

# **UW Oshkosh**

## **Department of Journalism**

# **Annual Report**



Submitted by Timothy R. Gleason, Ph.D., Chair  
Contributions from the Journalism faculty and staff  
July 2015

## Executive Summary

The Department of Journalism continues to strive for excellence in all areas. Students are the first priority for faculty members, and our efforts are aimed at improving students' education and experience. In Fall 2015, Journalism will begin offering the first Public Relations major in the UW System. The vision, mission and core values of the department's strategic plan were updated. Journalism's gateway course, J141, has been revised to serve as a University Studies Program Explore offering. The department has begun crafting its report for reaccreditation in Fall 2015.

Journalism has actively recruited potential students through Taste of Oshkosh, Preview Days and NEWSPA, including new participation by Admissions in NEWSPA.

Faculty and staff activities support the education of students. Several faculty members have published textbooks. Faculty members continue professional activity in writing, editing and photography. Research into media practices further support the vital connection between education and media careers.

Journalism will begin the new academic year without Dr. Julie Henderson, who chose to retire. Dr. Sara Steffes Hansen has been promoted to associate professor with tenure.



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## Accreditation

The ACEJMC site team visit has been scheduled for October 11-14, 2015. Department members have begun drafting the report to be submitted to the site team.

The department has earmarked \$3,000 of its 128 account to cover expenses associated with reaccreditation, such as copying the report, mailing the report, and miscellaneous expenses reported by the site team.



There is a concern that the actions of the state legislature, governor, and the UW Board of Regents regarding UW budget and tenure will negatively impact journalism reaccreditation in the areas of administration and faculty.

## Alumni Relations/External Support

### Journalism Advisory Board

The Journalism Advisory Board met twice in 2014-2015, once each semester. Then-associate dean Jordan Landry addressed the members at the Fall 2014 meeting. Board members agreed to participate in the journalism mock interview program and to serve as guest speakers in class. Members also volunteered to serve as reviewers of students' portfolios for a future culminating experience program. At the request of the department, the co-chairs contacted members to encourage them to communicate with their respective elected state representatives regarding Governor Scott Walker's budget cuts.

Members also agreed to investigate how they can assist the department with planning the department's 50th anniversary in 2018. Dr. Timothy Gleason, chair, and Cindy Schultz, ADA, met with Chris Gantner, Alumni, in January 2015 to discuss ideas. Gantner met with the board in April 2015 to discuss how members can be involved in the process.

### Alumni

The PRSSA chapter sponsored the MVPr Forum on April 11, which attracted students from around Wisconsin to learn about the field of public relations. Of the eight main speakers, six were UW Oshkosh alumni. In addition, a panel discussion on how to get a job included four recent UW Oshkosh graduates (Amanda Betts-Regina of Stellar Blue, Kaitlynn Sablich of the Wisconsin Timber rattlers, Ross Mollet of Arketype, and Melanie Cross of UW Oshkosh Admissions). Journalism alumni participants included Shane

Arman (Burson-Marsteller), Anne Angoli Enright (Starbucks), Mike Fredrick (Bader Rutter ), Jeff Griffith (Men's Health), Patrick Stiegman (ESPN.com) and Kerry Shaw Brown (Rascals & Rogue).

Journalism was represented at the alumni awards ceremony by Anne Angoli Enright (Starbucks), who was one of the 2014 Distinguished Alumni Award winners. Journalism was notified that Rene Delgado (Leo Burnett) will be honored in Fall 2015.

Brody Karmenzind graduated in December 2014 and was quickly hired by the notable online music company Pandora. The department is planning on faculty attending AEJMC to meet with him in the greater San Francisco-Oakland area. Karmenzind is an example of a student who has interned externally (Stellar Blue, Pandora) and internally (department STEP), and then used these experiences to enter the profession with a notable employer. The department hopes the UW Oshkosh STEP program continues because of the success of its graduates, such as Karmenzind and Kaila Kissinger (SCM Marketing)

### **Mock Interviews by Journalism Alumni**

- Patty Brandl, Owner and Vice President, Patty B. Inc. and Omega, Inc.
- Sara Lee Montonati, Senior Account Executive, Red Shoes PR
- Deanna Paris, Wisconsin Workforce Manager, Charter Communications
- Sheng Riechers, Communications Director, Candeo Creative
- Karilyn Robinson, Assistant Account Executive, Red Shoes PR

### **Journalism Alumni as NEWSPA Conference Speakers**

- Brandon Berg, Sports Editor, The Chippewa Herald
- Melanie Cross, Public Relations and Social Media Director, UW Oshkosh Admission

### **Journalism Alumni as NEWSPA Judges**

- Dan Benish, Director of Technical Publications, Miller Electric
- Amber Paluch, Program Officer, Green Bay Community Foundation
- Stefanie Scott, President, Jamar Health Products
- Judy Serwe Kneiszel, owner, The Word House LLC
- Brandon Berg, sports editor, The Chippewa Falls Herald
- Julie Larson, Green Bay Press Gazette
- Barbara Benish, adjunct faculty member for the Department of Journalism and freelance writer
- Angie Landsverk, Freelance Writer/Editor

- Patti Zarling, Metro Reporter, Green Bay Press Gazette
- Beth Blanck, Physician Recruitment Marketing and Communications, Aurora Health Care
- Amanda Betts-Regina, Marketing Director, Stellar Blue Technologies

## **Curriculum/Assessment**

### **Changes to Curriculum**

Public Relations was approved as a major during the April 2015 UW Regents' meeting. Journalism expects enrollment to increase because of this major, which is the first of its kind in the University of Wisconsin System. The department is happy to build on its Public Relations Student Society of America certification it achieved through the direction of Dr. Julie Henderson.

Journalism proposed 61-141 Introduction to Media: News, Public Relations and Advertising, its gateway class, become an Explore class in USP. This effort will create better awareness of the department, as well as further engage the department in university activities. The proposal will receive final review in the Faculty Senate in September 2015. The effort was led by Dr. Shu-Yueh Lee.

Journalism continues to participate in the Interactive Web Management (IWM) major. To address increasing enrollment, Journalism moved 61-340: New and Emerging Media to a COB lab from Journalism. This enabled 61-340 to accommodate more students with fewer sections. 61-221 Writing for the Media becomes a prerequisite for 61-340 New and Emerging Media, as of Spring 2016. Interactive Web Management has received permission to remove 61-141 as a required class. It has replaced 61-141 with 61-221, so students are not burdened with additional credit hours to complete. These changes were made based on Dr. Sara Hansen's Summer 2014 assessment of Journalism and IWM, which recommended more writing preparation for IWM majors.

A new course was added to the Media Studies emphasis, 61-347, The Journalist in Literature and Film. Professor Miles Maguire has offered it as an online course during summers through a selected topics listing.

Journalism agreed to develop a culminating experience program after comparing capstones and culminating experiences at other universities. Dr. Vincent Filak and Dr. Timothy Gleason will conduct trial culminating experience assessments in Fall 2015 during their 400-level courses. Curriculum committee members Professor Miles Maguire (committee chair), Professor Michael Cowling and Dr. Filak conducted a thorough review and made a recommendation to the assessment committee. Dr. Gleason attended CETL workshops on capstones and culminating experiences this spring, and he agreed with the curriculum committee's recommendation.

## **Department's Service**

Every year, the University of Wisconsin Oshkosh gives high school students a hands-on experience into the world of journalism. The university has the pleasure of hosting NEWSPA, the Northeastern Wisconsin Scholastic Press Association. The conference attracts more than 400 high school journalists and their advisers to campus, giving them the opportunity to ask questions and participate in informational sessions led by journalism professionals. Students and advisers were given the opportunity to tour campus by UW Oshkosh Admissions.

The Wisconsin Newspaper Association is working closely with faculty member Dr. Vincent Filak to create and launch a statewide collegiate press association. The Wisconsin Collegiate Media Association officially incorporated in May to provide student journalists from across the state to share information, promote media growth and interact at a statewide convention. The organization also will co-sponsor an annual Best of State contest. Filak was elected the organization's first president and will oversee the organization's direction with the help of Holly Henschen of WNA. The WNA donates \$500 for the NEWSPA Scholarship, and this media association continues to increase the interaction between the department and WNA.

## **Diversity Activities**

### **Program's Activities**

In June 2015, the department discussed its Diversity & Inclusivity Policy. Members agreed to continue to accept the plan, and it was also agreed a vote was not needed to affirm this decision. It was a productive exercise because faculty discussed the different ways members can view diversity and inclusivity, including getting students to seek diverse opinions and supporting transgender students. Faculty members shared ideas on how diversity and inclusivity are addressed, and Dr. Sara Hansen recorded past practices for the upcoming accreditation report.

In the past the department would support diversity speakers on campus by providing funding. Due to the state's budget situation, the department could not support any speakers during this academic year. This is just one example of how the budgeting pressures impact education. Thus, the department has tried to be creative in supporting diversity. For example, students were fortunate to have Anne Angoli Enright, media

director at Starbucks, speak about rising through the professional ranks and communicating to diverse audiences.

Journalism supported a Fulbright scholar from Bosnia and Herzegovina this year. Mirza Mehmedovic (below, center) was housed in the department, he spoke to various classes and he addressed the campus community during a screening of a 1997 movie, Welcome to Sarajevo, about the war in his homeland. Professor Miles Maguire (below, left) served as his journalism liaison.



The department awarded its Diversity in Journalism Scholarship to Christina Thor. Miss Thor is interning as a proofreader at Footlocker/Eastbay this summer.

### **Examples of Individual Activities**

J141: Dr. Shu-Yueh Lee had two scheduled group discussions regarding media and diversity added in the spring 2015 class.

J211: Dr. Sara Hansen's Principles of Public Relations students applied principles of public relations to diversity issues in current events in which strategy or tactics are evident. For example, in Fall 2014, Donald Sterling's racist remarks and the Ferguson protests were addressed in a way that discussed misrepresentations of minorities, ethics in

strategic communication and ways to “do the right thing” in best practices of public relations during complicated and highly public situations.

J239: Dr. Timothy Gleason’s Fall 2014 Media Photography I students had to choose three news photos for a newspaper to review the pro-democracy protests in Hong Kong over two days. Students had to choose three photos from news organizations. Then, they had to show a screenshot of one Twitter post by a citizen in Hong Kong for a fourth pic. If done for an actual newspaper, students were told to get permission from the Twitter user.

J239: Dr. Timothy Gleason’s Spring 2015 Media Photography I students had a photo editing assignment to select two photos for a “for” and against” editorial page. One photo goes with the “for,” and the other with the “against.” The “for” topic was bringing back the draft to send American ground troops to battle ISIS and other foes. The “against” was to continue with bombing campaigns, but no American ground troops and no draft.

J327: A section on gender, race and ethnicity in reporting and writing were incorporated in the Spring 2015 section by Dr. Vincent Filak.

J340: In Dr. Sara Hansen’s New and Emerging Media class, each semester, students are asked to evaluate ways diverse members of our global society interact with each other 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 new media bring (participatory community, visibility for previously less-known diversity issues) and negatives (stereotyping, cyber-bullying) in a paper and slide/Prezi presentation (demonstrating the diverse group on new media platforms) to the class.

J412: In the Law of Mass Communication class, Professor Michael Cowling assigned students to write a research paper on the U.S. Supreme Court’s oral arguments and deliberations in cases involving whether states must allow gay and lesbian couples to marry.

J413: In Dr. Vincent Filak’s Feature Writing there was a section on historical journalism includes a five-part series of stories called “Legacy of Lynching,” which outlines the last public lynching in a midwestern town.

J440: Dr. Sara Hansen’s Application of New and Emerging Media students worked with the Center for Lifelong Learning to provide new media services - website design, online content and social media assistance - for local non-profit clients. Many of these non-profit organizations provide services for diverse communities, such as A Very Special Place, which provides daily care for disabled adults. Another client was the Volunteer Center of Northeastern Wisconsin, which helps connect volunteers for many non-profit organizations in the region.

## Faculty and Staff Activities

### Michael Cowling

Worked part of the summer of 2014 as a copy editor on the Metro desk of The New York Times.

### Vincent Filak

Books:

V. Filak, (In Press) Dynamics of Media Writing (Sage Publications, Exp. Jan. 2016)

V. Filak, (2015). Convergent Journalism: An Introduction, 2<sup>nd</sup> ed. (This is a complete and full reworking of the original text under my guidance.)

Book Chapters (Scholarly/Peer Reviewed):

Filak, V. (In Press). Societal considerations associated with magazines through time. In Eds. D. Abrahamson & M. Prior-Miller, The Future of the Magazine Form: Research Perspectives and Prospects. Peter Lang Publishing.

Conference Papers:

Filak, V. (2014). Cultural Convergence 10 Years Later: A reexamination of intergroup bias among journalists in the digital media age. Association for Education in Journalism and Mass Communication convention. Montreal, Canada.

***\*Top Three Faculty Paper in Newspaper and Online News Division***

Filak, V. (2014). A uses and gratifications examination of social media and college media advisers. Association for Education in Journalism and Mass Communication convention. Montreal, Canada.

Conference Panels:

Panel Discussant (2014) – Refereed Paper Session: Association for Education in Journalism and Mass Communication: Scholastic Journalism Division. Montreal, Canada.

## Timothy R. Gleason

Published photographs in *f-stop* magazine:

“Horay for Beer.” *f-stop magazine*. Issue 69 (February/March 2015).

“Walk Like Egyptians.” *f-stop magazine*. Issue 69 (February/March 2015).

“Fish Tank, 2014.” *f-stop magazine*. Issue 67 (October/November 2014).

“Accidental Colors, Oshkosh, WI, 2014.” *f-stop magazine*. Issue 67 (October/November 2014).

“The Queen in Canada.” *f-stop magazine*. Issue 67 (October/November 2014).

Published research article:

Gleason, Timothy R. “Pseudo-Events as a Mesocyclone: Rethinking Pseudo-Events in the Digital Age.” *Media Watch* 5 (Issue 3, September 2014): 265-281.

Published textbook chapter:

Gleason, Timothy R. “Photography,” in V. Filak, (2015). *Convergent Journalism: An Introduction, 2<sup>nd</sup> ed.*

Presented a paper:

Gleason, Timothy R. “The Professional Fan Fiction of *Chuck*.” *Association for Education in Journalism and Mass Communication, Entertainment Studies Interest Group*. August 6, 2014, Montreal, Canada.

Was a panel discussant on:

“Teaching Marathon,” sponsored by Visual Communication and Magazine Divisions, AEJMC, Montreal, August 8, 2014. Topic was “Assessing Photography.”

“Preparing Journalism Students for a Globalized World,” sponsored by the Cultural and Critical Studies Division and Community Journalism Interest Group, AEJMC, Montreal, August 8, 2014.

## Sara Steffes Hansen

### Published research article and book chapter:

Hansen, Sara S. “Trendy avatars and their hair: Studying a symbolic cultural artifact with multiple qualitative methods,” book chapter in *Enhancing qualitative and mixed methods research with technology*. (Ed. S. Hai-Jew) Hershey, PA: IGI Global, 2015

Hansen, Sara S. “Exploring real-brand meanings and goods in virtual world social interaction: Enhanced rewards, rarity, and realism,” *Journal of Marketing Management*, November 2014

Hansen, Sara S., Lee, Shu-Yueh, and Lee, Jin Kyun. “Consumer-generated ads on YouTube: Impacts of source credibility and need for cognition on attitudes, interactive behaviors, and eWOM,” *Journal of Electronic Commerce Research*, August 2014

### Published textbook chapter:

Hansen, Sara S. “Sliding social media into the journalist’s job,” in V. Filak, (2015). *Convergent Journalism: An Introduction*, 2<sup>nd</sup> ed.

### Presented a paper:

Hansen, Sara S., Lee, Shu-Yueh, and Lee, Jin Kyun. “What makes us click “like” on social media? Examining psychological, technological, and motivational factors on virtual endorsement.” *Association for Education in Journalism and Mass Communication (AEJMC) Conference paper and presentation*. August 2014, Montreal, Canada

### Provided consulting presentation through the Business Success Center:

“You online: Understanding the evolution, cultural impacts & life influences of new media.” 4Imprint, April 2015

### Made campus presentations:

“Game tactics to aid teaching goals,” Provost’s Summit: Global Citizenship & the 21<sup>st</sup> Century Learner, October 2014

“Application of New & Emerging Media (JOUR 440) Client Presentations Strategies & Tactics for Non-profit Organizations Using New Media,” #uwosocial series, May 2015

## **Julie Henderson**

Selected as the Public Relations Society of America Outstanding Educator of the Year.

## **Shu-Yueh Lee**

Refereed Journal Publications:

Lee, Shu-Yueh (2014). "The Effects of Cosmetic Surgery Reality Shows on Women's Beliefs of Beauty Privileges, Perceptions of Cosmetic Surgery, and Desires for Cosmetic Enhancements" *American Communication Journal*, 16 (1), 1-14.

Hansen, Sara Steffes, Lee, Jin Kyun, & Lee, Shu-Yueh (2014). Consumer-Generated Ads on YouTube: Impacts of Source Credibility and Need for Cognition on Attitudes, Interactive Behaviors, and eWOM. *Journal of Electronic Consumer Research*, 15(3), 254-266.

Lee, Shu-Yueh & Clark, Naeemah (2014). The Normalization of Cosmetic Surgery in Women's Magazines from 1960 to 1989. *Journal of Magazine & New Media Research*, 15(1), 1-22.

Refereed Conference Paper:

Shu-Yueh Lee, Sara Steffes Hensen, and Jin Kyun Lee, "What Makes Us Click "Like" On Social Media? Examining Psychological, Technological and Motivational Factors On Virtual Endorsement." Paper presented at the Association for Education in Journalism and Mass Communication Annual Meeting, Montreal, Canada, August 2014.

Shu-Yueh Lee & Yen-Shen Chen (2014). "The Representation and Myths of Gender and Romance: A Case Study of Leading Characters in Taiwan's Trendy Drama" Paper presented at Chinese Communication Society, Taipei, Taiwan, 2014.

## **Miles Maguire**

Under contract with the UWO Business Success Center, wrote the policies and procedures manual for the Alta Resources Center for Entrepreneurship and Innovation.

Book:

Published *Advanced Reporting: Essential Skills for 21st Century Journalism* (New York: Routledge, 2015).

Presented:

“Where Does Literary Journalism Come From? Exploring Its Personal and Psychological Roots.” Association for Education in Journalism and Mass Communication annual meeting, Montreal, Canada, August 2014.

“Getting Down to Business: A Reader Response Approach to the Definition Dilemma.” IALJS 10th International Conference for Literary Journalism Studies, Minneapolis, May 2015.

Literary Journalism Service:

Continued to serve on the executive committee of the International Association for Literary Journalism Studies and as an associate editor of *Literary Journalism Studies*.

Community Journalism:

Columnist, *Oshkosh Scene*.

Contributor to and department liaison with the *Oshkosh Independent*.

## **Cindy Schultz**

Schultz is serving her last year on the University Staff Council (USC). She is currently serving on the Mission HLC Subcommittee. Additionally she serves on the Administrative Support Team and the USC Grants Committee awarding USC Grants (fall and spring semesters) and the Sally Margis Award (spring). She was responsible for numerous fundraisers to continue to build the Ellie Maslowski Memorial Classified Staff Scholarship (raised over \$8,100 to date). She continues to work with Dr. Sara Hansen in the hiring, supervision and management of workflow for STEP students. Lastly, she took on additional duties to serve as the Advance-Titan bookkeeper for the 2015-2015 budget year.

## **Students' Achievements/Activities**

The PRSSA chapter was named a STAR chapter at the national PRSSA conference, and also received a second-place award for its NODAC (National Organ Donor Awareness Campaign) competition entry. Students recognized for NODAC were Isaac Haight, Sam Broughton, Lauree Frechette and Geoff Garza. PRSSA was overseen by Dr. Julie Henderson.

The Ad Club and Strategic Campaigns in Advertising class participated in District 8 of the National Student Advertising Competition in Minneapolis in April 2015. Our team was the only Wisconsin school participating, and it was overseen by Ms. Dana Baumgart.

In Spring 2015, Ian Arthur, Jake Batterman, Linda Derber, Charlene Dungan, Amanda Polzin and Jake Spence placed as national finalists in the 35th Annual College Photography Contest, sponsored by Photographer's Forum. Photography entries were overseen by Dr. Timothy Gleason.

Andrea Larson was one of the winners of the Chancellor's Award for Excellence.

Tori Cavitt, Victoria Horstman and Jenna Nyberg were inducted into the Kappa Tau Alpha journalism and mass communication honor society, and was overseen by Professor Miles Maguire.

Molly Venturini was awarded the Gary Coll Fellowship Award.

Erik Buchinger, Jennifer Goldade, Shella Paukner and Jessica Zemlicka shared the Orville C. Sherman Journalism Scholarship.

Erik Buchinger won the Dave Engels Scholarship.

## **Strategic Plan**

The department began reviewing its strategic plan in May 2015, and will continue working on the plan in Fall 2015. Members voted to approve the revised vision statement, mission statement, and core values in June 2015. Faculty members are currently cataloguing efforts made in accomplishing the strategic plan's goals.

## **Technology**

Journalism applied for a lab modification to update its computer labs.

Journalism and College of Business discussed joint acquisition and operation of a drone. Due to department finances, Journalism will consider an opportunity when prices significantly drop, or when the department receives support from the College of Letters and Science.

## Personnel

Dr. Sara Hansen earned tenure and promotion to associate professor. She also serves as journalism's representative to the Interactive Web Management program.

Dr. Julie Henderson announced her retirement. She plans on returning to Minnesota, but she left her mark on the Department of Journalism. She was the driving force in making public relations a major, gaining certification for the public relations program, and in the education of public relations students as they received national recognition in student competitions. Dr. Henderson's students named the Public Relations Student Society of America chapter at UW Oshkosh after her.



The department conducted a search for a tenure-track faculty member to replace Dr. Jin Kyun Lee, who returned to South Korea in January 2015 for family reasons. It interviewed three applicants on campus, and the search concluded without a hire.