, Class of 2000, will receive a university Outstanding Young Alumni award during Homecoming 2010. Feld is vice president/management supervisor at Cramer-Krasselt in Milwaukee. Earlier this year, he was named as one of the Forty Under 40 winners cited by The Milwaukee Business Journal. It is the fifth year in a row that a journalism graduate has been selected for this prestigious award.

Nationally, Jim VandeHei, Class of 1995, was selected this year to the Pulitzer Prize Board. VandeHei, the executive editor and co-founder of Politico, is the first member of the board from a primarily online news outlet.

**Student achievements**—For the second time in three years, a journalism student was selected to give the commencement speech. Melanie Stepanek, who served as the department's social media intern during spring semester, presented the speech during graduation ceremonies on May 15, 2010.

Another journalism major, Shane Arman, was honored as one of 17 graduating seniors to receive a Chancellor's Award for Excellence.

**Scholarships**—Friends and former colleagues have established the Dave Engels Journalism Scholarship Fund. Money is being raised to endow a scholarship in memory of Mr. Engels, who graduated in 1979 and worked for many years at the Kenosha News. The scholarship is intended for students

interested in reporting.

In addition, UW Oshkosh alumnus Clifford A. Christl and his family established a scholarship for Green Bay East High School graduates who are obtaining a degree from the College of Letters and Science at UW Oshkosh.

A preference will be given to applicants planning to major in journalism and are the first member of their family to attend college.

**Accreditation**—After an arduous yearlong process that included preparing a massive self-study, the department this spring received a provisional two-year reaccreditation from the Accrediting Council on Education in Journalism and Mass Communications. The department was found in compliance in eight of nine categories assessed by a four-member site team. It was found in noncompliance in the curriculum standard, and will have a revisit in fall 2012 where that area of the program will be reviewed for signs of progress.

**Online classes**—The department, for the second year in a row, is offering online courses during summer 2010. Writing for the Media and Editing were being offered as online-only classes, while Media Photo I was available as a hybrid class with some classroom instruction and the remainder online. The department will continue to look for ways to offer classes in such nontraditional settings.

**Goals and challenges**—We have seen another year in which the news media continue to struggle in keeping up with the latest technology, and the search for ways to remain profitable in a digital age. As journalists and media specialists working in this environment on a daily basis, you know of these challenges firsthand. The faculty will continue to work this coming academic year to finalize a strategic plan for the department, as part of our work on enhancing the curriculum. We will work closely with the Journalism Advisory Board in seeking input as we move forward with this process.

I welcome your suggestions or comments on anything related to the journalism program. Pass them along to me at [cowling@uwosh.edu](mailto:cowling@uwosh.edu). Also remember to visit the department website at [www.uwosh.edu/journalism](http://www.uwosh.edu/journalism) for updates on what is happening throughout the year. And be sure to keep in touch and let us know of changes in your family or career.

Mike Cowling  
Chair, Department of Journalism



# Feld named 2010 Outstanding Young Alumni

By Meghan Plummer  
PR Assistant

The University Alumni Association Board of Directors named John Feld, who graduated from UW Oshkosh in 2000, a 2010 Outstanding Young Alumni. The award will be presented at the Alumni Awards Dinner on Oct. 22, 2010.

In 2007, after working for multiple PR agencies in Minneapolis, Feld was hired at Cramer-Krasselt, Milwaukee's largest advertising/PR firm and the third largest independent agency in the nation. In three years, Feld has been promoted twice and is now the vice president/management supervisor. This year, The Milwaukee Business Journal named Feld one of its Forty Under 40 winners.

When AirTran Airways moved into the Milwaukee market, Feld managed the airline's reputation, providing counsel on media relations, executive visibility, events and community relations. In 2009 alone, AirTran grew 60 percent. At a 2009 PRSA meeting, Tad Hutcheson, AirTran's vice president of sales and marketing, said the company wouldn't be where it is



John Feld

in Milwaukee without Feld, who now leads its national PR account.

In 2009, Feld recommended a social media campaign for Briggs & Stratton when the company wanted to reach a younger target audience. The viral marketing campaign, featuring an animated character named Engine Eddie, was mentioned in The New York Times.

Beyond his work at Cramer-Krasselt, Feld works with many local nonprofit organizations. He provides pro bono PR counsel for the Milwaukee Fatherhood Initiative, a program committed to ending the chronic absence of fathers in urban communities. Feld also works with the COA Youth & Family Center, which provides developmental and educational opportunities for disadvantaged families.

Feld serves on the sponsorship committee of the Milwaukee Press Club, and is a member of the UW Oshkosh Journalism Advisory Board.

This is the fifth straight year that a graduate of the UW Oshkosh journalism department has received an Outstanding Young Alumni award.

## JUDY: 'I'll miss the routine. That's going to be the most difficult part'

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Wendy Falk, a graduate of the journalism program, said that she has many fond memories of spending time with Schultz in the department office.

"Judy was the kind of person who had a warm smile and a listening ear," Falk said. "It didn't matter how busy she was, or the burden she was under. She managed to find the time and the compassion to listen to you."

Mike Cowling, the current chair of the journalism department, said that Schultz was a vital element for the department.

"She's the most irreplaceable person that I know," Cowling said. "In this day and age when people change jobs a lot, it's rare to have someone stay at the same place."

Schultz said she appreciated all the praise she had been receiving, but knew someone would be able to fill her shoes.

"It makes me feel nice," she said. "But someone else will be able to do it, just not the exact same way."

Schultz said that she has many plans lined up for her retirement years.

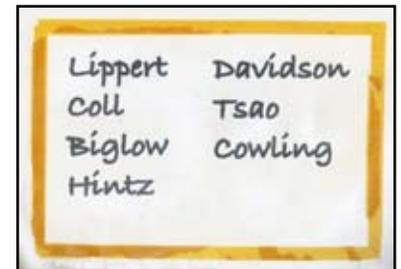
"I'm working on my yard, remodeling the house and maybe some small trips," she said.

Schultz said she hopes for she and her husband, Don, who has been retired for

about three years, to visit national parks around the country. She also wants to be more active in gardening, a hobby about which she is very passionate. She was even in charge of a farmers' market for almost three years, a hobby she will have more time for because of her retirement.

Schultz is excited about pursuing other interests as well.

"I want to take up the piano again and learn guitar because I love music," she said. "I also want to get back into yoga and tai chi."



The front and back of a shirt Judy received upon retiring, listing all of the department chairs.

Schultz said that she will miss many aspects of her job and that it will feel odd not being on a schedule or a deadline.

"I'll miss the routine," she said. "That's going to be the most difficult part."

After working in the department for more than 40 years, Schultz said that the most important thing she learned to do was to sometimes take a break and smell the flowers, something she will literally have time to do now.

"You need a vacation," Schultz said. "Sometimes you just need to relax."

# Kappa Tau Alpha gets three new members

Melanie L. Stepanek, Amanda M. Radke and Eric J. Balkman (left to right) are the newest members of the David J. Lippert Chapter of Kappa Tau Alpha, the national honors society for journalism and mass communication.

The three were inducted May 7, 2010.

In addition Stepanek received the Top Scholar award, which recognizes the student with the highest GPA in the department.

Kappa Tau Alpha, which is celebrating its 100<sup>th</sup> anniversary this year, was established to promote academic excellence and scholarship in the field. The Oshkosh chapter is named in memory of the founding chairman of the school's Department of Journalism.



## Faculty achievements

### **Professor Mike Cowling:**

- Will be working as an editor on the Business desk at The New York Times during summer 2010. It will be the 13th year since joining the journalism faculty in 1994 that Cowling will have spent the summer as an editor at The Times.

### **Dr. Tim Gleason:**

- Presented "A Fractured Femininity: A Post-feminist Narrative Analysis of Ellen von Unwerth's Commercial and Artistic Creative" at the National Communication Association's annual convention on Nov. 15, 2009, in Chicago, IL with former journalism faculty member Elizabeth Crawford Crisp.
- Published four photographs in the December 2009/January 2010 and April/May 2010 issues of *f-stop magazine*.

### **Dr. Sara Steffes Hansen:**

- Presented a paper called "Status Meanings of Avatar Hair & Other Virtual Artifacts Emerging Through Symbolic Interactionism of Players, Game & Advertisers" at the 10th Annual Conference of the Association of Internet Researchers in October 2009 in Milwaukee.

### **Dr. Julie Henderson:**

- Serving a two-year term as the National Faculty Adviser for the Public Relations Student Society of America. As such, she serves on the national board, is liaison for more than 300 other faculty advisers, and participates in three national meetings per year, among other duties.
- Treasurer for the Educators Academy of the Public Relations Society of America. Other national boards she serves on include the PRSA Affiliate Task Force and the Educational Affairs Committee.

### **Dr. Shu-Yueh Lee:**

- Published "The Power of Beauty in Reality Plastic Surgery Shows: Romance, Career, and Happiness" in *Communication*,

### *Culture & Critique.*

- Presented "A Knife, a Fork, and a Remote Control: A Qualitative Assessment of Food Lovers' Use of Television" with Naeemah Clark at the 2010 Popular Communication Association in St. Louis.

### **Grace Lim:**

- Was part of a panel at the Association of American Colleges and Universities Faculty Roles in High-Impact Practices Conference in Philadelphia March 25-27. The panel was titled *Igniting Selflessness: Fostering Community in the Classroom and Beyond*.
- Presented at the UW System President's Summit on Excellence in Teaching and Learning, held in Madison on April 29 and May 1. Her talk was titled *Defying Expectations: The Risks and Rewards of Going All In*.

### **Miles Maguire:**

- Published lead articles in two journals over the last year: "The Nonprofit Business Model: Empirical Evidence from the Magazine Industry," in the *Journal of Media Economic* and "Richard Critchfield: 'Genius' Journalism and the Fallacy of Verification," in *Literary Journalism Studies*.
- Presented a paper called "Post-Traumatic Truth: How War Stories Change from Newspaper to Memoir in the Writings of Dexter Filkins" in London at the Fifth International Conference for Literary Journalism Studies.

### **Kevin Rau:**

- Performed as designer and archivist for the Lars Müller Publishers book "UNIMARK INTERNATIONAL: The Design of Business and the Business of Design," by Jan Conradi. The book has been featured in *Graphic Design USA*, *Creative Review* (United Kingdom), and *The New York Times*.

# STEP funding puts students to work

The University of Wisconsin Oshkosh created the Student Titan Employment Program (STEP) for the 2009-2010 academic year. It provided up to \$500,000 for departments to hire student employees for assorted projects, including student-faculty research, Web page development and more. The Department of Journalism hired two student assistants under the STEP program; Melanie Stepanek launched a social media initiative and Meghan Plummer re-designed and distributed a new alumni survey, both in print and online. Their stories appear below and on the next page.

## Journalism department joins the world of social media

By **Melanie Stepanek**  
Student Assistant

By the time you're done reading this article, more than 100 hours of video will be uploaded to YouTube. Hundreds of Wikipedia entries will be submitted. Billions of pieces of content are flying around the world at any given moment. Trillions even. Social media is everywhere.

The journalism department social media initiative was developed in spring 2010 to promote the professional use of social media tools among students. Journalism programs have been impacted the most by the social shift in communication and media, so it was crucial that we begin to create our own presence online.

As part of the program, we:

- Developed a Twitter account to share information on



Above is a screenshot of the department's Twitter page.

internship and job opportunities, as well as act as a resource for industry news and trends.

- Created a Facebook page as a central hub of interaction for current and past journalism students.
- Implemented a department blog for students to gain experience in writing blog entries and share knowledge and experience with their peers.

In addition to an online presence, we interacted with students in the classroom on a daily basis. As the social media intern, I developed presentations on proper Twitter usage for students in Intro to Advertising and Intro to Public Relations. After the demonstration, students in Dr. Sara Steffes Hansen's classes were able to engage in the first ever "Twitter Reporting."

In these two classes, students are allotted a specific time period during each class to tweet about what was being discussed using a set hashtag, "#UWOad" or "#UWOshPR," depending on the class. This allowed students to interact with each other in

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# Alumni updates: Where are they now?

**Erik Ernst**, a 2002 graduate, is the promotion manager for Wisconsin Public television.

**Paul Anger**, a 1972 graduate, was named the 2009 Benjamin C. Bradlee Editor of the Year by the National Press Foundation.

**Benjamin Munson**, a 2008 graduate, is the editor for A.V. Club Madison, published by The Onion.

**Jon Huser**, a 2008 graduate, is the sales coordinator for Marshland Transplant Aquatic Nursery, a native seed and plant material restoration company.

**Jim VandeHei**, a 1995 graduate, was named to the Pulitzer Prize Board.

**Megan Sheridan**, a 2008 graduate, is a reporter and photographer for the Beaver Dam Daily Citizen.

**Grace McMurtrie**, a 2009 graduate, is a graphic designer and freelance writer at the Times-Villager News Group.

**Scott Becher**, a 1991 graduate, is an independent public relations professional at Becher Group.

**Brittany Dorfner**, a 2008 graduate, is the account coordinator at C. Blohm & Associates Inc.

**Macaire (Odegard) Douglas**, a 2007 graduate, is the communications executive at Euromonitor International in Chicago.

**Stephanie (Viney) Gassen**, a 2005 graduate, is the manager at Commercial Lead Generation, part of TDS Telecommunications Corp.

**Kellie Spellman**, a 1994 graduate, is the health care account manager at REACH3.

**Rebekah Peppler**, a 2008 graduate, holds a Grand Diplôme in Classic Pastry Arts from the French Culinary Institute. She is a researcher for CBS News Productions, a contributing photographer for Getty Images, a researcher and production assistant for Cake Productions, a Web contributor for Food2.com and Scripps Network, a dessert contributor for Saveur, a freelance food stylist, co-owner and operator of PattyCake Baking Company and a staff writer and photography editor at Eat Life. Additionally, she is the featured pastry chef on Wisconsin's Fox 11 Living With Amy.

**Kristin (Gehrke) Benbow**, a 1990 graduate, is the director of marketing at School Specialty.

**Kate Briquetelet**, a 2008 graduate, is a copy editor for Business Traveler magazine. Her job has taken her to London, China and Brazil.

## STEP: Tweeting in the classroom to learn about new media outlet

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class, share ideas they may not have otherwise and gain valuable experience using Twitter to interact with local professionals.

Each class period, area professionals are invited to join in the class discussion. Students can ask for insight during group work or create their own content to share online. The tweets are displayed on a projector screen, or backchannel, so everyone can see what is being said.

As the social media initiative continues to grow, I hope to see UW Oshkosh's journalism department emerge as a leader in these new technologies. While Twitter and Facebook may come and go, the foundation and precedent set by social media will remain. It is important that students learn to use these tools to remain competitive in the workforce.

To interact with the journalism department on social media, check out:

- Our Twitter (<http://www.twitter.com/UWOshJournalism>)
- Our Facebook (<http://www.facebook.com/uwo.journalism>)
- Our Blog (<http://uwoshjournalism.wordpress.com>)

## Alumni survey takes STEPs to get feedback

**By Meghan Plummer**  
PR Assistant

Years ago, the Department of Journalism administered an alumni survey; after seven years, the time came for an update. Thanks to the STEP program, I was hired to give the survey a facelift.

The survey is used to gain feedback on the journalism program, collect data for re-accreditation and update the alumni database.

Since snail mail is no longer the primary means of communication, I created an online version of the survey in addition to redesigning the print version. After creating and distributing the survey with SurveyMonkey, responses started pouring in and I knew my job was a success.

After administering the survey to more than 2,000 alumni of the journalism survey, the Department of Journalism will use the results to find out what's working and what needs improvement.

# New advertising professor to join department

By Alyssa Volkman  
Student Assistant

Jin Kyun Lee became the latest faculty member to join the UW Oshkosh journalism department. He will be teaching advertising, beginning in the fall.

Lee was born and raised in Korea's capital, Seoul. When he was growing up he wanted to be a reporter.

"When I entered the university, I worked as a features reporter and editor for the university's English magazine, Granite Tower," Lee said. "Those experiences motivated me to pursue my career in communications."

Lee continued his education, first receiving a bachelor's degree in mass communication and physical education and a master's degree in journalism and mass communication from Korea University. He then moved to the United States and earned a master's degree in advertising from Michigan State University and his doctorate in advertising from the University of Texas at Austin.

Lee said he decided to accept the UW Oshkosh job because of the faculty and students.

"When I first visited UWO for the campus interview, all the faculty members and students whom I met were very nice to me," Lee said. "I felt immediately that UWO is the place where I can contribute to the development of the advertising program and for my personal career. I

really like cool weather, although I did get my Ph.D. from Texas."

Lee is fascinated by the transformation advertising has undergone today.

"It should be noted that various new media are emerging, while many of them have disappeared or converged together," he said. "Along with this phenomenon, advertisers need to follow up this trend to effectively and efficiently communicate with target consumers. The development of new communication technology and advertising fascinates me."

The key aspects he will cover in class are creative advertising strategy and design aspects such as copy, layout and production.

Lee's teaching model begins with the students.

"I think my teaching philosophy is to motivate students to learn by themselves," he said. "It is extremely important for them to take initiative and get work done proactively. It is important for students to learn skills and techniques in advertising, but I will focus more on the fundamental reasons why they have to study and pursue an advertising career."

He had a few words to share with the students.



Jin Kyun Lee will teach advertising, starting with the fall 2010 semester.

"I expect students to have a passion for whatever they are doing in and out of class," Lee said. "Also, having a positive mind and attitude will help them in many ways over their lifetime. Next, while it is important to have a long-term plan, they also need to have a short-term plan. If they focus too much on their long-term plan, they will be distracted. Always keep the balance between long- and short-term..."

# UW Oshkosh alumnus Andy Nelesen dies at 38

Andy Nelesen, a 1993 graduate of the UW Oshkosh journalism program, died Jan. 28, 2010, after a blood vessel burst while working at the Green Bay Press-Gazette. Nelesen was 38.

For 13 years, Nelesen worked primarily as a police, fire and courts reporter at the Press-Gazette. He was also a photographer at Super Bowl XXXI, where he took an iconic photo of Green Bay Packers defensive end Sean Jones holding his son, Dylan, in one arm and the Vince Lombardi trophy in the other.

Nelesen won many reporting awards, including the state Bar Association's 2008 Golden Gavel award, shared with Paul Srubas, for coverage of the Cha Vang homicide trial. With

Nathan Phelps, Nelesen received an award from the Wisconsin Newspaper Association in 2005 for a story about soldiers who notify families of fallen loved ones.

In 2005 and 2006, Nelesen received the Leonard Christl Award, which goes to the Press-Gazette's employee of the year. He also received awards for a series on gangs and a project on Wisconsin Highway 57, for which he spent months charting every crash on the highway.

Nelesen grew up in Sheboygan, where he interned at the Sheboygan Press in 1991. He worked at The Freeman newspaper in Waukesha before joining the Press-Gazette in December 1996.

# Journalism graduate is commencement speaker

*Journalism graduate Melanie Stepanek was chosen to be the graduating class speaker at the spring 2010 commencement ceremony May 15. Stepanek also received a “Who’s Who Among Students in American Universities and Colleges” award. This is a transcript of her speech:*

Good morning Chancellor, Provost, faculty, friends, family and fellow graduates. It’s an exciting opportunity to be able to speak with you all.

Not long ago a man named George Wright found himself working in marketing for a little known blender company. He was faced with the daunting task of making expensive home blenders attractive... on a \$50 budget.

He spent weeks debating what to do; traditional methods seemed to be ineffective to showcase the blender’s powerful capabilities. However, in the course of walking through the demo area one afternoon he saw some woodchips piled up on the floor.

“What’s *that* doing on the floor?” he asked.

“Oh, that’s just from Tom testing the blender with a two by four.”

In a revolutionary connection of thought, Mr. Wright conceived a campaign idea that would change the company forever. He would take unlikely items such as iPods and golf clubs, and place them in the blender, turn it on and reduce them to debris. These entertaining blender moments would be displayed to the delight of hundreds of millions of Internet viewers.

The idea took off. Within a year, sales of the blender skyrocketed 700 percent.

Mr. Wright spoke to Oshkosh students about a month ago, and at the conclusion of his presentation he paused and said: “You know, all that stuff is great. I’m proud of my success and what it’s done for the company, but I’ve decided to move on. I’m starting with a small grill company and am looking forward to new challenges.”

We all stared at each other in disbelief. Why would he want to leave his blender empire? Hadn’t he achieved the recognition for which we all strive? Wasn’t he at the peak?

I was impressed at his determination. But, really, his experience is strikingly similar to our own.

Today we gather to celebrate a peak experience in our lives. We have faced unique challenges on the way to this moment. For many of us, the strength to conquer the obstacles along the way has been fueled by others.

Graduates, I want to invite each of you to take a moment to reflect on the motivations that have brought you to this pinnacle.

What is your sawdust? What in your life has inspired you?

Is it your family? The loved ones who have made sacrifices throughout life to see you through to this day?

Is it your friends? The people who would literally drive across the country for you if you needed them or pour coffee down your throat during a late night study session at Polk?

Is it a dream of what could be? People or needs or ideas that are yet to be, except in your imagination?

You need to see your sawdust and draw inspiration from your family, friends and future dreams to move forward from this peak experience to your next challenge.

Like Mr. Wright, we have been inspired and we have succeeded. But this isn’t the pinnacle of our lives. It



Photo courtesy of Integrated Marketing and Communications  
Journalism graduate Melanie Stepanek speaks at the spring 2010 commencement ceremony.

is wonderful – absolutely - but college graduation is *not* the final high point before a lifetime of lows. We are gathered here to celebrate, enjoy our success, and - move on to new challenges.

And we are ready. Our education at UW Oshkosh has given us the critical thinking skills we need to adapt and overcome challenges. We are equipped with the ability to create, cultivate, and command our futures.

Mr. Wright did not rest on his laurels and coast through the remainder of his

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# Bateman team earns honorable mention

**By Mariah Haberman**  
**Student Assistant**

The 2010 Bateman team faced a lot of numbers. The team consisted of five students who conducted 14 weeks of research, planned and executed in 28 days and competed against 67 other nationwide PRSSA chapters.

They then endured seven weeks of waiting to learn that their patience and dedication had paid off. Their campaign, “Get Engaged...with the U.S. Census,” earned the team honorable mention for the PRSSA 2010 Bateman Case Study competition.

The Bateman competition asked PRSSA chapters to develop a public relations campaign that would educate, motivate and activate the college community about this year’s client, the U.S. Census. Together, journalism students Shane Arman, Tina Babler, Jessica Gordon, Melanie Stepanek and Patrick Terry, under the direction of faculty adviser Dr. Julie Henderson, did just that.

Stepanek said the decision to participate in the competition was an easy one.

“It’s essentially the pinnacle of the public relations curriculum,” she said. “I knew it would give me a chance to put all the skills I’ve learned both at my internship and in class to work.”

The team began its research during the fall semester by conducting both primary and secondary research. They studied past U.S. Census campaigns and other various tactics in order to communicate to their target audience, college students. In addition, the group conducted a survey and a focus group, which together generated more than 400 survey responses.

Their research aided the team in executing the appropriate public relations tactics. They chose the theme, “Get Engaged...with the U.S. Census,” because it alluded to marriage, a concept that appeals to college students.

The campaign’s objectives included informing students of the upcoming census and combating common misperceptions. Bateman members took several measures to achieve these goals. They spoke to many classes, received media coverage in five



The Bateman team, from left: Tina Babler, Patrick Terry, Shane Arman, Jessica Gordon and Melanie Stepanek.

publications and utilized social media like Twitter and Facebook.

However, Stepanek said there are things they would have done differently.

“I think we could have really taken home first place had we started the process earlier,” she said.

Although there are limitations on the length of time the campaign is executed, she said there is no limit on preparation.

To evaluate the campaign’s success, the group asked UW Oshkosh students to sign pledges promising they would fill out the 2010 U.S. Census. They received more than 1,300 signatures, another number the Bateman team was proud to see.

# SPJ asks students to re-brand journalism department

**By Jade Bolack**  
**Student Assistant**

During the second part of spring semester, the UW Oshkosh student chapter of the Society of Professional Journalists hosted a logo/slogan competition for the journalism department. According to Professor Mike Cowling, adviser for the club, there was a low number of entries,

but an honorable mention was awarded.

Christopher Steinert, a natural science and physics major, won honorable mention for his slogan entry: “Preserving the Past, Forming the Future.” Steinert won a \$50 cash prize for this entry.

Cowling said SPJ would likely reopen the contest in fall 2010.

“Next semester, the club will have more time to organize and advertise the

contest,” he said. “We would like many more entries.”

There will be new officers for the club next fall, with the December graduation of Amanda Betts, co-president, and the May graduation of Chelsey Orlikowski, president, and Amanda Munger, secretary.

The SPJ chapter administers the Hearst Foundation Writing Competition throughout the year.

# Photo Club hosts student photography contest

By Jade Bolack  
Student Assistant

The UW Oshkosh Photo Club sponsored a campus-wide student photography contest, called "Painting With Light," during the 2010 spring semester.

Photo Club was not even recognized by the Oshkosh Student Association when Josh O'Bright arrived on campus in 2007.

O'Bright said the club now has 10 regular members and 25 members on its online photo-sharing site.

"I really think Photo Club could be so much more, but we need to get our name out there," he said. "That is where this contest helps."

Along with O'Bright, Ben Doing was co-president of the club in 2009-10. O'Bright gave him much credit in the organization of the contest.

"He pushed for the contest last semester with OSA and asked for some support from them in promoting the contest as well as with the prizes," he said. "He also went one step further by getting us a three-week reservation of Reeve's second-floor gallery to display the winners' photos."

Chris Steinert, vice president of the club, also helped with the contest.

"We went to Camera Casino before the contest started to see if we could get

them to sponsor it," O'Bright said. "It really wasn't hard to get them to co-sponsor our contest. We ended up getting a \$50 gift card and large prints for the top three placers."

The club also received ad space from the Advance-Titan and \$100 from OSA for prizes.

Both O'Bright and Dr. Tim Gleason, journalism professor and Photo Club adviser, were surprised at the number of entries they received.

"Because it was the first time the club had a contest, and because they were hardly a club last year, I didn't think they'd get many photos submitted," Gleason said. "The group really worked hard to publicize the event, though, and it worked out."

O'Bright was expecting around 200 submissions. The club received 270.

Amber Patrick, a photography student, won the first-place award. Brianna Surges won second place, and Kristin Maples won third place.

First through fifth place photos were posted online on the contest website, and

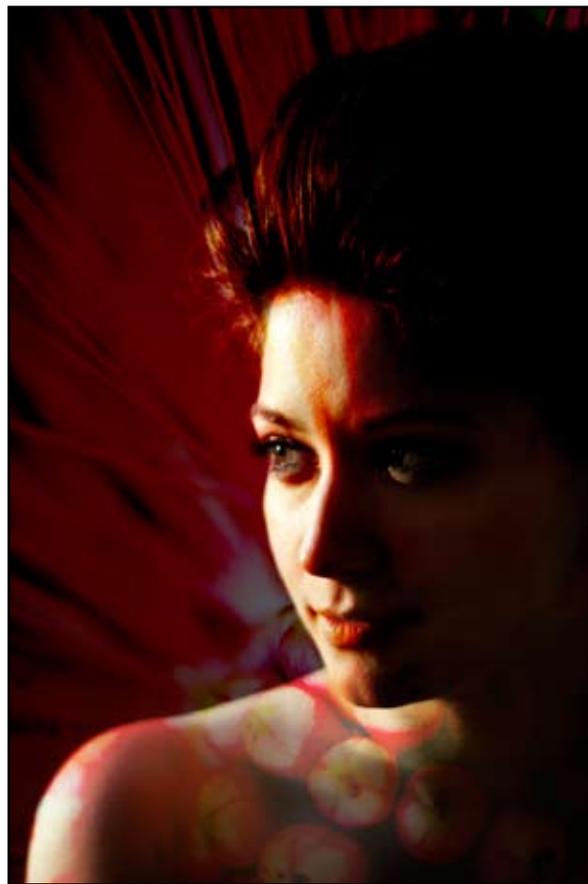


Photo by Amber Patrick

Amber Patrick's "Paula" received first place in the Photo Club's student photography contest.

70 of the contest photos were displayed with 100 photos from club members in the second floor Reeve Union gallery.

## SPEECH: 'Continue to notice the sawdust'

*Continued from Page 8*

career riding the tide of one victory. Neither should we.

We have to continue to notice the sawdust, knowing that with each new experience comes an opportunity for continued learning so that life may be vibrant and fulfilling.

A lot of perspiration and persistence have gone into building this solid foundation for our future. It has been exhausting, but I implore you not to

remain idle. You've come so far. Don't stop learning now: there is a whole world out there for you to discover.

We are entering a new world that seems intimidating in some ways, but it is also a world of opportunity, a world in need of our well-developed minds, and a world in which learning cannot be confined to a calendar.

So while we are not in blender sales, and although we have varying degrees of tolerance for sawdust, opportunities for continued growth surround us in the

places we may least expect. By using our education we can ensure that this day will be just one of many remarkable experiences in our lives.

Esteemed guests, parents, family, faculty, and friends - thank you for all you have given to enable us to meet the challenge of learning that has brought us to this peak in our lives.

Congratulations my fellow graduates. I'm truly honored to graduate with such a talented group of people. Together, let us look forward to new challenges.

# Advertising class creates Grand campaign

By Kelly Engebretson  
Student Assistant

Students enrolled in the Strategic Campaigns in Advertising class last semester teamed up with the Grand Opera House in Oshkosh to create an advertising campaign to promote the reopening of the historic building. The Grand plans to launch the yearlong campaign in August 2010.

Previously, this course has allowed students to take on a national client and compete in the National Student Advertising Competition (NSAC). This year, students took on a local client and experienced the class in a different way.

Creative director and team leader Daniel Mast said he was happy with the decision to work with the Grand.

"I like that we have an opportunity to work one-on-one with our client," Mast said. "I think it provides a more real world and genuine advertising experience."

Although the client is a little different this year, instructor Dana Baumgart said the course was similar to the way it has been in the past.

"I run the class as if I am the owner of the ad agency and the students are my employees," Baumgart said. "Students form an account, creative and media team and work as copywriters, designers and media planners."

The project began in fall 2009 when students brushed up on their knowledge of the opera house during the research class with Dr. Sara Steffes Hansen.

Finding a local client presented some obstacles, according to Steffes-Hansen.

"We were a little challenged because a lot of companies don't want to wait a whole year to finish an advertising campaign," Steffes Hansen said. "Then we realized the Grand would be a great candidate because they were going to be under renovation for about a year."

Steffes Hansen approached Joseph Ferlo, executive director of the Grand, and described the project and "he, on very few details, said, 'Yes let's do it.'"

Soon after the research class began, the



Photo by Josh O'Bright

First row: Whitney Fedie, Shannon Steele, Mariah Haberman, Hilary Simon  
Second row: Emily Sanderfoot, Whitley Cech, Lisa Hayek, Kelly Moran  
Third row: Annie Moon, Lisa Wilke, Shannon Madigan, Charles Greenley  
Fourth row: Joe Ferlo, Dana Baumgart, Dan Mast, Jordan Steinert

benefits of a local client were evident.

"We are really excited about the opportunity it created," Steffes Hansen said. "It was really inspiring to see a client willing to work with students over an extended period of time, and then to have an outcome that is the result of a university community and a local community working together, is just really cool."

The Grand assisted the students with different stages of the research process and attended the students' final presentation of their findings.

"I can't emphasize enough how helpful, insightful and real world the experience is for a student to actually engage with a client," Steffes Hansen said. "Students go through their education here and sometimes don't get to be face-to-face with a client until they graduate."

After extensive research through focus groups and surveys, students entered the campaigns class in spring semester 2010 with a lot of information and a need to find

a focal point for their campaign.

"We had a lot of information and explored a lot of different areas that could have been the best route for the Grand," Mast said. "The difficult part was to take the body of information and put it into concise bullet points that embodied our main focus."

Baumgart was excited to bring a new element of community to her class.

"Students were able to use what they knew about being students at this university and consumers in Oshkosh and apply it," Baumgart said.

Although the Grand was very involved with the research stage, the students in the campaigns class decided to work independently.

"As far as the big idea behind our campaign, the Grand had no idea prior to our pitch at the end of the semester," Baumgart said. "The students and I wanted it to be like the big reveal, the big pitch that is found in the advertising industry."

## Student Achievements

Gary Coll Journalism Fellowship  
**Andrew Munger, Jay Spanbauer**  
and **Heather Wade**

Kappa Tau Alpha new members  
**Melanie L. Stepanek, Amanda M.**  
**Radke and Eric J. Balkman**

Photographer's Forum Annual  
College Photography Contest  
**Lisa Wilke** – Honorable Mention  
**Katie Holliday** – Finalist  
**Michael Neumann** – Finalist

f-stop magazine  
**Ashley Beyer** published five  
photographs in the December 2009/  
January 2010 issue

Student Leadership and  
Involvement Awards

Student Leadership Award:  
**Shane Arman**

Who's Who Among Students in  
American Universities and Colleges:  
**Shane Arman, Jordan Clark-**  
**Mand and Melanie Stepanek**

Spring 2010 Honors Thesis  
**Shane Arman and Jessica Gordon**  
presented their thesis projects at  
the Spring 2010 Honors Thesis  
Symposium

## Contributors

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**Family of Dave Engels**

**Donna Gilson**

**Dr. Sara Steffes Hansen**

**Dr. Julie Henderson**

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