

**Department of Journalism
University of Wisconsin Oshkosh**

**DOJ
2015-16**

Annual Report

Highlights In Review

The Department of Journalism had a very successful 2015-2016, despite the economic challenges facing all of UW Oshkosh. Here are some quick highlights:

- ❖ Journalism was reaccredited by ACEJMC after a two-year review process.
- ❖ Rene Delgado of Leo Burnett was honored with an Outstanding Young Alumni Award.
- ❖ The University of Wisconsin System's first public relations major was offered this past year with great enthusiasm.
- ❖ The Bateman team finished with an honorable mention.
- ❖ Lee earned tenure and promotion.
- ❖ Filak earned promotion to full professor.
- ❖ A new public relations faculty member was hired to start in September 2016.

Reaccreditation

The department began preparing for an Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) reaccreditation review in the summer of 2014. Members spent one year preparing the report that was reviewed by the site team, which was led by Pam Luecke of Washington and Lee University. Professor Luecke was joined by Scott Bosley, Dr. Barbra Hines, and Dr. Tien Lee.

The team visited in October 2015 to interview faculty, staff, students, and administrators. The team found the department and its majors to be compliant on all nine accreditation standards, and the team recommended reaccreditation.

Further support was received during the ACEJMC Committee's March 2016 review and the Council's May 2016 review. The Committee's reaccreditation recommendation was followed by the Council's final approval.

Delgado Wins Alumni Award

Rene Delgado became the latest of our accomplished graduates to be honored with the university's Outstanding Young Alumni Award in 2015. An art director for Leo Burnett in Chicago, Delgado spoke to students, faculty, and staff about his job. He was featured in several online posts written by our students:

<http://www.uwosh.edu/today/40575/>

<https://uwoshjournalism.wordpress.com/2015/10/29/five-things-we-learned-from-our-conversation-with-rene-delgado/>

PR Major First in UW

The first public relations major in the University of Wisconsin System began in Fall 2015 after two years of planning and paperwork. The major was the parting gift of now-retired public relations professor Dr. Julie Henderson.

<http://www.uwosh.edu/today/41407/uwo-offers-first-certified-pr-major-in-wisconsin/>

Bateman Team Received Honorable Mention

The 2016 Bateman Case Study team received an honorable mention in the annual competition that pits teams across the country against each other. This year's client was the Student Veterans of America, and the team participated as part of the Strategic Campaigns in Public Relations class taught by lecturer Jean A. Giovanetti. The team was comprised of Kimberly Lohre, Megan Klamrowski, Mallory Radney, Megan Schroeder, and Stephanie Stradel.

<http://www.uwosh.edu/today/44585/uwo-bateman-team-awarded-honorable-mention-in-national-competition/>

Lee Earned Tenure and Promotion

Assistant Professor Dr. Shu-Yueh Lee earned tenure and promotion to associate professor after her six years of significant contributions to the university.

Filak Earned Promotion

Associate Professor Dr. Vincent Filak earned promotion to full professor for his notable accomplishments in teaching, scholarship, and service.

New Professor to Join Department

The department conducted a faculty search to fill the vacant position due to Dr. Julie Henderson's retirement. Kristine Nicolini, a doctoral student at UW Milwaukee, was hired to start in Fall 2016 as an assistant professor.

Faculty and Staff Accomplishments

Dr. Vincent Filak made eight professional presentations:

Clueless Twerps, Arrogant Weasels and People Who Think They're Funny: The Perils of Opinion Writing. Panel presented at the Associated Collegiate Press Midwinter convention. Los Angeles, CA. Feb. 2016.

How to Cover Campus Crime and Breaking News. Panel presented at the Associated Collegiate Press Midwinter convention. Los Angeles, CA. Feb. 2016

Short Course: Multimedia Storytelling Across Platforms. Panel presented at the Associated Collegiate Press Midwinter convention. Los Angeles, CA. Feb. 2016.

Group Panel: Introduction to Advising. Panel presented at the Associated Collegiate Press Midwinter convention. Los Angeles, CA. Feb. 2016.

Short Course: Reporting Across Platforms, Regardless of Your Resources. Panel presented at the Associated Collegiate Press Best of the Midwest in Minneapolis, MN Jan. 2016.

How to Get Past, "This Sucks. Change It." Panel presented at the Associated Collegiate Press Best of the Midwest in Minneapolis, MN Jan. 2016

Reporting 102: Getting Past Speeches, Meetings and News Conferences. Panel presented at the Associated Collegiate Press Best of the Midwest in Minneapolis, MN Jan. 2016

Building a Better Game Story. Panel presented at the Associated Collegiate Press Best of the Midwest in Minneapolis, MN Jan. 2016.

He co-created and co-taught an extended sports reporting and writing experience in association with Associated Collegiate Press Summer Workshop. Students were enrolled by advisers, taken to the Minnesota Twins stadium and given full press access as part of an on-deadline writing experience.

Filak worked with the University of Wisconsin-Oshkosh Foundation to meet the requirements of a \$50,000 matching-funds grant provided to help stabilize and support the Advance-Titan. The gift was a 1:1 match and we raised a matched total of more than \$104,000.

Dr. Timothy R. Gleason served on the university's Higher Learning Commission Subcommittee for teaching and learning to work toward university reaccreditation and the COLS Tenure and Renewal Committee. He is being trained as one of the Student Success Collaborative advising specialists. He reviewed 13 conference papers for the Association for Education in Journalism and Mass Communication (AEJMC).

Gleason authored two papers presented at the 2015 AEJMC conference. A single-authored paper was presented by Gleason, "Finding photojournalism: The search for photojournalism's birth as a term and practice." A co-authored paper, "Image control: The visual rhetoric of President Obama," was presented by colleague Dr. Sara S. Hansen. Both papers are under a second review at two journals.

He is currently working on a string of research about the Soviet Union's Katyn massacre of Polish officers and intelligentsia in 1940.

Dr. Sara S. Hansen published a co-authored article:

Lee, S. Y., Hansen, S. S., & Lee, J. K. (2016). What makes us click "like" on social media? Examining psychological, technological, and motivational factors on virtual endorsement. *Computer Communications*, 73, 332-341.

She also co-authored two papers:

Gleason, T. R. & Hansen, S. S. (2015, August). *Image control: The visual rhetoric of President Obama*. Paper presented at the Association for Education in Journalism and Mass Communication Conference, San Francisco.

Hansen, S. S. & Lee, S. Y. (2016, August). "'Wishing to be Trump' and other parasocial predictors of trust, likeability, and voting intention for The Apprentice Host." Paper to be presented at the Association for Education in Journalism and Mass Communication Conference, Minneapolis.

Hansen attended the one-day conference for "Experience Inbound," a Wisconsin Marketing and Sales Event, in May 2016 to gain insight about technology and social media communication with speakers from Google, HubSpot and other technology/marketing firms. This professional development was funded through IWM.

Her ongoing activities include the aforementioned revise-and-resubmit paper with Gleason. Additionally she is doing another revision for *Current Psychology* with Dr. Jin Kyun Lee and Dr. Shu-Yueh Lee, "Source credibility in consumer-generated advertising on YouTube: The moderating role of personality."

Dr. Shu-Yueh Lee published two co-authored articles:

Lee, S.-Y & Chen, Y.-S. (2015). "The representation and myths of gender and romance: A case study of leading characters in Taiwan's trendy drama." *Chinese Journal of Communication Research*, 28, 157-196.

Lee, Shu-Yueh, Hansen, Sara Steffes, & Lee, Jin Kyun (2015). "What makes us

click “Like” on Facebook? Examining psychological, technological and motivational factors on virtual endorsement.” *Computer Communications*, Available Online in August.

Lee chaired a department committee, Instructional Resources and Technology, which completed the lab modification proposal and the permanent property proposal. She also chaired the department’s Assessment Committee assessment before it was temporarily merged with the Curriculum Committee for Spring 2016.

Miles Maguire wrote a grant proposal that resulted in the Northeastern Wisconsin Scholastic Press Association receiving \$4,250 from the Wisconsin Humanities Council and the Pulitzer Prizes Centennial Campfires Initiative. More information appears under the student recruitment section of this report.

During the 2015-16 academic year, Maguire published approximately 20 articles in the *Oshkosh Independent*, often breaking stories before other local media. For example, Maguire was the first to report that an Oshkosh investment group is seeking a [minor league NBA team](#), the first to report where the historic [Schriber House](#) will be located after its move from next to the Paine Art Center and the first to report that the [Oshkosh Police Department](#) planned to buy body cameras for its officers. Maguire also obtained, and published, records showing where city-owned [water pipes](#) are made out of lead and where houses were built that likely have lead water service.

Maguire also participated in academic scholarship:

Maguire, M. (2015). *The death of Corporal Miller: omission, transparency and the ethics of embedded journalism*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Maguire, M. (2016). “Research review: Recent trends and topics in literary journalism scholarship.” *Literary Journalism Studies*, 8(1) 140-151.

Cindy Schultz has performed a great deal of service to the university. She has served on the HLC Subcommittee for the university mission, the Administrative Support Team, and USC Grants Committee. She actively raised funds to continue building the Ellie Maslowski Memorial Classified Staff Scholarship. Additionally, Schultz worked with Dr. Hansen to hire, supervise and manage STEP students.

Student Accomplishments

Chancellor's Award for Excellence

- ❖ Reegan Wallander (major)
- ❖ Elizabeth Duffey (minor)

Kappa Tau Alpha

- ❖ Megan Esau
- ❖ Corissa Mosher

Oshkosh Student Association Most Improved Organization

- ❖ Dr. Julie Henderson Public Relations Student Society of America Chapter

Oshkosh Student Association Outstanding Emerging Leader

- ❖ Katie Biersach

Achieved Certification in Public Relations

- ❖ Madeline Fisher
- ❖ Kimberly Lohre
- ❖ Megan Schroeder

Finalists in Photographers Forum 36th Annual College Photography Contest

- ❖ Emily Conlee
- ❖ Corissa Mosher
- ❖ Chelsea Phillips
- ❖ Katie Salzmann
- ❖ Matt Schultz
- ❖ Allison Tetrick

Journalism and IWM students in Application of New and Emerging Media (Journalism 440) successfully completed website work, social media content, digital strategy and other helpful deliverables in consulting work for non-profit organizations in Fall 2015 and Spring 2016. These organizations included Party.0, Riverview Gardens, Operation Cinderella, YMCA of the Fox Cities, Heckrodt Wetland Reserve, Rodney's Café, Math Prep Academy, Oshkosh Chamber of Commerce, Department of Journalism and Winnebago Countywide Crime Stoppers.

<http://www.uwosh.edu/today/45131/journalism-students-work-with-community-clients/>

IWM/Journalism student Madeline Fisher completed an impressive study of ways social media can improve sustainability behaviors for her honors thesis project, for which I was her advisor. The project, "Breaking down barriers: The relationship between social media and behavior change within sustainability objectives," involved focus groups and a survey to approach the research questions from qualitative and quantitative perspectives. Fisher presented her work, including a digital e-book, at the Honors Symposium and IWM Advisory Group.

<https://uwoshjournalism.wordpress.com/2016/05/10/students-green-social-thesis-explores-social-media-and-sustainability/>

The Dr. Julie K. Henderson Chapter of the Public Relations Student Society of America had another strong year with highlights including national organizational involvement, professional growth of chapter leadership and members, and awards recognizing their hard work and achievements. Eight members attended the PRSSA National Conference in Atlanta, where they received the Star Chapter Award for meeting organizational and professional goals. Incoming President Katie Biersach attended and voted at the 2016 National Assembly. Seven members attended the 2016 Regional PRSSA Conference in Green Bay. At the UWO Student Leadership and Involvement awards, PRSSA received an award for Most Improved Organization and Biersach received an award for Outstanding Emerging Leader. The chapter also conducted a tour of Red Shoes Public Relations, including an informational panel session with key employees (including two of our alumni, Kari Robinson and Lauree Freschette) about the profession.

Students in the Advertising Club, which is affiliated with the American Advertising Federation, had a good year of professional experiences with advertising and helping with the National Student Advertising Competition. The club hosted an on-campus event for students to hear and meet with Rene Delgado, associate creative director at Leo Burnett, one of the top global ad agencies. Delgado shared his work in advertising and recent trending Super Bowl ads he created during his presentation "A Conversation on Advertising, Originality and the Super Bowl" prior to receiving a UWO award for outstanding young alumni. The club led a trip to Chicago to tour another top agency, Ogilvy and Mather, and hosted local speakers on advertising during the year. The club participated with the Strategic Campaigns in Advertising class to assist with participation in the National Student Advertising Competition, including fundraising.

The UWO chapter of the Society of Professional Journalists initiated a very successful film series in 2015-16. This was highlighted by a showing of this year's Best Picture, *Spotlight*, which attracted students, faculty and staff from across the campus as well as members of the local community. In addition three members attended the Midwest Journalism Conference in Minneapolis, and the chapter continued the department's participation in the Hearst Journalism Awards.

The UWO Photo Club judged photography entries for NEWSPA.

Department Activities

Bylaws were revised and approved by the department on May 13, 2016. The bylaws were previously approved in 2011. Journalism has submitted the bylaws to Faculty Senate for Fall 2016 approval.

Strategic Planning was conducted in Spring 2016. The department approved a new strategic plan on May 23, 2016. The department agreed to approve it in spirit and accept any copy edits over the summer to fully accept and implement the plan by the start of Fall 2016. As part of the strategic plan, the department agreed to make considerable evaluations of:

- ❖ The department's brand identity
- ❖ The purpose of the visual journalism emphasis
- ❖ The possibility of merging visual journalism and writing/editing emphases
- ❖ Collaboration on a media studies emphasis redesign with Radio-TV-Film (RTF)
- ❖ Collaboration on the investigation of graduate degrees with Marketing and RTF

Renewal, Tenure, and Promotion Policy redesign began in Spring 2016. The department aims to approve this policy in early Fall 2016. ACEJMC recommended the department update its policy to reflect changes in the media and comparative institutional practices.

Alumni Committee worked toward planning of the Homecoming 2018 50th anniversary for the department. The committee worked with alumni, faculty and the Journalism Advisory Board to solicit ideas and plan for the event to include workshops or panel presentations that have an education component, as well as a celebratory event. It also completed two more alumni posters for the department to hang on the walls to spotlight our alumni and help students see how their degrees can take on different professional tracks in the field. The alumni are Jasmine Buchberger, content strategist – SEO at Laughlin Constable, and Pat Zietlow-Miller, an award-winning children's author. The committee nominated four alumni for awards.

The Interactive Web Management Committee continued with enhancements to the IWM mission, refinement of curriculum descriptions, exploration of new options for more specific tracks within the major and help toward a new website. The IWM Committee is evaluating ways to develop curriculum alignment with Moraine Park Technical College to help students transfer into the degree. The committee met twice with the IWM Advisory Board for working sessions with the board toward keeping the major at pace with industry. Dr. Hansen represents journalism on the committee.

Curricular Changes and Considerations

A graduate course offering was approved in Spring 2016. The class will be made available to high school teachers. “Current Issues in Journalism and Technology” is intended to help educators who teach journalism and related topics at the secondary level to keep abreast of changing practices, especially those related to emerging technologies for information gathering, presentation, and distribution.

A culminating experience was created by the department and approved by APC. It will be up for review by the Faculty Senate in Fall 2016. Once approved, all journalism and public relations majors will undergo a portfolio review and exit interview before graduation.

Internships

Of the Spring 2016 graduating class, 80.5 percent of students had a least one internship. One student had five internships.

Student Recruitment

The department has taken several steps to begin improving its enrollment and as part of COLS Planning Process. One step was to advertise on the hot beverage cups distributed at the campus cafes. The insulating wraps, known as coffee cup sleeves, had advertisements for the public relations major in Fall 2015 and the advertising emphasis in Spring 2016.

The department sent an email to the university’s new enrollment manager about collaborating on the annual NEWSPA conference, which brings hundreds of high school students to campus every April. The department did not receive a response.

As previously noted under Maguire’s activities, the Northeastern Wisconsin Scholastic Press Association is receiving \$4,250 from the Wisconsin Humanities Council and the Pulitzer Prizes Centennial Campfires Initiative. The money is being used to fund a local version of the Pulitzer Prizes for Wisconsin high school students. Raquel Rutledge, who won the 2010 Pulitzer Prize in local reporting for the *Milwaukee Journal Sentinel*, has agreed to judge the competition, and students will be assisted in their reporting by a 50-page curriculum guide, “Journalism in the Pulitzer Tradition,” that was developed by Barb Benish and Maguire. Students will be eligible for prizes worth \$1,000, and NEWSPA hopes to use this competition to attract new members and build attendance for its 2017 conference. The Department of Journalism can use the awards program to raise its profile among Wisconsin high school students.

Another step is to identify recruiting opportunities at high schools. The department has a listing of high school journalism programs around the state. It discussed recruitment on

May 13 and June 6, 2016. One result was that 11 high school teachers were contacted in June 2016 about participating in the Cooperative Academic Partnership Program. Journalism already had arrangements with two teachers for Journalism 141: Introduction to Media, and has worked with another teacher to offer J141 and Journalism 221: Writing for the Media in 2017. So far, two of the 11 have responded with an interest in CAPP.

Diversity Activities/Social Issues

Journalism was a sponsor of a campus visit by Carolyn L. Karcher, professor emeritus of English, American Studies and Women's Studies at Temple University. She made a presentation entitled "An Inspiring Alliance in a Dark Time: Albion W. Tourgée, Ida B. Wells, Harry C. Smith, and the Campaign against Lynching."

Introduction to Media: News, Public Relations and Advertising (Journalism 141) dealt with a variety of issues. The class discussed the differences in crime news between minorities and whites, including the coverage of suspects and law enforcement, and how these news coverage affect audience perceptions of minority. In the areas of advertising and public relations, the class discussed the use of women bodies in advertisements, sexual appeal and the objectification of women's bodies, the differences of representations of men and women in advertisements, and the influence of these presentations on audience perceptions of gender roles and stereotypes. The class also discussed the cultivation effects of visual media, focusing on the gender and race representations on Disney movies, and the impact of the stereotypical representations (gender role and race) on children.

In New and Emerging Media (Journalism 340), students conduct research and prepare a paper to hand in and discuss that evaluates ways diverse members of our global society interact with one another and broader communities using new media (blogs, Twitter, Facebook, YouTube, etc.). They take the perspective of a person who belongs to a diverse group in terms of culture, race, gender, sexual orientation or religion. Based on research and analysis they critically consider the positives that new media bring (participatory community, visibility for previously less-known diversity issues) and negatives (stereotyping, cyber-bullying). Several of the students present their findings in a slide/Prezi presentation (demonstrating the diverse group on new media platforms) to the class to aid discussion.

The Media and Society (Journalism 341) class dedicated five full class periods to issues of gender, race, ethnicity and LGBTQ issues. The class discussed the presentation of each of these issues in both journalism-style coverage (advertising, PR, news) as well as entertainment-style media (TV, movies, non-news coverage). Students reviewed historical presentations of race and gender through advertisements that placed white men in superior roles to women and people of color. They also saw clips of various news and entertainment programs that showed stereotyping and social callousness, such as Amos 'n' Andy, Chico and The Man, The Karate Kid and more. In the LGBTQ coverage, we also examined "documentary" films such as "Boys Beware" from 1961, which portrayed "the homosexual" as a sick deviant, bent on murdering young boys as well as the 1967 CBS

report "The Homosexuals," which sought to explore this "underground culture." The participants examined the content through the lens of several theoretical paradigms we have studied, including intergroup relations, spiral of silence, stereotyping behavior and third-person effect.

Media Photography II (Journalism 430) students learned about photographers from around the world, such as Martin Parr's (England) work on class and consumption and Jozef Bury's (Poland/France) unconventional images of landscapes and meanings of spaces. Students completed video projects on an array of human experiences, such as addiction (<https://www.youtube.com/watch?v=9hJHGikUMuI&feature=youtu.be>), stress awareness (<https://www.youtube.com/watch?v=zrcLEZ047E&feature=youtu.be>), and UW Oshkosh's Project Success (<https://www.youtube.com/watch?v=gEESqM6VfLA&feature=youtu.be>).

In Application of New and Emerging Media (Journalism 440), students work with non-profit organizations that, at times, serve diverse groups. This work provides an opportunity for the students to gain skills in communicating about and with diverse audiences. It also provides an opportunity for other students in the class to learn from peers as those students share experiences and work through project challenges. For example, one of our clients, Riverview Gardens, operates an urban farm that provides job training for people in need. Students consulting for Riverview Gardens had to be developed web content, social media strategy and a social media policy that reflected sensitivity to these aspects.

Students were encouraged to attend the Center for Journalism Ethics' April 29, 2016, Madison conference on Race, Ethnicity and journalism Ethics for free.

Dr. Gleason and Dr. Hansen attended a Title IX workshop on campus in 2015.

Alumni Achievements--Examples

The alumni continue to be leaders in their fields and communities. Below are examples of alumni achievements in 2015-2016.

Barbara Beuscher (1999) was selected as the associate vice chancellor for Development within the [UW Oshkosh Foundation](#). She had been serving as the director of Development for the UW Oshkosh College of Letters and Science.

Dan Shafer (2008), digital editor at *Milwaukee Magazine*, received a gold award in the Milwaukee Press Club's Excellence in Wisconsin Journalism Awards. His winning work, in the category of Best Single Editorial, Statement of Editorial Position or Opinion, was "[The Bucks Arena and the Big Question.](#)"

Amanda Betts (2010) was elected vice president of the [UW Oshkosh Alumni Association's Board of Directors](#).

Looking Forward

The department has begun work that will be pursued in 2016-2017. Many of these are in accordance with the COLS Planning Process.

The strategic plan was revised and approved in spirit during Spring 2016. The department will allow copy edits to be submitted for finalization in September 2016.

We have begun **planning the recertification in public relations**, and we hope for a Spring 2017 site visit.

Faculty members have begun discussing the **merger of Visual Journalism and Writing/Editing emphases** because of the importance of multimedia and the low enrollment in some classes.

We shall consider the **best location for advertising study**. It is currently an emphasis in the Journalism major, but faculty will consider other possibilities like moving it to the Public Relations major or creating an Advertising major. Because the department wasn't given authorization to search for an advertising faculty member in 2016-2017, the department will further consider what kind of advertising program should exist.

Discussions have already led to **explorations in graduate study**, notably creating master's degrees jointly offered with other departments on campus.

The development of specialty minors was discussed and will be further considered in Fall 2016. The specialty minors would reflect areas of study, such as a new public relations minor.

In 2015-2016, **Dr. Gleason nominated** Dr. Hansen for a national AEJMC award, Dr. Filak for a national student media award, and Ms. Schultz for a STAR honor. Sadly, Dr. Hansen was not chosen, and the decisions on the other awards are still to be announced. The chair will continue to seek opportunities to recognize faculty and staff achievements.