

*Writing | Public Relations | Advertising | Visual*



## Journalism Fund-Raising Initiative

The Department of Journalism has officially begun an initiative to raise money for the Journalism Fund and other funds and scholarships in the program.

"Our goal is to raise at least \$10,000 this academic year [2011-2012]," said Professor Mike Cowling, the department chair. "It will be a three-year campaign, with a target of raising at least an additional \$10,000 in each of the next two years."

Four alumni of the journalism program have agreed to serve as members of the fund-raising campaign committee. They are:

- *Jim VandeHei '95, executive editor and co-founder of Politico.com*
- *Pat Stiegman '88, vice president and editor in chief of digital media at ESPN.com*
- *Paul Anger '72, editor and publisher of The Detroit Free Press*
- *Connie (Propp) Walker '83, general manager at WUNC, North Carolina Public Radio*

Members of the Journalism Advisory Board agreed unanimously to support the campaign by making donations in the first year, and they already have contributed or pledged more than \$1,200.

"I am fortunate and honored to work for my alma mater to enhance resources for our university," said Barbara Beuscher '99, director of development for the College of Letters & Science. "It's important for alumni to support current and future generations of UW Oshkosh journalism students so they can experience that same high-quality, individualized educational experience that gave us an edge in our professional careers."

Donations can be made online at <http://www.uwosh.edu/foundation/how-to-give/give-online.php>, or by writing a check made payable to the UW Oshkosh Foundation and sending it to the Foundation at 842 Algoma Blvd., Oshkosh, WI 54901. Indicate which journalism fund or scholarship that the money is to be used for, and if the donor wants the money to be added to the principle or to be available for use in the upcoming year. A list of journalism funds and scholarships is attached.



# University of Wisconsin Oshkosh Foundation

## Department of Journalism

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Please accept my gift of: \_\_\_ \$1,000 \_\_\_ \$750 \_\_\_ \$500 \_\_\_ \$250 \_\_\_ \$100 \_\_\_ \$50 \_\_\_ \$25 \_\_\_ Other

Direct this support to:

- \_\_\_ Journalism Department Fund (Greatest Need/General Operating Expenses)
- \_\_\_ David Lippert Forum for Professional Journalism
- \_\_\_ Gary Coll Journalism Fellowship
- \_\_\_ Journalism Scholarships:
  - \_\_\_ David J. Lippert Memorial Scholarship
  - \_\_\_ Griffith Scholarship for Creative Portfolios in Journalism
  - \_\_\_ E. Garner Horton Memorial Scholarship
  - \_\_\_ Virginia A. Sokolowski Memorial Scholarship
  - \_\_\_ Dave Engels Journalism Scholarship
  - \_\_\_ Orville C. Sherman Journalism Scholarship
  - \_\_\_ Diversity in Journalism Scholarship
  - \_\_\_ Other \_\_\_\_\_ (please specify)

☒ Check with your Human Resources Department, you may be able to double your donation if your employer has a matching gift program.

\_\_\_ Check Enclosed (Make checks payable to *UW Oshkosh Foundation; 842 Algoma Blvd., Oshkosh WI 54901*)

\_\_\_ Visa \_\_\_ MasterCard \_\_\_ Other Credit Card Acct.# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**Journalism Department Fund** allows the faculty to use available money for the greatest need at the time. It could be for many important items, like new hardware or software to keep the computer labs up to date or for new devices as the technology continues to evolve. Also, it could provide financial assistance for special student projects, or to supplement the department's operating expenses as funding from the state and university continues to diminish.

### **David Lippert Forum for Professional Journalism**

Established to advance the department's educational activities and professional development by providing technology and equipment and faculty/student development opportunities.

**Gary Coll Journalism Fellowship** to help cover the costs of journalism students taking advantage of educational opportunities outside the area.

**David J. Lippert Memorial Scholarship** for junior/senior writing/editing students with a strong career interest in newspapers and an understanding of the commitment a journalist makes to the ideal of responsible journalism.

**Griffith Scholarship for Creative Portfolios in Journalism** for a journalism major with at least one full semester of classes remaining before graduation. The portfolio must

demonstrate excellent critical thinking, writing, and/or visual proficiency skills and contain work done outside of class.

**E. Garner Horton Memorial Scholarship** for junior/senior Ad/PR students. Must have a strong career interest in public relations and exhibit an understanding and commitment to professional standards expected of practitioners.

**Virginia A. Sokolowski Memorial Scholarship** for junior/senior writing/editing students. Must have a strong career interest in professional journalism, evidenced by experience through the Advance-Titan or other newspaper or intention to seek and hold an internship on a newspaper staff.

**Dave Engels Journalism Scholarship** for students whose personal and professional qualities mirror the commitment to reporting that Mr. Engels embodied while working at The Advance-Titan and the Kenosha News.

**Orville C. Sherman Journalism Scholarship** offered every other year to students who demonstrate a financial need.

**Diversity in Journalism Scholarship** to an incoming freshman or transfer Journalism student who is a minority (as defined by affirmative action guidelines). Must demonstrate intent to pursue a career in journalism through participation in high school, college and/or other news media activities.