

department of journalism

university of wisconsin oshkosh

<http://www.uwosh.edu/journalism/alumni>

June 2011

Journalism packing, moving to Sage Hall

By Emily Williams

SPJ chapter vice president

Faculty in the Department of Journalism are getting ready for the move to the soon to be completed Sage Hall, which will officially open in fall 2011.

While the move will certainly bring many changes to the department, some things will remain constant through the move.

"I don't think we lost anything," Dr. Vince Filak said. "I think we've gained some stuff."

Some of the things that will remain the same in the new building are the small class sizes and proximity of faculty offices, classrooms and supplementary space.

"Our goal has been to maintain the same close and familial atmosphere in Sage as we now have in Clow," Dr. Tim Gleason said.

"This was important to us and we

got it."

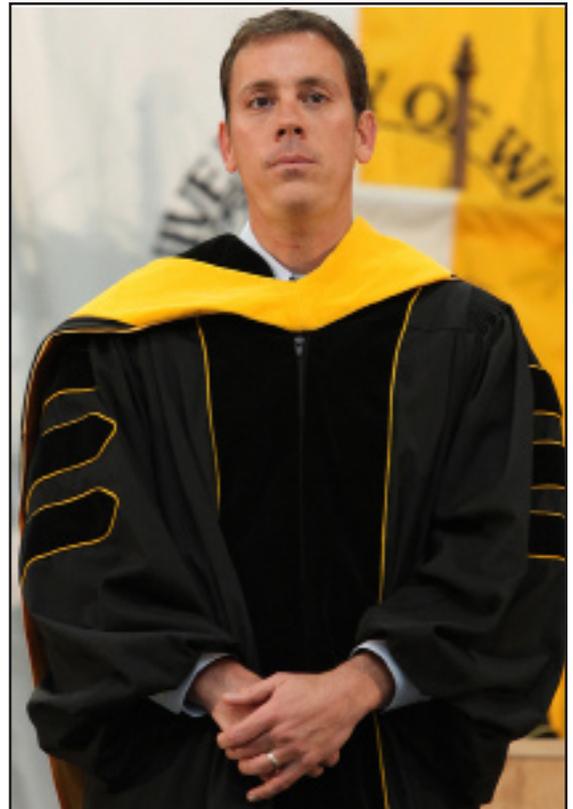
In contrast to the present labs and offices, the new facility will offer an up-to-date atmosphere including new furniture, cabinets and carpeting that will replace the 1970s-era items that now dot the department in Clow.

"A new green building with the latest technology, open space and modern décor will help attract students to an already strong program," said Mike Cowling, chair of the Department of Journalism.

The department computer labs will overlook Sage's courtyard and in the fall it will make the space even more aesthetically pleasing, especially in comparison to the closed-in spaces that now house the journalism offices.

Beyond improvements to the atmosphere of the classrooms, the department will also have additions

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VandeHei awarded doctorate

Jim VandeHei of Politico received an honorary doctorate degree during the university's commencement ceremonies on May 14. Story on Page 5.

Reunion to mix the past, present and future

The Department of Journalism is planning an alumni reunion during Homecoming weekend on Friday and Saturday, Oct. 21 and 22, 2011. It will be the first such reunion in several years.

Faculty, professors emeritus, student groups, and members of the Journalism Advisory Board will be working on events for a celebration of the department's move into the new academic building, Sage Hall.

Besides showcasing journalism's new facilities, the reunion this year also will provide an opportunity to acknowledge the

accomplishments of alumni award winners, recognize the establishment of two new scholarships in the department, and draw attention to the evolving age of digital media.

Final plans will be announced during the summer, and alumni will be kept updated on specific times and dates. Here are some of the activities tentatively planned for the reunion:

A panel discussion/symposium focusing on the state of journalism today and prospects for the immediate future. Panelists are expected to include four journalism

alumni honored this year by the university.

A webinar with a social media emphasis. Troy Janisch, digital marketing manager for American Family Insurance, and a member of the advisory board, is working to line up some top names in digital media. Alumni can watch and participate in the webinar while it is ongoing. In addition, current journalism students are being asked to serve as "mentors" to alumni attending the webinar.

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Two young alumni are selected for awards

Two journalism alumni who graduated six years apart will have something in common this fall when they both receive Outstanding Young Alumni Awards.

Mike Fredrick (1996) and Lori Kraus (2002) are among three alumni chosen for the award by the UW Oshkosh Alumni Association. The awards will be presented at a reception and dinner on Oct. 21 in Reeve Union.

“Fredrick is one of those special people who has been moving up the corporate ladder of success due to his hard work, but who at the same time remembers the people who have helped him along every step of the way, said Mike Cowling, the chair of the Department of Journalism.

“The best word to describe him is ‘creative,’” added Cowling, who nominated Fredrick for the award. “It has been in his job titles from the advertising agencies he previously worked for in the Milwaukee area until today.”

As the creative director at Bader Rutter, Fredrick is in charge of 20 associate creative directors, art directors and copy-

writers. His firm does work for several Fortune 500 companies.

“Most recently Mike helped us shape our digital service offerings and is currently spearheading an effort to expand the role and stature of our creative services within the agency,” Jeff Young, executive vice president of Bader Rutter, said in a letter of support. “These efforts have required vision, persistence and patience, all of which Mike brings to his role daily.”

In his biographical material, Fredrick says, “I am committed to helping mentor the creative leaders of tomorrow.” Those are not just words.

He is a regular guest speaker in advertising and public relations classes in the journalism department. He also volunteers to help nonprofit organizations with advertising projects.

Kraus, who also was nominated by Cowling, is part of the CNN On-Air Promotion team that facilitates all on-air promotion and strategic placement of promos for several of the company’s various networks. Her team also cross-promotes for networks under the Turner Broadcasting umbrella, including TBS,

TNT and the Cartoon Network.

Her work as part of the CNN team has led to two Peabody Awards and a DuPont Award from Columbia University.

If you go to a doctor’s office or medical facility, you are likely to see the Accent Health Network on the television. Kraus is responsible for determining which CNN programs should be promoted on this network.

Prior to joining CNN in Atlanta, where she started as a video journalist in the Media Operations Department, Kraus honed her skills by working at several radio stations and networks.

“Lori exemplifies leadership, attention to detail and knowledge of the news environment around the world,” said Mary Lou Navarro of CNN. “She is extremely dedicated to her job and consistently goes above and beyond by working long hours or weekends to make sure our promotion is effective.”

When notified that she would receive the award,

Kraus said, “I am speechless, but very honored.” She later added, “I know there are so many qualified people out there with so many accomplishments.”



NEWSPA conference draws 400 students to campus

By Molly Linn
SPJ chapter member

About 400 high school journalists and advisers attended the Northeastern Wisconsin Scholastic Press Association conference on April 13 in Reeve Union.

The conference featured sessions at three time periods in the morning, followed by a keynote speaker. Topics included social media, grammar “smackdown” and photo composition.

The keynote speaker was Alex Gelhar, who once attended NEWSPA, whose topic was “The Walk-on Mentality.”

“We’re trying to get younger people to be our keynote speakers at the request of the high school advisers and students,” said Barb Benish, the executive secretary of NEWSPA. “High school students can better relate to those younger speakers.”

Awards were presented, including the Skip Zacher Friend of Scholastic Journalism Award and a NEWSPA Scholarship.

Joe Heller, an editorial cartoonist for the Green Bay Press-Gazette and a NEWSPA presenter since 1979, received the Zacher Award. The recipient of the \$500 scholarship was Logan Haen of Sevastopol High School.

Stiegman to be honored as distinguished alumni

When Pat Stiegman graduated in 1988 with a major in journalism, he had finished a program where typewriters and pencils and paper were common tools used in the classroom instead of today's sophisticated digital technology.

He took those basic writing skills and the ability to adapt to a changing industry landscape, however, and became a leader in online journalism. Stiegman's skill at innovation is one reason he will receive a Distinguished Alumni Award on Oct. 21 during Homecoming weekend.

Stiegman was a major player in the development of Packer Insider and Badger Plus Online for the Milwaukee Journal Sentinel, and JSONline.com.

While at the Journal Sentinel, Stiegman came to the UW Oshkosh campus nearly every year to be a session leader at the department's annual conference for high school journalists.

His work at the Journal Sentinel was

a major factor in his selection in 1998 as a recipient of the Outstanding Young Alumni Award. It is what he has done since then that has led to his latest university honor.

Stiegman joined ESPN in May 2004 as senior director and executive editor for Insider, SportsNation and editorial integration. He was named vice president in 2006 and added executive producer responsibilities in 2007, overseeing all daily online sports content.

When contacted by alumni director Chris Gantner in mid-May about his latest award, Stiegman replied: "What a wonderful honor, and surprise, to learn about the distinguished alumni award. I have to tell you, that caps both a humbling and exciting stretch for me—two weeks ago I was named VP/Editor-in-Chief for ESPN.com, and this award from my alma mater is extremely gratifying."



John Kosner, the senior vice president and general manager of ESPN Digital Inc., wrote a letter of support for Stiegman. In it he said: "Patrick's body of work and innovations at ESPN are a considerable part of our success and our leadership position in sports web and mobile content. His commitment to continuous improvement and leadership is matched only by his ability to make those around him better."

Journalism students benefit from new scholarships

The number of scholarships that journalism majors can apply for increased by two in 2011.

The Dave Engels Journalism Scholarship for students in the writing/editing emphasis was established by friends and by fellow journalism alumni David and Terry Backmann (1978). It acknowledges Engels' passion and commitment to the field of newspaper reporting.

It is awarded to deserving journalism students whose personal and professional qualities mirror the commitment to the field of reporting that Engels embodied. The \$500 scholarship was given to Emily Williams in spring 2011.

Engels, a 1979 journalism graduate, was the classic hard-nosed newspaperman—an objective journalist committed to the principles of his craft—during more than two decades as a reporter and political analyst for his hometown daily, the Kenosha News.

He won 10 writing/reporting awards between 1981 and 1998, including four from the Wisconsin Newspaper Association and three from the Wisconsin Association of School Boards. Engels died in 2003 at age 47.

Engels' fascination with politics began at UW Oshkosh, David

Backmann said. First as a reporter for the Advance-Titan and later as news editor of the student newspaper, he sought out interviews with leaders in student government.

His manner was friendly and outgoing toward the people he interviewed, Backmann added. However, he enjoyed turning up the heat as an interview progressed, especially with those he relished questioning—senators, governors, aldermen, assemblymen—all manner of politicians.

The Orville C. Sherman Journalism Scholarship comes from an endowment by Sherman, who as a student had a passion for journalism and music.

During his time at the Oshkosh State Teachers College in the 1930s, now UW Oshkosh, Sherman was the editor of The Advance, the student newspaper. He also was a member of the university band.

The scholarship will be awarded to a major in journalism every other year. Applicants must be full-time journalism students and must demonstrate financial need. The co-recipients of the award in spring 2011 were Kayde Kempen and Samantha Anderson, each receiving \$860.

Two students inducted into Kappa Tau Alpha

By Eric Balkman
SPJ chapter member

Two seniors were the latest inductees into Kappa Tau Alpha, the national honor society for achievement in journalism.

Jon Feyen of Fond du Lac and Michelle Yandre of New London became the two newest members in the David J. Lippert chapter of Kappa Tau Alpha at UW Oshkosh on May 6, 2011.

No more than 10 percent of the junior and senior class of journalism majors may hold membership at one time in Kappa Tau Alpha, and the members were selected based on their grade point average and character.

"I haven't received much recognition outside of the dean's list," Feyen said. "So this is a great honor to obtain right before graduation."

Yandre said she takes pride in her academic standing in the department.

"I came into the journalism program with a passion for what I do, so it only made sense to me to be 100 percent dedicated," she said.



Photo by Eric Balkman

Jon Feyen and Michelle Yandre received Kappa Tau Alpha awards from Professor Miles Maguire.

Faculty achievements

Professor Mike Cowling

- Is working during summer 2011 as a copy editor on the Foreign/National desk at The New York Times. It is the 14th summer that Cowling has worked in New York at The Times
- Had a feature on Ida B. Wells published in the latest edition of the journalism history textbook *The Media in America*

Dr. Tim Gleason:

- Presented these papers at the Association for Education in Journalism and Mass Communication in Denver in summer 2010:
 - *"Photographic Sharing: A Ritual (Over)View," for the Cultural and Critical Studies Division
 - *"Reality Does Bite: Generation X Enters Adulthood," and "How the West was Family Friendly: Disney's Westerns and Generation X in the 1970's," for the Entertainment Studies Interest Group
- Published a book review of *The Routledge Companion to News and Journalism* in *Journalism & Mass Communication Educator*
- Received a travel grant during summer 2010 to visit the archives of the Bowling Green State University Popular Culture Library
- Led a group of 19 students to England for the Travel and Documentary Photography class during spring 2011 interim
- Published two essays in 2010 in September 11 in *Popular Culture: A Guide*; "The Despair of a Social Landscape: Nathan Lyons' Photographs of Messages of Mourning," and "Green Day, Punk Rock, and a Masculine Rebuttal to the War in Iraq" with former colleague Elizabeth C. Crawford.

Dr. Sara Steffes Hansen and Dr. Jin Kyun Lee:

- Presenting research titled "Advertising Interactions in Exchange for Virtual Currency: Exploring Ads and Promotions in Casual

Facebook Game Play" at the Games, Learning and Society Conference 7.0 in June 2011 in Madison.

Dr. Julie Henderson:

- Completed second year serving as National Faculty Adviser for the Public Relations Student Society of America
- Served on several national boards, including:
 - *PRSA Student Affiliate Task Force
 - *PRSA Educational Affairs Committee
 - *PRSA Educators Academy Board
 - *PRSSA National Committee
- Received the Outstanding Service Award for the College of Letters and Science in fall 2010

Dr. Jin Kyun Lee:

- Will present research titled "Country-of-Origin Cues in Cross-Border Strategic Brand Alliance: How Do Advertisers Do It?" at the Association for Education in Journalism and Mass Communication Conference in St. Louis in August.

Miles Maguire:

- Won the 2011 Susan L. Greenberg Research Prize for Literary Journalism Studies for his paper, "Literary Journalism on the Air: What David Isay's Travels in the Footsteps of Joseph Mitchell Can Tell Us About the Nature of Multimedia"

Matthew David (adjunct faculty):

- Flash Mobile (Focal Press) was published in February
- HTML5: Designing Rich Applications (Spanish and Japanese translations) published in April
- Articles on HTML5 published on Microsoft's MIXonline.com and Adobe's website

VandeHei receives an honorary doctorate

Jim VandeHei, a 1994 journalism graduate, was awarded the university's highest honor during spring commencement ceremonies in May.

VandeHei was presented with a Doctor of Humane Letters, *honoris causa*, for his outstanding record as a traditional and online journalist, and as an alumnus who has returned to UW Oshkosh many times over the years to be a keynote or classroom speaker.

"Wow. Just received this," was VandeHei's initial response when he heard that he had been nominated for the honorary degree, and that Chancellor Richard Wells had asked the Board of Regents to approve it.

"Thanks so much for the nomination and news," he said in an e-mail message to Mike Cowling, the chair of the Department of Journalism. "I would love to come to speak to your classes anytime, of course. Always amazed at the booming growth of the campus."

VandeHei, the co-founder and executive editor of Politico, is the youngest person to receive the honorary doctorate from the university.

"We have many outstanding alumni of the journalism program," Cowling said. "Jim, however, has taken a top-notch career in traditional print journalism and moved on to excel in the online world. He is a valued ambassador of our department and the university."

VandeHei reached what many in the field of journalism would consider the apex of their career when he first worked as White House correspondent for The Wall Street Journal and then as a White House correspondent for The Washington Post. He held these two prestigious positions while in his early- to mid-30s.

He had a vision about the technological reincarnation of journalism, however. In 2007, he co-founded Politico, a Web-based company focused on covering national politics and

Washington governance. It quickly became one of the leading new-media companies in the nation, and a must-read site for political figures everywhere.

As the executive editor, VandeHei helps to direct Politico's editorial content and oversee its business strategy.

In December 2009, Columbia University announced that VandeHei had been elected to the Pulitzer Prize Board. He became the first member of the board from a primarily online news outlet.

Sig Gissler, who administers the Pulitzer Prizes, described VandeHei as "a bright, talented journalist, who given his new-media background, would add to the mix of backgrounds and outlooks on the board."

Besides his skills as a writer and an Internet company executive, VandeHei has become a common face on national news talk shows. He is a regular political analyst on MSNBC's "Morning Joe" and is a frequent guest on numerous cable and network television programs.

"VandeHei is proud of his Wisconsin upbringing and

education," Cowling said. "Despite the many demands on his time, Jim always answers the call when he is asked to speak at a university event."

In 2008 and in 2010, Chancellor Wells asked VandeHei to be the keynote speaker at the UW Oshkosh Foundation's annual Report to the Community Breakfast. In April 2010, he co-hosted a UW Oshkosh alumni reception at the National Press Club in Washington. In April 2008, he returned to Oshkosh to be a keynote speaker at the spring conference of the Northeastern Wisconsin Scholastic Press Association. VandeHei also has been a guest speaker in several journalism classes over the years.

Journalism students returning from the public relations conference where he spoke last year brought back a huge poster with VandeHei's picture. It had been used to promote his keynote address. On that poster he wrote, "Thank God for UW Oshkosh."



UW Oshkosh

Jim VandeHei accepts his award from Chancellor Richard H. Wells.



Photo by Eric Balkman

Some members of the Social Media Club were: (back row from left) Adam Drent, David Rathsack, Kris Nelson and Laura Cox. (Front row from left) Katie Bailey, Monica Jazwiecki, Jessie Tadder and Paige Wagner

New student club focuses on social media

Eric Balkman
SPJ chapter member

In the constantly evolving world of journalism, a group of students at UW-Oshkosh banded together to share their knowledge by connecting with others in the exploding social media scene.

The UW Oshkosh Social Media Club was formed in fall semester 2010 to help students use different forms of social media to their advantage for their future careers.

“The Social Media Club’s mission is to connect media makers from around the world to advance media literacy, promote industry standards, encourage ethical behavior, and share the lessons they have learned,” the club’s Facebook page says.

David Rathsack, the club’s co-president, said all students are invited to join, no matter what their major.

“I think social media is important to anyone interested in building their personal brand, regardless of major,”

he said. “However, we have typically gathered support from marketing and journalism students.”

The club’s other co-president, Katy Bailey, stressed the importance of responsible social media use for journalism students’ futures.

“As we all know, the journalism industry has gone through tremendous change, and a lot of us will probably be using social media on a daily basis after graduation,” Bailey said. “It’s important to know how to use it properly.”

The club meets each week during the semester, learning about a different social media network at each meeting. Topics this year included personal branding, Twitter, LinkedIn, Facebook, Foursquare and blogging.

Although the club meets every Thursday night, members stay in touch every day and always live tweet the proceedings using the hashtag #uwosm so that anyone who wants to follow along can

do so.

No matter the topic, each week the goal is for members to gain insight into the changes and new waves of social media and how to connect with other users to benefit their careers, as well as personal lives.

The Social Media Club has also arranged special guests to give presentations. They have included social media expert Thomas Clifford, Wisconsin’s most followed Twitter user at more than one million followers, and New York social media marketing director Amanda Baldauf via Skype.

Rathsack said that even bigger things are in store for the club in fall semester 2011.

“We hope to host more tweet-ups with the campus community, provide hands-on consulting work for other campus clubs and organizations, and provide panel discussions with industry professionals,” he said.

Curriculum revised to enhance emphases

By Jeremy Ott
SPJ chapter president

As the new school year begins in September 2011, the Department of Journalism will begin implementing a new curriculum for incoming journalism majors.

An impetus for the change was a report from a site team for the organization that accredits the department's program. In the report it was noted that students in a particular emphasis, for example advertising, could complete the emphasis without taking a course with advertising in the title.

"It's important that our students take courses offering theoretical foundations, market-ready skills and learning experiences that prepare them for media careers in general, as well as a specific emphasis in writing, public relations or advertising," Dr. Sara Steffes Hansen said. "Our curriculum changes aims to reach those goals."

The current curriculum was approved in fall 2007, and through advising most students took the classes they needed to be prepared for careers in their area of emphasis. But the site team from the Accrediting Council for Education in Journalism and Mass Communication said that the curriculum needed to be more directive.

The same five emphases will be offered in the new curriculum, but within each emphasis students will be required to take three specific courses, rather than choosing three from a grouping of six or seven as is the case in the current curriculum. The emphases are Writing/Editing, Advertising, Public Relations, Visual, and Media Studies.

Four core courses remain in the new curriculum—Intro to Mass Communication, Writing for the Media, Editing, and Law of Mass Communication. In addition, students must take the three specific courses in their emphasis, three electives

in their emphasis, and two general electives.

Journalism majors will continue to need 36 credits in journalism to complete the major, or 24 credits for the minor.

All incoming freshmen and new journalism majors will be required to follow the new curriculum beginning in fall 2011.

"This would all be very, very easy if we had 10 faculty members and if we could offer as many classes as we want, but that's where it gets tricky," said Dr. Julie Henderson, who was chair of the Curriculum Subcommittee in 2010-11. "We're limited in the number of classes we can offer a year. There are eight full-time faculty, who each teach six classes, so that's 48 classes we can offer a year. Which 48 do we offer?"

Dr. Henderson and Dr. Hansen are offering trial courses in New and Emerging Media so students are better prepared to use social media in the work place.

'Best of Show' among several Advance-Titan awards

By Emily Williams
SPJ chapter vice president

The Advance-Titan student newspaper was recognized with five awards during the past academic year, including its first Best of Show award.

Beginning the school year with a new editorial staff, the focus was on building a successful team and creating a quality newspaper. Emily Miels, the managing editor, said having an all-new staff was helpful because everyone was learning at the same time and willing to try new things, one of which was attending a national conference for student newspapers.

"We were such a new staff and we thought we could gain a lot from seeing what other schools have and hear from other professors and people in the industry," Miels said.

Members of the editorial staff traveled to Louisville, Ky., in October for the Associated Collegiate Press/College Media Association national college media convention. More than 2,000 students attended.

"When we started planning for the convention, Professor Filak [the Advance-Titan faculty adviser] had proposed to us the idea of doing a bigger issue that had more pages and focused a lot more on graphics and art and really hard-hitting news and feature stories in an effort to really see what we could accomplish," Miels said.

The Advance-Titan submitted its Oct. 21, 2010, issue, the first big one of the semester, in the category of four-year weekly broadsheets where it competed against 30 other entrants.

Having no great expectation of winning, the staff was shocked when the A-T was announced as the Associated Collegiate Press Best of Show winner.

"It's honestly one of the coolest things I've ever been a part of," A-T news reporter Samantha Strong said. "It's such an honor to be part of the team that makes the paper so great."

Shortly after receiving that award, the A-T was recognized in December as one of the top 50 student publications by eCollegeFinder.org, an "educational portal committed to excellence in education."

Adding to its list of awards, the A-T was recognized in February 2011 at the ACP Best of the Midwest journalism convention in Minneapolis, winning second place in its category for Best of Show, and taking second place for Best Single Page Design.

Miels said the page design that won the award was based off information the staff learned while at the convention in Kentucky.

To top off the awards the Advance-Titan had already won, the paper received a general excellence honorable mention from the Wisconsin Newspaper Association in the 2010 Better Newspaper Contest.

'New' Schultz filling a void in department

By Jeremy Ott
SPJ chapter president

The Department of Journalism knew that filling the void left by the retirement of program assistant Judy Schultz after 43 years was going to be difficult. With only a change of a first name, however, Cindy Schultz has been a perfect fit.

Cindy, who started in the UW Oshkosh music department in February 1984, has finished her first year in the journalism department. Her co-workers say she has been as efficient as her predecessor.

"Cindy is doing great," said Barb Benish, the department's internship coordinator and the executive secretary of NEWSPA. "She's a pleasure to work with, and she always goes the extra mile to get things done."

As the department's program assistant, Cindy balances several responsibilities, from helping students get registered for classes to helping supervise student assis-

tants to helping maintain the journalism computer labs.

"You wear a lot of different hats in that position," Cindy said. "You juggle a lot of different roles within the department but it's kind of fun because it makes every day different."

While Cindy is working to fill the void left by Judy, she said she doesn't feel too much pressure in replacing the only program assistant the department ever had.

"I know that when you come on board with somebody who has had 43 years of experience within a department you know that she's well loved," Cindy said. "I think it's more the pressure I put on myself than anything."

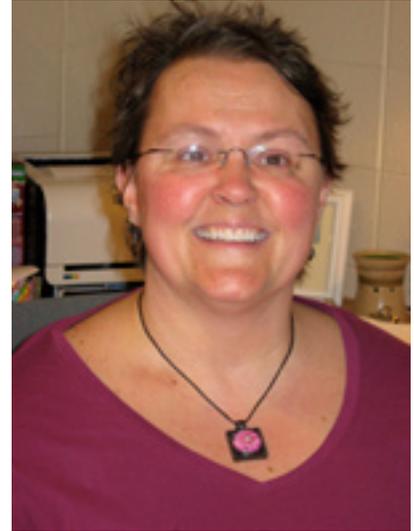
Despite such a major change, Cindy said she was given the freedom to do things her own way.

"I was welcomed to make the job my own," Cindy said.

Cindy, who previously worked in the social work department, had little time to adjust to the journalism department. But she said the members of the department have been more than happy to lend a hand.

Whether she's helping students or filling out paperwork, Cindy always has a smile and often responds with "cool beans."

"She says that a lot," Benish said,



laughing. "I love it. It's kind of quirky. She even has some of us saying it now."

Despite confessing to not being able to remember many of the students' names, Cindy said the best part of her new position and the entire department is the collaboration with the students.

"The student involvement is big for me," Cindy said. "I always think the students keep you young at heart no matter what position you are in on this campus."

With 27 years of service at the university, Cindy is hoping to stay in her position and retire after many more years of work.

"I figured if Judy liked it for 43 years, it must be a good place to be," Cindy said.

Photo students earn finalist honors in magazine contest

By Kayde Kempen
SPJ chapter secretary

Six journalism students in the Media Photography II class were selected as finalists in the semi-annual Photographer's Forum Magazine contest.

Zak Krauss, Kari Cassidy, Heather Hanson, Patti Werner, Danielle Beyer and Josie Bennett were finalists in the contest. Bennett also received an honorable mention for her photo.

"It is a requirement of the Media Photography II class to enter the contest," Professor Tim Gleason said. "Some students place with photos taken in Media Photography I."

Dr. Gleason's students often show him their photos before submitting them to Photographer's Forum.

"I think about what judges will like and what will make it easy for judges to toss out entries," Dr. Gleason said. "The judges go through many photos, so I look for things that will make it easy for the judges to reject, like poor focus or exposure. I tell students not to submit those with obvious concerns."

Werner said she has been involved with photography for two years and was in awe that her photo was chosen.

"I didn't have that much faith in myself, but I did fall in love with the concept of my photo," Werner said. "I totally am going to do it [enter the contest] next fall and spring."

Dr. Gleason said the contest is indicative of the journalism department's standards in terms of photography.

"The department values professional skills, and I think our continued success in this contest is testimony to the importance we place on practical aspects of photography," Dr. Gleason said. "Too many programs emphasize computer trickery, which I think suggests a lack of faith in their students to create excellent images."

Cassidy said she almost didn't read the letter from Photographer's Forum Magazine because she assumed she didn't win anything. "Then I saw in bold lettering that I was a finalist," she said. "It was a pretty cool feeling. I was also excited to see my picture in the magazine full of other finalists."

Journalism evaluated for CEPR designation

By Kayde Kempen
SPJ chapter secretary

A two-member evaluation team to determine Certification for Education in Public Relations (CEPR) visited the journalism department in mid-April, the first step in getting certified.

In an exit interview, the evaluators said they were “enthusiastically” recommending certification for the public relations emphasis of the journalism major.

The CEPR evaluation team is made up of Public Relations Society of America educational affairs committee members. The UW Oshkosh program was evaluated on curriculum, resources, facilities and university support of the public relations program, according to the PRSA website.

The first step in the certification process was preparing packets of information for the application.

“The application was very long and took two months of working on it full time over the summer,” Dr. Julie Henderson said. “The application is then sent to a committee and it decides if the school is worthy of a site visit.”

Dr. Henderson said the site team was busy every day, meeting with people on campus, including Chancellor Richard Wells, and several other administrators.

“The team sat in on classes, met with groups of professionals in the area, and met with students,” Dr. Henderson said.

The site team writes a preliminary report for Dr. Henderson to fact check. The report is then sent to the Educational Affairs Committee, forwarded to another committee, and finally to the PRSA for review.

Twenty-eight schools have received CEPR status, although none of them are in Wisconsin.

“It would be a tremendous designation for our program,” Dr. Henderson said. “Even though we are small, we have an amazing PRSA chapter.”

The CEPR site team members told Dr. Henderson they were very impressed with the students and the alumni of UW Oshkosh.

“Alumni could still indicate that they graduated from a department that is CEPR designated,” Dr. Henderson said. “It’s good for their resume.”

PRSSA members get involved in 3 major campaigns

The UW Oshkosh chapter of the Public Relations Student Society of America participated in three full-scale campaign competitions in the 2010-2011 academic year.

Fall semester featured fund-raising efforts, preparing for the Special Olympics Polar Plunge, and planning and implementing the CW campaign. PRSSA was able to get some of the funds necessary for the year through candy bar sales and partnering with Buffalo Wild Wings for a fund-raising night.

The CW campaign, sponsored by PRSSA and the CW Network, is an opportunity for students to plan a public relations campaign aiming to promote one of the CW’s television series. This year, PRSSA was challenged to promote “The Vampire Diaries” in a creative way to increase awareness of the series and the network on the UW Oshkosh campus.

PRSSA members decided to focus on the plot of the show, which involves two

vampires fighting to win the love of a human girl, by sponsoring a speed dating night in the Reeve ballroom.

The night included the speed dating sessions, alcoholic-free cocktails, and a screening of the latest Vampire Diaries episode. About 50 students participated in the event.

The beginning of the spring semester was dominated by PRSSA’s involvement in the Special Olympics Polar Plunge at Menominee Park. PRSSA was asked to promote the plunge to students on campus in order to help the event get more teams signed up to participate in the plunge and to raise more funds.

The PRSSA chapter also formed a team, which consisted of seven students who raised more than \$800 for the Special Olympics.

PRSSA students in Dr. Julie Henderson’s campaign class also began planning for the national Bateman Case Study Competition sponsored by Ally Financial.

Sarah Hartwell, Heather Wade, Courtney Rinka and Kristen Manders were faced with the topic of financial literacy, which required them to promote a series of financial literacy courses on campus.

The team of students received an honorable mention in the national competition for their work on the campaign.

After the Bateman competition, PRSSA students began planning for the national Organ Donor Awareness competition, sponsored by Rowan University. The competition challenges students to come up with a campaign to promote organ donor awareness on their campus.

PRSSA members planned a campaign around the event they created, Minute to Give It, which was a game show-style competition based on NBC’s show, “Minute to Win It”.

In addition, PRSSA teamed up with students from the university’s nursing program to promote the event, which had a turnout of nearly 50 students.

Photo students travel to London

By Taylor Krentz
Student Assistant

On May 19, Dr. Tim Gleason and 19 students left Oshkosh for London. Students of both Media Photo 1 and Travel and Documentary Photography went across the Atlantic to capture the beauty of the historic city.

After a seven-hour flight, students arrived in London and went off to the streets to begin photographing.

During the weeklong trip the students visited places such as Cambridge, Brighton, Bath and Stonehenge. They mastered the underground subway, known to locals as “the Tube,” and experienced the interesting activities the country has to offer.

Travel and Documentary student Samantha Strong was excited to spend a week outside the U.S. and explore a new country. She said: “The trip was absolutely amazing. It was great to see all of the sites tour-

ists see, but we also got to get into the nitty-gritty of London, which was neat. After a week in London and Cambridge, I would definitely go back.”

Some other favorite activities the students did included punting on the Cam (boating in Cambridge), walking the Princess Diana Memorial trail, and riding the London Eye.

One week after their London adventure began, the students arrived back in Chicago on a cold, windy day.

Throughout the next week, the editing and evaluation process began. The students admired their fellow photographers’ work and shared ideas with one another.

Part of the students’ assignment was to post photo albums to a blog set up specifically for the trip. If you would like to view photo assignments the students created and see the many places they toured, visit <http://travelshooter.blogspot.com>.



Taylor Krentz, left, and Samantha Strong admire one of the famous red telephone booths in London.

Leach Amphitheater client for ad competition class

The Leach Amphitheater is a scenic entertainment venue nestled along the Fox River that was given to the City of Oshkosh by the Leach family.

Despite its attractive location, however, college students, who make up an important segment of Oshkosh’s population, are either not aware of the amphitheater or they don’t often attend events held there.

That made the amphitheater a perfect client for the students in the Strategic Campaigns in Advertising class in spring semester 2011. The audience targeted in the campaign was the 18- to 24-year-old age group, one that includes a majority of college students.

“If this audience discovers the Leach Amphitheater and its entertainment value,

many more people will enjoy the venue,” said Dr. Jin Kyun Lee, who taught the class and was adviser for the students. “If the target audience can discover and experience the amphitheater, it will result in more revenue and awareness.”

The lack of awareness among college students was documented after extensive research. Part of that research included surveys, focus groups and writing research papers. The results showed that college-age students need to be targeted in order to obtain the increased revenue and awareness that is desired.

One way the campaign targets the group is by using the slogan “Streaming Live.”

“The slogan indicates that the venue is known for its live music and

it is frequently available just minutes from campus on many nights during the summer,” Dr. Lee said. After our campaign, the target audience will not only be more aware of the amphitheater, but will also attend the events held there.

On May 12, 2011, the student team presented its findings to representatives of the Leach Amphitheater. “We expect that they will implement and execute our suggestions based on our plans booklet,” Dr. Lee said.

The advertising campaign team members were: Monica Jazwiecki, Jessie Tadder, Beth Schellhammer, Megan Kok, Diana Miller, Jaquelynn Pettinato, Cory Zahringer, Steve Hunt, Kris Nelson, Mardy Wiesman, Ryne Eberle and Nate Tornow.

SAGE: Journalism department moving to new building

Continued from Page 1

to the technology available to journalism students.

"I think that the facilities there are going to allow us to do a lot more to help advance students, especially in terms of multimedia," Dr. Filak said.

One of the improvements in multimedia is the replacement of the outdated photo lab.

"[Sage Hall] has a photo studio that is really well developed, including everything up to a refrigerator to keep food in so that if you wanted to shoot still life photos of food or something like that you are not shooting five-day-old rotten lettuce," Dr. Filak said.

The digital photo studio in Sage Hall will have a new digital SLR camera, new lighting for set designs, and a new table where displays can be arranged to shoot photos for special projects.

In addition to the photo lab, journalism students will also have access to two rooms specifically designed for focus group research, which will be shared with the College of Business.

"[The focus group rooms] will have two-way glass," Dr. Filak said. "I know that PR people are very excited, and the advertising people will make good use of them too."

One computer lab will also be specially designed for the

technological needs of the public relations field.

"[The lab] will have built-in dual projectors and dual screens, which will be of particular use for classes that are using Twitter," Cowling said.

The journalism department in Sage will include three fully equipped computer labs, a scanning room, the digital photo studio, a reading room, a conference room, the main office, a student workroom, and offices (with windows) for 10 faculty and adjunct instructors.

In addition to updated spaces, the incorporation of several new types of technology will allow students to adapt to the ever-changing field of journalism, Cowling said.

"It shows progress in the sense that we are continuing to move forward despite tough economic times," he said.

According to Dr. Filak, the move from Clow to Sage Hall and the incorporation of new technology and green energy will be beneficial for the entire university.

"Just for the university in general to be able to have that kind of attempt at saying 'you know even in a down economy, even when there are uncertain things we think highly enough of the University of Wisconsin Oshkosh to invest in the way that we have,'" he said.

REUNION: Alumni invited back for look at the future

Continued from Page 1

Three journalism alumni will be recognized at the Alumni Awards Dinner on Friday night, Oct. 21. Mike Fredrick and Lori Kraus will receive the university's Outstanding Young Alumni Award. Pat Stiegman will receive the Distinguished Alumni Award. Reservations are required for the dinner, and the cost is \$25 per person. For more information, call (920) 424-3449, or toll-free (877) 896-2586.

"Journalism will have three of the seven alumni being recognized that evening by the UW Oshkosh Alumni Association," said Mike Cowling, the chair of the Department of Journalism. "It would be wonderful to have a huge turnout of journalism alumni at the awards dinner to help honor the recipients for their many accomplishments."

An open house in the journalism facilities in Sage Hall, the new academic

building. This summer, the department will be moving to the third floor of the four-story building. Journalism will have three computer labs, a reading room, a conference room, new faculty offices and a digital photo studio with new equipment for special projects.

A ceremony to recognize the establishment of two new scholarships. They are the Dave Engels Journalism Scholarship for writing/editing students, and the Orville Sherman Journalism Scholarship.

A salute to Jim VandeHei, a co-founder and the executive editor of Politico. VandeHei received an honorary Doctor of Humane Letters degree from UW Oshkosh at the spring commencement ceremonies. It is the highest honor awarded by the university.

Displays of memorabilia from the journalism department. Many fascinating items were discovered and saved as the journalism faculty and staff prepared to

move out of Clow.

The reunion also will provide alumni with a chance to visit with current and past faculty members. Several professors emeritus, including Bill Biglow, Gary Coll, Peggy Davidson, Harvey Jacobsen and Skip Zacher, have been invited to participate in the various events.

Members of the Journalism Advisory Board also will be involved in the reunion. Several alumni are members of the board, including two previous Outstanding Young Alumni Award winners, John Feld and Laura Denissen.

During spring semester, the board worked on ideas the help the faculty implement the department's new strategic plan. Faculty formally adopted the strategic plan in January. It will provide guidance for the journalism program in moving forward in areas including alumni relations, curriculum, diversity, student achievement and technology.

Student Awards

Gary Coll Journalism Fellowship

**Jessica Bedore, Tom Hanaway,
Sarah Hartwell, Brett Kaepernick
and Katherine Steil**

Kappa Tau Alpha new members

Jon Feyey and Michelle Yandre

Diversity in Journalism Scholarship

Hajra Ahmad

Dave Engels Journalism Scholarship

Emily Williams

Jeff Griffith Portfolios Scholarship

Patricia Werner

E. Garner Horton

Memorial Scholarship

Jessica Bedore

David J. Lippert

Memorial Scholarship

**Samantha Strong and Kayde
Kempen**

Orville C. Sherman

Journalism Scholarship

**Kayde Kempen and Samantha
Anderson**

Virginia Sokolowski

Memorial Scholarship

Samantha Strong

Contributors

The Department of Journalism is proud to recognize the following alumni and patrons for their generous donations. These donors assisted the journalism program by contributing to the Journalism Fund, various scholarships offered by the department in the past academic year, and special projects involving students.

John & Linda Antaramian

David & Terry (Folkedahl) Backmann

Michael Beno

Mary Bergin & Mike Hill

Patricia Brady

Sandra Buettner

David & Barbara Christenson

Clifford & Shirley Christl

Barbara Colicki

Gary & Elaine Coll

Duane Corso

Michael & Melanie Cowling

Margaret Davidson

Terry Devitt

Michael Dickey

Stephanie (Pfau) & Joseph DiGiovanni

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- Call the UW Oshkosh Foundation at 920.424.2178

For information on establishing a scholarship fund or including the UW Oshkosh Department of Journalism in your estate plans, please contact Barbara Beuscher '99 at beuscherb@uwosh.edu or 920.424.2428.

Journalism Alumni Newsletter

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Contributors: *Members of the student chapter of the Society of Professional Journalists: Eric Balkman, Kayde Kempen, Molly Linn, Jeremy Ott, Emily Williams*

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