



October 2009



Coming Soon!
The Radio-TV-Film Open House
Friday, October 16th
5-8pm
A/C West Studios

Come back to campus to see our renovated production studios! Meet current students and faculty and network with RTF students and alumni.

Industry Panel Guests Speakers

Andy Jensen '02 is an editor working in Los Angeles and has recently won an Emmy for his work.

Gwen M. Kelly '74 is responsible for managing African-American marketing initiatives for the world's largest retailer, Wal-Mart Stores, Inc.

Dr. Trevy McDonald '90 teaches in the School of Journalism and Mass Communication at UNC-Chapel Hill. She also is a motivational/inspirational speaker and author.

Dan Needles '86 is the sports director and sports anchor for WISN Milwaukee.

Ed Walters '85 is the Assignment Manager at WFRV TV Green Bay.

Join us for Homecoming Weekend 2009, check out the full schedule for [Homecoming Festivities](#).

Mark your calendars

RTF Industry Panel

***Bridging College
with Industry***

**Friday,
October 16th
12:30-2:00pm
Studio 1-2**

Check out the upcoming television performances by RTF alumni

[Mike McGill '95](#).

Keep us Informed!
We would love to hear from our alumni!

[Tell us what you have been up to.](#)

In other news

This summer marked the first time a student-produced and student-voiced news story aired over the entire Wisconsin Public Radio network! The request came from WPR in Madison and required the student to go through the standard news editing process with WPR news staff. The story, titled *Backers Of Landmark House Say Curtain May Fall If Funding Lost* (on state funding for renovation of the Grand Opera House) was produced by RTF student Colin Bennett and aired on all 31 WPR stations. Please visit [WRST](#) to hear Colin's story.

Radio/TV/Film professor, Dr. Tang Tang, recently published the manuscript (co-authored with Roger Cooper), [Predicting Audience Exposure to Television in Today's Media Environment: An Empirical Integration of Active-Audience and Structural Theories](#) in *Journal of Broadcasting & Electronic Media*, one of the top publications in the field. This research focuses on the factors that influence audience exposure and use of media in today's dynamic environment.

And be sure to follow us on Facebook; we're almost up to 200 members. Let us know what you're up to and connect with old friends. For the latest updates on RTF follow us on Twitter.

