

UWO names Hummel to news director post

by News Bureau - Tuesday, December 21, 2010

<http://www.uwosh.edu/today/7938/uwo-names-hummel-to-news-director-post/>

The University of Wisconsin Oshkosh has selected Alex Hummel, of Oshkosh, to serve as the institution's associate director of news and public information in the Integrated Marketing and Communications office.

Hummel, who has worked as the community education and outreach coordinator at Christine Ann Domestic Abuse Services since February 2009, will assume the new post Jan. 10.

At UWO, Hummel will develop strategies for issues management and crisis communications that best reflect the University's brand; develop communication campaigns for major events and milestones; provide creative and editorial direction for significant marketing pieces; and build relationships with local, regional and national media.

"I am most confident that Alex's experience in managing news will serve us well at UW Oshkosh as we expand our news outreach efforts into the Fox Valley and northeastern Wisconsin," said Arthur H. Rathjen, president of the UW Oshkosh Foundation and executive director of University Advancement. "He has the ability to diversify our news delivery capabilities and expand our delivery process into growing audiences within the region. This is a strong appointment for our University community, and I truly look forward to having his previous work experience compliment the current Integrated Marketing efforts already underway for our University."

A graduate of UW-Platteville in broadcast technology management, Hummel has experience as a reporter for the Marshfield News Herald and as a public affairs reporter and editorial page and community conversation editor at the Oshkosh Northwestern.

"I am honored by and excited for this opportunity," Hummel said. "There are so many amazing stories to amplify that are coming out of UW Oshkosh about the students, faculty, staff, alumni and everybody. I am looking forward to working with IMC to tell these stories and to give new opportunities to the subjects to share their own stories."

An award-winning journalist, Hummel has earned a first place in investigative reporting from the Wisconsin Newspaper Association and been named employee of the year at the Oshkosh Northwestern, among other honors.

Hummel also is active in the community with the Fox Valley Voices of Men, Oshkosh Public Library Board of Trustees, and the Winnebago County Literacy Council.