

department of journalism

university of wisconsin oshkosh

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

June 2009

Journalism class takes on Iraq war

By Meghan Plummer
PR Assistant

A spring entry-level journalism class took on an expansive multimedia project to put names and faces to the soldiers who have fought in the Iraq war or are awaiting the call to go abroad.

“War: Through Their Eyes,” which tells the stories of 16 soldiers and Marines who are students and alumni of UW-Oshkosh, is a project that encompasses stories, podcasts, photographs, videos and a book. Lecturer Grace Lim assigned the project to her spring 2009 Writing for the Media class.

Lim’s idea for the project came about when she found out a student in one of her classes, Nicole Middleton, was an Iraq war veteran.

“Nicole put the Iraq war, which is being fought halfway around the world, front and center, here, in Oshkosh, Wisconsin,” Lim said. “Now that I know I have students who sit in my class who’ve seen the war in a way you and I will most likely never see, I want to know who these young men and women are. I want to feel what they felt, see what they saw and hear what they heard.”

Lim said she warned students of the project in a long e-mail message a week before class began.

“Over winter break, I was super-excited for the class, and then all of the sudden I started receiving all of these e-mails about this giant war project,” Kate Zima said.

“My first reaction was to drop the class,” Alex Mueske said. “I remember sitting in class the first day and wondering if this teacher even



knows that this is supposed to be a 200-level class.”

After overcoming their initial shock, the students came through for Lim. Three students, Lynnea Krajco, Jay Spanbauer and Katie Holliday, had their stories published on ABCNews.com.

“The second week of school, Grace called me on the phone and said, ‘Are you sitting down?’” Krajco said. “I remember thinking, ‘Oh my gosh, something is wrong,’ and she said, ‘Don’t worry. ABC News is interested in your story.’”

Student Nate Tornow said he felt like he was entering a newsroom instead of a classroom in Writing for the Media. The students had to conduct their own interviews in person, by phone and by e-mail, and had to follow real deadlines like any other media organization.

“They tell me they are incredibly stressed out and are having nightmares about me and the class, but I think that’s code for ‘I am so proud of what I’ve done this semester,’” Lim said.

Lim also said she took to e-mailing students in the middle of the night and signing off with, “See you in seven hours.”



Photo by Dylan Stolley

Pat Goetz reads a soldier’s story while touring the War: Through Their Eyes exhibit in the Steinhilber Gallery.

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From the desk of the chair

Hello everyone. I hope all of our alumni are enjoying a healthy and productive year. I say this knowing that we are all being impacted by a struggling economy, and that it is a time of uncertainty in the profession. Despite this, the Department of Journalism has been moving steadily forward in an effort to keep our graduates prepared for today's many challenges.

You will read about some of the accomplishments and changes elsewhere in this newsletter, but here are some highlights of what has happened in the past academic year.

New faculty—Two people were hired to fill tenure-track positions, beginning this September. Shu-Yueh Lee has completed her doctorate at the University of Tennessee, and will be teaching classes including Online Publishing, and Multimedia Production. Sara Steffes Hansen finished her doctorate at the University of Wisconsin Madison, and will teach advertising and public relations courses. They will join Dr. Vince Filak, which completed his first year on the staff as a professor who teaches writing classes. One other faculty member, Elizabeth Crawford, is leaving the faculty to take a position at North Dakota State University.

Alumni—We are blessed with many successful alumni who have been recognized by the university. In October 2008, Theresa Crogan Krajnak was recognized as an Outstanding Young Alumni. And it was announced last month that Brad Zibung will receive the same award during Homecoming activities in October 2009. This will be six years in a row that a graduate of the journalism program has been honored as either an Outstanding Young Alumni or as a Distinguished Alumni of the university.

Technology—The department applied for and received funding to purchase 16 new 24-inch-screen iMacs and a laser printer for the computer lab in Clow 128. The new computers allow us to provide students with updated equipment for advanced classes that require students to utilize the sophisticated software used in the industry.

Innovative teaching—Adjunct instructor Grace Lim and the students in her Writing for the Media class this spring completed what I believe is the most innovative project in my 15 years as a faculty member. During the first seven weeks of the semester, the students interviewed 16 student soldiers and Marines for a project titled "War: Through Their Eyes." It resulted in a book, podcasts, a Web site and a display at the Steinhilber Gallery in Reeve Union. It was capped by an opening night event at the gallery attended by Chancellor Richard E. Wells, Interim Provost E. Alan Hartman, Rep. Gordon Hintz of the 54 Assembly District and about 200 other people. Three of the stories written by students and pictures by a student photographer also were posted on abcnews.go.com/OnCampus.

Student achievements—The UW-Oshkosh PRSSA students, for the second straight year, won first place in the National Organ Donor Awareness Campaign in 2008. It is sponsored by Rowan University.

Online classes—For the first time, the journalism department is offering online classes, both of them this summer. Writing for the Media was being offered during the first four-week summer session, and Editing in the second four-week session. Depending on how successful these are, more online courses might be offered in the future.

Diversity—The department continues to support activities that promote a better understanding of diversity on campus. In November 2008, journalism provided funds to help sponsor a commemoration of the 40th anniversary of Black Thursday. Eileen Hammer Housefeld, who worked for the Advance-Titan and The Paper during the events of 1968, returned from California to participate in a panel discussion.

Study abroad class—Dr. Tim Gleason, for the third time in six years, took a group of journalism students on an overseas learning experience. The class project was titled "Travel and Documentary Photography in England." The purpose of the trip was to allow students to document their personal experiences in London, Oxford and Cambridge through photography. The students visited Buckingham Palace and Hyde Park, and Covent Garden and Trafalgar Square during their time in England, from May 22-29, 2009.

Advance-Titan adviser—The provost's office agreed to provide funding for the A-T to have a faculty adviser for the second year in a row. Dr. Vince Filak, an award-winning student newspaper adviser during his years on the faculty at Ball State University, will be A-T adviser in 2009-2010.

Goals and challenges—As the department works to chart a course through the transition from a print to a primarily digital existence, the faculty face many challenges. Our goal will be to continue to produce good writers and skilled communicators who are technologically savvy. Reduced budgets in the near future make this even more difficult to accomplish. But with the help of caring faculty and alumni we will continue to be a strong and viable program, one that students will seek out.

If you have any suggestions or comments, please pass them along to me at cowling@uwosh.edu. And remember to visit the department Web site at www.uwosh.edu/journalism. And most importantly, keep in touch and let us know of changes in your family or career.

Sincerely,
Mike Cowling
Chair, Department of Journalism

WAR: Everyone has story to tell

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With the help of photography by student Amber Patrick, Web design by student Ranah Voss and art direction from Shawn McAfee of the Instructional Resources Center, Lim and her students showcased their project on May 15 with an exhibit in the Steinhilber Gallery in Reeve Memorial Union. Chancellor Richard H. Wells spoke at the event and Rep. Gordon Hintz presented Lim with a proclamation on a plaque sent by Gov. Jim Doyle.

Along with Patrick's photographs, the 80-page book includes the stories written by the 14 Writing for the Media students about each of the 16 soldiers and Marines included in the project. The book was being sold at the University Books & More bookstore and online. The chancellor's office bought 70 copies.

Stories include a soldier's thoughts of his little brother back home when he saw an Iraqi boy get cut down by crossfire, and a soldier who couldn't tell his mother that he enlisted for a second tour because he already broke her heart with the first, Lim said.

"It really helped me realize that these soldiers are people too and that they all have a story to tell," student Clayton Ransom

Rep. Gordon Hintz presents a plaque with a proclamation from the governor praising the work of those involved in the project.



Photos by Dylan Stolley

Chancellor Richard H. Wells applauds the soldiers and Marines at the War: Through Their Eyes gallery opening event in Reeve Memorial Union.

said.

"As journalists, part of our job is to give a name, a face and a voice to those whose names we don't know, whose faces we don't see, whose voices we don't hear," Lim said. "I've heard plenty of talking heads talk about the war, people who've never stepped on Iraqi soil, who've never felt real gut-wrenching fear on a daily basis. The Iraq war is truly my students' war. They were too young for the Vietnam or the Korean wars; even the Persian Gulf war in 1990, they were just mere babes. The Iraq war is their war. These are stories that needed to be told."

To hear the soldiers' and Marines' stories, visit the "War: Through Their Eyes" Web site at <http://www.uwosh.edu/war>. The exhibit will be showing in the Steinhilber Gallery in Reeve

Department moving day—in about two years

Work will begin this fall on the first new academic building on campus since 1971, and when it is finished in 2011 the Department of Journalism will be moving in to the new digs.

The four-story, 175,000-square-foot facility will be located across High Avenue from Clow, where the facilities management department is now housed. That building will be torn down, and facilities management will move across the Fox River to be located in the former Cub Foods building, which is being renovated. The state is providing about \$48 million for the new academic building, with the university raising

another \$8 million from private donors.

The environmentally "green" building will house the College of Business on the first two floors. Journalism will be located on the third floor, and other departments from the College of Letters and Science will be on the third and fourth floors.

State-of-the-art classrooms, labs, project and focus group rooms, and faculty offices will be among features in the new building. This will include two 260-seat lecture halls, one 99-seat classroom, and 29 other classrooms with seating capacity ranging from 25 seats to 65 seats, according to Chris Miles, who is the university's director of planning and

construction.

Renovations also will be made to space being vacated by departments moving out of Clow and elsewhere, allowing for updated facilities for the College of Nursing and the College of Education and Human Services.

Journalism will have roughly the same amount of floor space as it now has in Clow. There will be three fully equipped computer labs, a digital photo lab, a scanning room, a reading room, and a student workroom. And the journalism faculty offices will be greatly enhanced with a luxury not experienced in many years—windows!

Andy Baer gives back to department

By **Alyssa Volkman**
Student Assistant

Andy Baer went into journalism knowing that advertising and public relations played a large role in his family's beverage distributing business. And he realized that with the right help, he could be a successful businessman.

Baer, 28, who graduated from UW-Oshkosh in January 2006, said he owes his success to Project Success and the Department of Journalism. In return, Baer has been a consistently generous donor to both the student academic support program and the department.

Baer said he supports the journalism department in particular rather than other academic departments because it contributed to his professional life.

"It has given me the skills and

confidence needed in this industry," he said.

Money that he has donated to the department in recent years has been used to purchase much-needed digital equipment that is used by students in many courses, including photography and online media.



Andy Baer

Baer also said he felt the need to return something to Project Success because of the help he received as a student who participated in the program. "Project Success gave me the opportunity to fulfill my

wish of a college degree," he said.

Today, he is the vice president of sales and marketing for Baer's Beverage, located near Wausau.

"Our business is a customer-friendly one," he said. "Business is exposed to the public because of the alcohol beverage factor. Public relations is vital to the

success of our business."

While in college, Baer said he found advertising and public relations particularly appealing because the classes that he took taught him how to be a better writer.

But it is a photography professor, Dr. Tim Gleason, who left the biggest impression on him.

"He was always there to help each student achieve their goals," Baer said of Dr. Gleason.

Baer said his ability to openly communicate with people has brought him where he is today. In the near future, he plans to continue looking ahead for trends and to keep up with an ever-changing work environment.

He offered some advice for future graduates from the UW-Oshkosh journalism program.

"Anyone graduating now needs to be self-motivated in an even faster-paced world that never stops," Baer said. "Employees are looking for more and more self-motivated people."

Faculty achievements

Professor Mike Cowling:

- Was recognized as the winner of the Skip Zacher Friend of Scholastic Journalism Award at the 2009 NEWSWA spring conference.

Dr. Tim Gleason:

- Published article on expanding communication research to include more photography genres. The article was titled, "The Communicative Roles of Street and Social Landscape Photography," and it appeared in *Studies in Media & Information, Literacy Education*, published by the University of Toronto Press Journals Division.
- Won the top faculty research paper in Visual Communication at the annual convention of the Association for Education in Journalism and Mass Communication. The paper was titled, "The Fictional Japanese Photography of Mariko Mori and Julie."
- Published three street-style photographs in the August/September and February/March issues of *f-stop magazine*.

Dr. Julie Henderson:

- Selected to serve a two-year term as the national adviser for the Public Relations Student Society of America.

- Treasurer for the Educators Academy of the Public Relations Society of America.
- Presented "Let's Get Organized: The Rise and Fall of Public Relations Organizations in the Twentieth Century" to the Twelfth International Public Relations Research Conference in Miami.
- Presented "How to Win Friends and Influence Students: Maximizing Benefits and Minimizing Pitfalls When Using On-campus Clients" to the Educators Academy at the International Public Relations conference in Detroit.

Miles Maguire:

- Published "Online Debates in Oshkosh: Using the Blog to Promote an Engaged Electorate" in the *Journal of Information Technology & Politics*, fall 2008.
- Published "Mapping the Size and Scope of a Nonprofit Media Sector: The Case of Magazine Publishing" in the *Journalism & Mass Communication Quarterly*, autumn 2008.

Judy Schultz:

- Received the College of Letters and Science Service Recognition Award.

Creator of The Heckler a 2009 Outstanding Young Alumni

**By Meghan Plummer
PR Assistant**

Brad Zibung, a 1999 graduate of the UW-Oshkosh journalism program, has been named a 2009 Outstanding Young Alumni by the University Alumni Association Board of Directors.

Zibung, who graduated with an emphasis in public relations, is the founder and editor of *The Heckler*, a tabloid-size publication with a circulation of about 65,000 in more than 40 states and six countries. *The Heckler* takes a satirical look at Chicago's sports teams and fans, including articles like "Cubs to wear Snuggles for all April home games" and "Cubs install moving walkway to speed up Piniella's mound visits."

"I think we've found a niche that talks to the fans in their own voice," Zibung said. "We don't have the access most sportswriters or radio and TV networks have, and that's just fine. We talk to fans the way they talk to themselves."

Zibung said he started *The Heckler* because he enjoyed the time he spent at the *Advance-Titan* and wanted to find a way to re-establish the newsroom

camaraderie after college. He and a former co-worker, George Ellis, attended Cubs games and took turns with the bleacher regulars outdoing each other with heckles of the opposition's left fielder, which gave Zibung and Ellis the idea to start a Web site.

A few years after the Web site's launch, *The Heckler* took form as a printed piece. *The Heckler* is now regularly featured by *The Chicago Sun-Times*, *Chicago Tribune*, *The Sporting News*, *Fox Chicago*, *WTTW's Chicago Tonight*, *WGN-TV* and *ESPN Radio* and also has its own book, "Cubs Fan's Guide to Happiness."

Before *The Heckler*, Zibung had an internship with the Leo Burnett Agency, one of the largest advertising agencies in the world, and was later hired there full time. Zibung later left Leo Burnett to work at StubHub,

an eBay-owned online marketplace for people to buy and sell tickets to a variety of concerts, theater and sporting events.

"Things I learned from professors like Dr. Henderson and professor Cowling have been instrumental in my development," Zibung said. "Many cohorts at the A-T and journalism classmates were great, and thanks to things like Facebook, a few of us are still able to keep in touch."

Zibung said he was surprised to find out he would be receiving an Outstanding Young Alum award at a banquet during the fall 2009 Homecoming weekend. He said he found out on roughly 10 years to the

date that he graduated from UW-Oshkosh.

"If you'd have told me as a kid that I'd be doing something like this, I'd have thought it would be heavenly," Zibung said. "In a lot of ways, it is."



Brad Zibung

From UW-O to HBO, a 2008 Outstanding Young Alumni

**By Alyssa Volkman
Student Assistant**

Theresa Crogan Krajnak, selected as a UW-Oshkosh Outstanding Young Alumni for 2008, has found the greatest accomplishment of her life to be her work/life balance.

"Having a successful career, three beautiful, healthy children and to be part of a successful marriage to a wonderful man are the things that make me happy," she said. "I don't think a person could ask for more."

She has decided to use her writing



Theresa Crogan Krajnak

skills to create a fiction novel.

"Over the years, I have dabbled in smaller pieces of fiction, usually for my eyes only, however I plan to finish this manuscript and get it published," Krajnak said. "I hope this will be the first of many novels. It's been fun to create characters and situations out of thin air. For me my journalism basics of who, what, where, when, why and how still come into play when creating a work of fiction."

Krajnak, 37, graduated from UW-Oshkosh in January 2005, where she majored in journalism with an

Ad/PR emphasis. Her day job is as a sales development executive with Home Box Office (HBO). December marks her 12th year working there.

"I liked the idea of working for a company that knew how to stay relevant in the changing world," she said. "HBO has historically been a groundbreaking organization and to be part of that is quite exciting."

Krajnak said receiving the 2008 Outstanding Young Alumni Award was an honor that she is still feeling today.

"I was and still am completely blown away by the recognition," Krajnak said. "The experience has been quite humbling."

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Alumni updates: Where are they now?

Connie Walker, a 1983 graduate, has been promoted to general manager at public radio station WUNC at the University of North Carolina. Walker had been interim program director at the station.

Paul Anger, a 1974 graduate, has been named the editor and published of the Detroit Free Press.

Julie (Smith) Barr, a 1995 graduate, is the Human Resources manager at Maxon Furniture in Salisbury, N.C.

Julie (Miller) Gaster, a 2008 graduate, is an English, yearbook and journalism teacher at Carver Military Academy in Chicago.

Jessica Kexel, a 2004 graduate, is a sales assistant for CBS 58 Milwaukee WDJT, including MeTV, Telemundo and WMLW.

Blois Olson, a 1994 graduate, is the executive vice president of Tunheim

Partners, a strategic communications company in Minneapolis.

Dana Sosnoski, a 2006 graduate, has a position in sales at Sun Newspaper Group, an affiliate of American Community Newspapers, which publishes 44 community newspapers in the Twin Cities area.

Nikki Reilly, a 2004 graduate, is an assistant merchandising product designer for Provide Commerce/ProFlowers.

Alison Laffe, a 2000 graduate, is the advertising manager at the Milwaukee Journal Sentinel.

Paul Bodi, a 1971 graduate, is Executive Editor/East Clubs for MLB.com.

Kate Briquelet, a 2008 graduate, finished her first year in the Graduate School of Journalism of the City University of New York. This summer she will be an intern

for The New York Times blog called The Local.

Kate Unger, a 2006 graduate, is the marketing manager at Reeve Memorial Union at the University of Wisconsin Oshkosh.

Amie Jo Schaenzer, a 2005 graduate, left The Reporter in Fond du Lac and is now a reporter for The Oshkosh Northwestern.

Christina (Pike) Brey, a 1991 graduate, is the media relations officer for the Wisconsin Education Association Council (WEAC).

Mary (Bagnall) Callen, a 1995 graduate, is the communications director for the Wisconsin Newspaper Association in Madison.

Tracy Rusch, a 2008 graduate, is a reporter for The Catholic Herald in Milwaukee.

KRAJNAK: Fast changes in journalism create new challenges

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“Looking at the accomplishments of my fellow recipients I am honored to be mentioned in the same sentence with them.”

There was a weekend of benefits for Krajnak and her family associated with this award.

“On Friday night of Homecoming weekend, the alumni board hosts the award banquet for all the award winners,” she said.

“My immediate family attended and shared the moment with me. Saturday morning, I was asked to ride in the parade along with my husband, my 5-year-old twin girls and 4-year-old son. According to the kids, riding in the parade was the best part of the weekend because they received candy. I was also recognized on the field at halftime at the football game.”

As a student at UW-Oshkosh, Krajnak was involved in several student organizations.

“I was a reporter for the A-T and served for one year as the assistant features editor; for three years, was a member of the Reeve Union Board–Special Events Committee; and joined Sigma Sigma Sigma sorority, where I held several chair and officer positions, including president, during my four years as a collegiate member.”

She was also the recipient of the Sandie J. Ciriacks

Leadership Award from Sigma Sigma Sigma for service to her chapter on campus. She was on Homecoming Court for three years and crowned Homecoming queen in 1993.

“Coincidentally, my husband was Homecoming king that same year,” Krajnak said.

According to Krajnak, technology has greatly changed journalism since her days as a student.

“With social media outlets and the Internet, consumers want the news immediately,” she said. “Unfortunately, for the print media this is a detriment to their fiscal operations. I don’t think anyone could have anticipated how quickly the Internet was going to explode. Now publishers are faced with the dilemma of trying to figure out how they can get consumers to pay for the information they are getting online for free.”

Krajnak said she was thankful for her time spent at the university, and what it had helped her to achieve.

“I am so proud to be a UW-O graduate,” she said. “I am grateful for the friendships I’ve made because I attended this university. Being recognized by the Alumni Association was one of the most amazing experiences of my life. I am grateful to my husband, John, for nominating me and to all the members of the Alumni Board. It really was a once-in-a-lifetime experience that I will treasure in my heart forever.”

New faculty member will teach digital media

By Katie Kluesner
Student Assistant

This summer, Shu-Yueh Lee will receive her doctorate in Communication and Information from the University of Tennessee and join the UW-Oshkosh Department of Journalism in the fall as a new member of the faculty.

Lee was born in Taiwan and came to the U.S. in 2001 to study new media at St. Cloud State University in Minnesota. After graduating in 2003 with a master's degree, Lee returned to Taiwan to work in the media industry.

While in Taiwan, Lee worked for a media research firm as an account manager who initiated, conducted and sold media research projects for radio stations, television stations, newspapers and advertising agents.

She holds two master's degrees, one in Radio and Television from National Chengchi University in Taiwan and the other in Information Media from St. Cloud. In 2005, Lee started work in the doctoral program at Tennessee.

When fall semester classes begin in September, Lee will teach Online Publishing, Multimedia Production and Introduction to Journalism and Mass Communication. Multimedia Production is a selected topics course that Lee might develop into a new class.

She said her goal of teaching is to

“help learn” rather than “try to teach.”

“Teaching is not only a joyful task that allows me to deliver my knowledge and skills but also an opportunity to guide students and develop their interests in the field of communication,” Lee said.

UW-Oshkosh has a growing curriculum for online and digital publishing, which is why Lee applied. She said she is interested in teaching digital media and multimedia courses. The journalism department offers lab classes limited to 15 students, which Lee believes is essential to facilitate learning these skills.

Lee will have a research article published in *Communication, Culture and Critique Journal* in winter 2009. She has presented her work at national communication conferences including the Association for Education in Journalism and Mass Communication (AEJMC)



Shu-Yueh Lee will join the UW-Oshkosh journalism faculty in fall 2009 and teach three classes, including Multimedia Production.

and the International Communication Association (ICA).

Outside of work, Lee enjoys eating out with friends, watching baseball, and skiing.

With the addition of Lee and Sara Hansen as tenure-track faculty, the journalism department was about to return to a staff of eight full-time professors for the first time in several years. However, during the spring semester Dr. Elizabeth Crawford accepted a position as an assistant professor at North Dakota State University.

Retired advertising faculty member dies at 89

William H. Scrivner, 89, died May 3, 2009, in Milwaukee. Scrivner joined the journalism faculty at UW-Oshkosh in 1976 and taught for 15 years.

Scrivner was born in Topeka, Kan., and attended Shorewood High School. He graduated from Northwestern University with bachelor's and master's degrees. In November 1942, Scrivner married June Gehrz. They were married for 64 years.

Scrivner served as a naval supply officer in the South Pacific until his discharge from the Navy in 1945.

Scrivner moved to Madison after World War II, where he was the advertising manager for the Wisconsin State Journal and the

Capital Times for nearly 30 years. He served as the president of the International Newspaper Advertising Executives and was a founding member and president of the Madison Advertising Club.

Scrivner was a member of Grace Episcopal Church, where he chaired a building drive and served as senior warden. For 50 years, he was a member of Rotary International in Madison, where he served as president of the Downtown Club.

He was also a member of the Rotary in Hayward and Oshkosh, and a member of the Madison Club and Blackhawk Country Club.

Hansen to join faculty full time in fall

By Meghan Plummer
Student Assistant

Sara Steffes Hansen, who has taught Principles of Public Relations as an adjunct professor since 2003, will join the journalism faculty as an assistant professor in strategic communication in fall 2009.

Hansen advised the National Student Advertising Competition in 2004 and 2005, and taught Introduction to Journalism and Mass Communication in 2007. She is completing her doctorate in journalism at the University of Wisconsin-Madison.

Hansen said she is looking forward to working with students in different classes and collaborating ideas.

“My favorite part of teaching is interaction with students,” Hansen said. “I love collaborating and sharing insights back and forth that can lead to brainstorming and creative thinking that impress all of us.”

Along with a bachelor’s degree in journalism from the University of Wisconsin-Eau Claire, Hansen received a master’s degree in business administration



Sara Steffes Hansen



Photo by Megan Sheridan

Sara Steffes Hansen gives the keynote address during the 2008 NEWSPA conference at UW-Oshkosh.

from the University of Colorado-Denver. She started her journalism career as a reporter and state news editor for the Marshfield News-Herald in Marshfield, Wis.

Hansen worked in the Denver area as a marketing consultant for J.D. Edwards (now Oracle Corp.), director of marketing and corporate communications at CIBER Inc., and media relations manager for Kinder Morgan Inc. She also worked as a consultant and director of marketing for Oracular, a local information technology services company.

Hansen’s research at the University of Wisconsin-Madison has focused on brands in social media. Her dissertation looks at avatar interactions with brands in virtual worlds.

Hansen has presented at conferences for the International Communication Association, American Academy of Advertising, and the Association of Education in Journalism and Mass Communication. She will present in fall 2009 for the conference of the

Association of Internet Researchers. Her research has appeared in the *Journal of Marketing Communications* and *Journal of Interactive Advertising*.

“I’d like to help students learn the foundations and think critically about media for their careers and roles in society,” Hansen said. “I believe in helping students creatively work with new media too, so they can experience other important and dynamic aspects of our field.”

Hansen said she is motivated by the commitment to the program by faculty, students and alumni.

“It’s fabulous to watch students grow during their academic years and then take on cool opportunities in the profession,” Hansen said. “I always appreciate knowing about the work of our alumni.”

Hansen said she was pushed toward teaching by having inspiring professors.

“I firmly believe that this field prepares students to seize incredible opportunities,” Hansen said. “I’m thrilled to be a part of their education.”

NSAC team places 5th at regional competition

By Katie Kluesner
Student Assistant

The UW-Oshkosh National Student Advertising Competition (NSAC) team made its presentation in the regional competition on April 25, 2009, in Minneapolis and took fifth out of 11 schools from the Midwest.

Students worked during both the fall and spring semesters researching and developing social marketing and communication strategies to address the issue of over-consumption of alcohol on college campuses for The Century Council, a nonprofit organization that develops programs and policies to fight drunk driving and stop underage drinking.

The team, which called itself FigureEight, consisted of UW-Oshkosh students Grace McMurtrie, Jason Disbrow, Samantha Marx, Stephanie Schroeter, Anne Kopacz, Nina Sundquist, Allison Maresh and Jessica Faris. Dana Baumgart advised the team and Dr. Elizabeth Crawford assisted.

NSAC prepares students for a career in marketing, business development, public relations, marketing research, media planning and advertising. This experience is as close to the real world as advertising majors come before stepping into full-time roles after graduation.

“This was my first year participating in NSAC and it was by far one of the best learning experiences of my college career,” Maresh said. “Not only did I gain knowledge about the real world of advertising, but I am walking away with lifelong friendships.”

This year’s team was significantly smaller in numbers than the past, but all of the members were pleased with their campaign.

“We were a small team this year, only having eight students and one adviser, so it was quite the challenge,” Maresh said. “We truly devoted our lives to this competition. In the end, the long nights, the arguments and even the tears were all worth it and I could not have asked for a better group of people to have shared this experience with.”

The students involved in NSAC



Photo by Josh O'Bright

The UW-Oshkosh NSAC team: Nina Sundquist, adviser Dana Baumgart, Ali Maresh, Jason Disbrow, Anne Kopacz, Stephanie Schroeter, Jessica Faris, Grace McMurtrie and Samantha Marx

dedicated their spring break to the campaign, often spending nights in the computer lab, sleeping for a few hours here and there on the floor.

“NSAC has been the most demanding task requested of me in my college career,” Faris said. “It taught me a lot about working as a team to achieve a common goal and how positive conflict can be. I loved being in such close quarters with the seven other members and I’ll always be immensely proud of the work that we accomplished together.”

New computers help keep labs up to date

This spring interim new computers and a LaserJet printer were installed in the Clow 128 lab, helping to keep the department current with the latest hardware needed to train journalism students.

The last time the journalism department had received funding from the university for new computers in the journalism labs was in 2004. Several professional journalists from the Fox Valley area, who participated in a focus group in the spring semester after conducting mock interviews with journalism students, said their No. 1 concern was that students be proficient in Web design and the use of the latest computer software.

Despite the challenging economic times in higher education in Wisconsin, the department applied for and received \$24,610 to upgrade the computers in Clow 128. This included 16 iMac

24-inch-screen Intel Core 2 Duo units, and a Hewlett-Packard LaserJet P4025x printer. This equipment will be particularly beneficial for students in the photography, advertising, public relations and new media classes who do creative design work.

As a result, the existing computers in Clow 128 were moved to Clow 148, and the existing computers in Clow 148 were moved to Clow 150. The computers that were being used in Clow 150 no longer met the standards of support for Academic Computing and were recycled.

With upgraded computers in the labs, along with the addition last year of Adobe Creative Suite 3 software in all of the department’s computers, students and faculty can better keep pace with journalism’s ever-changing landscape.

Bateman team creates campaign for kids

By Katie Kluesner
Student Assistant

The Bateman team planned a College Basis campaign for the competition this year that focused on increasing middle-school students' knowledge of college and overcoming barriers that might keep them from attending college.

The team consisted of Craig Bollig, Sheena Northway, Emilee Stieber, Stephanie Broecker and Meghan Odegaard. The adviser was Dr. Julie Henderson, who teaches public relations classes in the journalism department.

The campaign featured a one-day event for local middle-school students and their parents, including a scavenger hunt on the UW-Oshkosh campus and a dodge ball game at the Oshkosh YMCA. During the scavenger hunt, students were paired with UW-Oshkosh campus leaders, Henderson said.

"The team received many positive comments from the young students, their parents, and the college students who served as guides," she said. "The middle-schoolers were very excited about spending time on campus and with college students."

"The Bateman competition was a great learning experience," Bollig said. "Taking just general criteria for the project and doing every step from research to evaluation was an experience not normally



Members of PRSSA stand with the Brewers/Klements Racing Sausages.

found. I think the greatest part was seeing the final product and remembering all the steps taken to get there."

The Public Relations Student Society of America sponsors the Bateman Case Study Competition. Approximately 75 to 100 chapters enter each year. All are judged at national level, and three top winners are named, plus about 10 honorable mentions. The UW-Oshkosh PRSSA chapter has earned an honorable mention three times since 2001.

The topic of the competition changes each year with a new national client. Past

case studies have dealt with the American Heart Association, the Campaign for Tobacco-Free Kids and Ford Motor Credit Company.

In the Bateman Case Study Competition, students have to complete and execute a public relations plan, which includes producing print materials, working with the news media, setting up social media sites and more.

"Students have a unique opportunity to address problems and hurdles as they arise, and learn from the same," Henderson said.

Next program accreditation visit in October

The Department of Journalism has a proud tradition of being accredited by the Accrediting Council on Education in Journalism and Mass Communications. As an accredited program the department is better able to keep the student-to-teacher ratios low in classes, and to maintain solid professional and scholarly standards.

Every six years a four- to five-member team consisting of educators and professionals visits the campus for an intensive evaluation to ascertain if the department is continuing to meet the council's standards.

The next visit will be this fall semester from Oct. 11 to 14, and as a result the department faculty and staff have been busy preparing a massive self-study of the department's strengths and

weaknesses. If judged to be in compliance with all or nearly all of the nine standards, the department will be re-accredited for another six years.

The nine standards cover topics including governance and administration, curriculum and instruction, diversity and inclusiveness, faculty, scholarship in research and professional activities, facilities and equipment, public service, and assessment of learning outcomes.

Another benefit of accreditation is in the recruiting of students to the journalism program. Faculty members often hear students, and especially their parents, mention that one of their reasons for considering UW-Oshkosh as their university of choice was because journalism is accredited.

Journalism students study in England

By Amanda Betts
Journalism Student

Seventeen UW-Oshkosh students, one UW-Platteville student and one professor ventured 4,000 miles to London for the Travel and Documentary Photography 2009 spring interim course.

Dr. Tim Gleason was accompanied by students Margot Bellmer, Josie Bennett, Amanda Betts, Kellie Burns, Megan Faye, Allison Gross, Katy Herron, Nicole Klein, Michael Neumann, Josh O'Bright, Melissa Rakow, Kari Robinson, Emily Sanderfoot, Kayla Juric-Urban, Jennifer Weber, Lisa Wilke, Leviathan Whitfield and See Xiong.

After obtaining tickets to ride the London Underground train and a map, the students were free to explore all that London has to offer. Their assignment was to compile photos that encapsulated the travel aspect of London and Cambridge, followed by a photo documentary.

Students spread throughout the city and beyond to take pictures of St. Paul's Cathedral, Big Ben, Parliament, the London Eye, Westminster Abbey, Trafalgar Square, Piccadilly Circus,

SoHo, Covent Garden, markets, the Tower of London, Buckingham Palace, Kensington Palace, Windsor Castle, Stonehenge, Bath and everything in between.

The majority of the time spent by the group was self-exploration of their surroundings.

However, several mornings included group breakfast at Kent Hall, followed by Dr. Gleason taking the group to a start-off point, whether it was at Buckingham Palace or Covent Garden. Halfway through the trip, the entire group took a train to Cambridge to spend the day shopping, going to markets, touring the universities and more.



Photos by Josh O'Bright

Dr. Gleason and his students studied travel and documentary photography in England.

By the end of the week, May 22-29, it was undeniable that the trip was a success. Each student was able to learn about travel photography, London and themselves. With no incidents of concern, one rainy morning, and a few blown power converters, the group had an overall memorable experience.



Dr. Gleason teaches a study abroad class in England every other year.



Congratulations/Thank You

Student Achievements

Journalism Department Scholarships

David J. Lippert Memorial
Scholarship: **Logan Bolle**

E. Garner Horton Memorial
Scholarship: **Shane Arman**

Gary Coll Journalism Fellowship:
**Stephanie Broecker, Jason
Disbrow, Sheena Northway**

Virginia A. Sokolowski Memorial
Scholarship: **Logan Bolle**

Kappa Tau Alpha new members

**Shane Arman, Steven Bailey,
Jessica Koehler, Grace McMurtrie,
Chelsey Orlikowski, Meghan
Plummer, Nina Sundquist, Paula
Toonen**

Photographer's Forum Annual
College Photography Contest
Meghan Plummer – Finalist
Megan Sheridan – Finalist

Contributors

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