

# The J-Department Evolves



**1966**—Dr. David J. Lippert joins the Wisconsin State University-Oshkosh faculty, with the intent to develop a program to educate journalists and to prepare the program for national accreditation. His office is in Dempsey. Journalism had been established as a program in the English department in the 1950s.

**1967**—The Oshkosh Advance (student newspaper) and the Quiver (yearbook) move from Reeve Union to the Journalism House, 727 Algoma Blvd., which today is a parking lot next to the Multicultural Education Center. Dr. Lippert, the adviser for both publications, also moves there.

**1968**—The Oshkosh Advance is renamed the Advance-Titan.

**1968**—The Department of Journalism is officially established.

**1969**—The first graduating class of journalism majors consists of four students: Eileen Hammer, David Hawk, Philip Meyer and Steve Van Vuren.

**1969**—Dr. Gary Coll takes a few of his students to local high schools to bring awareness to the journalism field and to discuss ideas for newspapers and yearbooks. This was the humble beginning of the Northeastern Wisconsin Scholastic Press Association (NEWSPA), then known as the School Press Association.

**1969**—The journalism department moves into the former UAW hall, a swayback building at 732 High Ave., where the Clow parking lot is now located.

**1972**—The department moves again, this time to the basement of Radford Hall, sharing tight quarters with the A-T. Dr. Coll operates the photo studio and yearbook in a white house on the corner of Algoma and Woodland. He later moves into the MEC building.

**1973**—The A-T wins its first Pacemaker Award, sponsored by the Associated Collegiate Press. It has since won four more of the awards.

**1974**—A second sequence is added to the curriculum: advertising-public relations. When the major started in 1968 it was a news-editorial sequence designed to train newspaper reporters.

**1974**—The last issue of the Quiver is published.

**1975**—The first journalism reunion, or alumni party, was held on Oct. 11 at Dr. Lippert's house at 1135 Elmwood Ave. The department had 153 alumni at the time.

**1977**—The journalism department moves from the basement of Radford Hall to the inner core section of Clow, formerly occupied by audio-visual. All faculty offices are now in one building. It includes a modern \$30,000 photo facility, with 12 enlarging stations. The Advance-Titan temporarily remains in the Radford basement.

**1978**—The department is granted accreditation by the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC).

**1983**—Linda Lord-Jenkins '74, is the journalism department's first recipient of the Outstanding Young Alumni Award, presented by the university's Alumni Association. It is awarded to alumni who graduated within the previous 15 years, and have shown professional and civic accomplishments and future promise.

**1983**—The department loses its founder. Dr. Lippert, 64, is killed on May 31 in a traffic accident while driving back to Oshkosh from Gulf Shore, Ala. Dr. Coll takes over as chair of the department.

**1985**—In May, the UW Oshkosh Chapter of the Public Relations Student Society of America is established.

**1996**—The Ad Club team finished 10<sup>th</sup> in the National Student Advertising Competition, the first time a team from UW Oshkosh had finished in the Top 10 nationally in the annual American Advertising Federation competition. Four of the five presenters on that year's team would later be selected by the university as Outstanding Young Alumni: Anne Angoli, Jeff Maki, Chuck Monn and Mike Fredrick.

**1996**—Remodeling work begins on three journalism classrooms, the reading room and offices in Clow.

**2002**—Paul Anger '72, then editor and vice president of The Des Moines Register, is the department's first recipient of the Distinguished Alumni Award. It is the highest honor alumni can receive from the university's Alumni Association.

**2007**—The journalism curriculum is changed from two emphases (news-editorial and ad/pr) to five (Advertising, PR, Visual, Writing/Editing and Media Studies).

**2007**—PRSSA wins first place in the national Organ Donor Awareness Competition. The student organization takes first place again in 2008.

**2011**—Jim VandeHei '95, the executive editor and co-founder of Politico.com, is awarded a Doctor of Humane Letters, *honoris causa*, from UW Oshkosh. It is the highest honor granted by the university.

**2011**—The journalism department is granted Certification in Education for Public Relations by the Public Relations Society of America, becoming the first university in Wisconsin to receive this distinction.

**2011**—In August, the department moves into the third floor of the new academic building, Sage Hall.

**2011**—Two alumni (Mike Fredrick and Lori Kraus) are given the university's Outstanding Young Alumni Award, and another alumnus (Pat Stiegman) is given the Distinguished Alumni Award. That brings to 25 the number of journalism alumni to have received one of the awards, more than any other department on campus.

