



Highlights

- 2 See which students received awards and honors last year
- 3 Read about the staff's latest accomplishments and projects
- 5 New department chair announces goals for the coming year
- 6 NSAC team places fourth
- 7 PRSSA receives two honors

University honors journalism alumna

by Nicole Kiefert

UW Oshkosh alumna Anne Enright will receive the Distinguished Alumni Award in Fall 2014.

Enright is the director of media and measurement for Starbucks and will be the first female recipient of the Distinguished Alumni Award from the Journalism Department.

"Having the community and fellow alumni feel that my accomplishments are worth this type of recognition means a great deal," Enright said.

Enright's accomplishments and award-winning projects developed as a result of her work with interactive advertising at global media companies.

She spent seven years as vice president for Starcom MediaVest Group and led media strategy for companies including Kraft Foods, Kellogg's, United Airlines and Universal Studios.

Enright's work for Kellogg's earned her notable recognition, including awards from the Cannes Media Festival and an Effie award for media.

Enright also worked for digital and media agencies, including Optimum Media Direction, a global leader in the field.



Anne Enright, current director of media and measurement for Starbucks will receive the Distinguished Alumni Award this fall for her career accomplishments.

Her work for these brands earned her an Outstanding Young Alumni Award from UW Oshkosh in 2003.

"Ms. Enright has performed at the top level of our field while staying connected with our university community as an exceptional example for our students," Dr. Sara Steffes Hansen said.

Enright said UWO continues to hold a special place for her.

"The Journalism Department was an amazing group of students and faculty that helped provide a foundation of skills and tools to build from post-graduation," Enright said.

Student Achievements

Kappa Tau Alpha Inductees

Scott Bellile
Thomas Beschta
Alyssa Chase
Alissa Knop
Michael Koller
Jessica Kuderer
Katherine Neumann
Hilary Stoeberl

2014 NSAC Competition Participants

Philip Aiello
Nicolas Clapp
Eli Drljaca
Mattie Eslinger
Calli Hoyt
Kaila Kissinger
Alicia Ly
Mackenzie Miller
Brittany Murawski
Alyssa Peterson
Andrew Schaick
Kristin Stockheimer
Mariah Stulken
Alyssa Wyngard

Fall 2013 Gary Coll Fellowship Award

Neal Corby

Dave Engels Scholarship

Jessica Kuderer

David J. Lippert Memorial Scholarship

Scott Bellile

Virginia Sokolowski Memorial Scholarship

Jessica Kuderer

Photographer's Forum 34th Annual College Photography Contest

Kari Ausloos
Rachel Christianson
Kaytlyn Dehling
Mark Ebert
Calli Hoyt
Holly Ivansek

National Organ Donor Awareness Campaign Competition (National Award)

Neal Corby
Hilary Stoeberl
Kenzie Miller
Ashley Whaples
Amanda Kersten

National PRSSA Teahann Award for Outstanding Chapter Development

Neal Corby
Hilary Stoeberl
Kenzie Miller
Ashley Whaples
Amanda Kersten

Faculty and Staff Achievements

Michael Cowling

Michael Cowling worked during the summer of 2013 as a copy editor on the Metro desk at The New York Times. He also had a feature on Ida B. Wells published in the Ninth Edition of "The Media in America: A History," copyright 2014.

Vincent Filak

Vincent Filak has a book in development. *Dynamics of Media Writing* is expected to be published in January 2016 by Sage Publications. Another book, *Convergent Journalism: An Introduction*, 2nd edition is expected to be published in January 2015.

Professor Filak contributed four essays to *American Sports: A History of Icons, Idols, and Ideas*, published by Greenwood Press. His subjects were Eric Heiden, Dan Jansen, Apolo Ohno, and Doug Williams.

He published two scholarly articles. "Sender-Receiver, Receiver-Sender: A Uses-and-Gratifications Study of Student Journalists' Use of Social Media" was published in the *College Media Review*. Professor Filak also co-authored "The Mass Comm Type: Student Personality Traits, Motivations and the Choice Between News and Strategic Communication Majors," which appeared in *Journalism and Mass Communication Educator*. Additionally, he published a book review of "Jim Murray: The Last King of the Sports Pages," which appeared in *Journalism and Mass Communication Quarterly*.

Professor Filak served as a panel member on The Importance of Student SPJ Chapters at the 2013 Association for Education in Journalism and Mass Communication Conference in Washington, DC.

He also served as a panel discussant for a refereed paper session at the conference.

Lastly, Professor Filak joined the Student Press Law Center Steering Committee this year.

Tim Gleason

Tim Gleason published two photographs in the May/June 2014 issue of *f-stop* magazine. "Crack Woman" is part of his ongoing project of recording commercialized public spaces, and "Shadow Stripes" is part of his project on everyday things.

Gleason presented two papers at the August 2013 conference of the Association for Education in Journalism and Mass Communication (AEJMC), in Washington, D.C. He presented, "Pseudo-Events as a Mesocyclone: Rethinking Pseudo-Events in the Digital Age," and "The Wonder of Wonderfalls: A Search for the Meaning of Life." The first paper will be published in *Media Watch*, an academic journal.

Gleason published a book review on Martin Hand's "Ubiquitous Photography" in *Visual Communication Quarterly*, a journal published by the Visual Communication Division of AEJMC.

Gleason reviewed papers for the Cultural/Critical Division and Visual Communication Division for AEJMC in May 2014.

Also, Gleason has a co-authored paper on photography and feminism under review at *Visual Communication Quarterly*.

Lastly, Gleason wrote a chapter on photography and provided photographs for Filak's book, *Convergent Journalism: An Introduction*, 2nd ed. (Exp. Publication Date: Jan. 2015)

Sara Steffes Hansen

Peer-reviewed conference presentations from Sara Steffes Hansen include:

Hansen, S. S., Lee, J. K., & Lee, S. Y. (2013, August). Consumer-generated ads on YouTube: Impacts of source credibility and need for cognition on attitudes, interactive behaviors, and eWOM. Paper presented at the Association for Education in Journalism and Mass Communication, Washington, D.C.

Hansen, S. S. (2013, October). Exploring SME marketers' uses and barriers for social media. Paper presented at the Direct/Interactive Marketing Research Summit, Chicago, IL.

***This research conference is held prior to a large annual industry conference and trade show for marketing professionals, known as the "DMA Global Event for Data-Driven Marketers." Because of Hansen's presence at the research summit, she was able to attend the industry conference with UWO students (who also could attend a career presentation) and the industry conference. Our group included 30 Interactive Web Management and journalism students who attended the event.

Her peer-reviewed publications include:

Hansen, S. S. (2013). Exploring real-brand meanings and goods in virtual world social interaction: Enhanced rewards, rarity, and realism. *Journal of Marketing Management*, 29(13-14), 1443-1461.

In-press publications and upcoming conference papers: Hansen, S. S. (in press, 2015). Trendy avatars and their hair: Studying a symbolic cultural artifact with multi-

Faculty and Staff Achievements

ple qualitative methods. In S. Hai-Jew (Ed.), *Enhancing qualitative and mixed methods research with technology*. Hershey, PA: IGI Global.

Hansen, S. S. (in press, 2015). Sliding social media into the journalist's job. In V. Filak (Ed.), *Convergent journalism: An introduction*. Burlington, MA: Focal Press.

Lee, S. Y., Hansen, S. S., & Lee, J. K. (2014, August). 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 Conference, Montreal, QC, Canada.

Also, our 2013 AEJMC conference paper is under review (revision sent in May 2014) at the *Journal of Electronic Commerce Research*.

Julie Henderson

Julie Henderson serves as a member of the Executive Board, Educators Academy, Public Relations Society of America.

She was a panel participant: From Helicopter Parents to CEOs: Preparing Millennials to Lead the Public Relations Profession into the Future at the Southern States Communication Association in April 2013, New Orleans.

With Jim Streed, she presented APR Guest Stint: What It Takes to Speak in a Classroom for Public Relations Tactics, November 2013.

Henderson was nominated by Gleason and Hansen for the university's distinguished teaching award.

Shu-Yueh Lee

Presented two papers at the August 2013 conference of the Association for Education in Journalism and Mass Communication (AEJMC), in Washington, D.C. One paper, "Consumer-generated ads on YouTube: Impacts of source credibility and need for cognition on attitudes, interactive behaviors, and eWOM," was co-authored with Sara Steffes Hansen and Jin Kyun Lee. The other, "Reality TV, Materialism, and Associated Consequences: An Exploration of the Influences of Enjoyment and Social Comparison on Reality TV's Cultivation Effects," with external authors.

She spent the year reading articles for the *American Communication Journal* and the *Journal of Magazine & New Media Research*.

Miles Maguire

"Connecting the DOT: A Protocol for the Practice and Perception of Journalism." In *From Theory to Practice: How to Assess and Apply Impartiality in News and Current Affairs*, edited by Leon Barkho, Intellect Ltd./University of Chicago Press.

"Literary Journalism on the Air: What David Isay's Travels in the Footsteps of Joseph Mitchell

Can Tell Us about the Nature of Multimedia," *Literary Journalism Studies*, spring 2014.

"Vantage Point," a monthly reported column on local government and politics published in *Oshkosh Scene*.

Cindy Schultz

Schultz served as the University Staff Development and Appreciation Day (USDAD) Co-Chair during the 2013-2014 academic year.

She attended a system-wide University Staff Council workshop (where Chancellor Wells was guest speaker) to share ideas on how to move forward with the governance structure for university staff members across the system. We have been fortunate on this campus as we are light years ahead of many of our sister institutions in this regard.

In addition, she was responsible for numerous fundraisers to continue to build the Ellie Maslowski Memorial Classified Staff Scholarship (raised over \$6,300 to date).

Lastly, due to an unexpected faculty resignation, she took on additional duties to supervise STEP students, managing their work flow and assisting in editing blogs and social media entries.



Department will focus on accreditation



Photography professor Dr. Tim Gleason will begin his first semester as department chair.

My colleagues found a way to keep me from talking too much. They elected me to the position of department chair so I'll be buried in paperwork. My office doesn't get bigger and I don't actually get a new chair, but I have the opportunity to further serve the Department of Journalism and the university.

Anyone who listens to my high-pitched chatter on the third floor of Sage Hall knows what's been on my mind. The biggest issue coming hard and fast at us, like new Packer Julian

Peppers at his old teammates, is another accreditation review. The department will be spending considerable time in 2014-2015 preparing a report for its accrediting body.

Another important job this coming year is a tenure-track faculty search to replace Dr. Jin Kyun Lee, who resigned in January to return to his native South Korea. Half of the faculty attended the August 2014 AEJMC conference to present research, take in new teaching tips and interview potential applicants to teach advertising.

Our campus colleagues at Radio-TV-Film (RTF) will be hosting a 50th anniversary reunion this fall. RTF has broken away from the Department of Communication to form an ad hoc department, and journalism and RTF have begun looking at ways we can further interact and improve media education on campus. So if you visit campus and see journalism faculty socializing with RTF's members, we're not just mooching their food.

Journalism continues to participate in the Interactive Web

Management major in the College of Letters and Science, our college, and the College of Business. Journalism offers three required classes in this program, and the degree requirements offer an easy pathway toward a journalism minor. Dr. Sara Steffes Hansen has generously stepped in as the journalism representative since I moved to the chair position.

My colleague, Dr. Julie Henderson, is leading the effort to turn the public relations emphasis into its own major. The curriculum will remain the same and the department operations will remain the same. However, elevating public relations to a major will raise its profile, which will help us recruit additional students to the department.

My colleagues and I have been looking at ways to promote the department, as well as evaluate our identity. We welcome your input as we explore new ways of sharing our department's accomplishments, activities and future endeavors.

Cheers,
Dr. Tim Gleason

Adobe Creative Suite helps students learn, create

by Nicole Kiefert

UW Oshkosh recently installed the latest versions of Adobe Programs on campus computers, allowing journalism students easy access to image and design editing software.

Adobe Creative Cloud has resources to create amazing designs and visuals. Students can utilize these tools on projects in-

cluding advertisements, photos, posters and videos.

With Creative Cloud, users have complete access to the latest versions of Adobe professional creative desktop applications and receive new upgrades when they are available.

Their programs include Photoshop, Illustrator, InDesign, Dreamweaver, Adobe Premiere

Pro, After Effects, Adobe Muse, Bridge and Fireworks.

Cloud storage files and syncing capabilities allow users to access files, even on mobile devices. Users have the option of installing one app to their computers with a single app membership so they do not have to pay for the entire Creative Suite.

Oshkosh wins NSAC award

by Nicole Kiefert

A team of 14 students from UW Oshkosh took fourth place in their district at last spring's National Student Advertising Competition.

UW Oshkosh was among a competitive district made up of ten schools from Minnesota, South Dakota and North Dakota. UW Oshkosh was the only team in Wisconsin to compete in this year's competition.

NSAC is an annual competition that provides students with a case study that outlines the history of a company, its products and a current advertising situation.

The case study reflects a real situation and is designed to challenge students' critical thinking abilities and creativity. The students research the product and its competition, identify potential problems and develop an integrated communications campaign for the client. Each student team then pitches its campaign to a panel of judges.

Students participate in this competition through a set of paired classes at UW Oshkosh. The first, Research in Strategic Communication, is



Last semester 14 UW Oshkosh journalism students traveled to Minnesota to compete in the annual NSAC competition. Their campaign 'Check Yourself Out' for Mary Kay Cosmetics won the team fourth place in their district.

taken during the fall semester. During this class, the problem is defined and research is conducted. Students then often take Strategic Campaigns in Advertising.

This year's NSAC client was Mary Kay Cosmetics. This challenged students to create a campaign to reposition Mary Kay's target audience to a younger demographic.

Student team member Phil Aiello said the main target in their campaign was the "millennial generation."

"We nicknamed them the 'all about me generation,'" Ai-

ello said. "In addition to Mary Kay's mission to encourage beauty and self-confidence, we came up with a campaign that encouraged consumers to catch a glimpse of themselves in hopes they would find something deeper."

Students chose the "Check Yourself Out" campaign idea. They reached this decision because it went along with their research, focused on a woman's personal journey through life and was a positive spin off of the team's finding that millennials were very into themselves.

Member of the student NSAC team Calli Hoyt said the walls were 'covered' with possibilities.

"I think someone just threw out the idea of 'check yourself out' and we all really liked the boldness and forwardness of that."

For more news on what's going on in the journalism department visit our website at www.uwosh.edu/journalism.

Also be sure to check out the Journalism Department Blog at <http://uwoshjournalism.wordpress.com>

PRSSA receives two national awards

by Nicole Kiefert

The University of Wisconsin chapter of PRSSA won two national awards at the 2013 National Conference in Philadelphia.

The awards were honorable mention for the group's National Organ Donor Awareness Competition entry the group conducted April 2013 and the Dr. F. H. Teahan Award for Small Chapter Development.

Hilary Stoeberl served as vice president of the organization in 2013 and helped lead the NODAC event. Stoeberl said the purpose was to raise awareness for organ donation and "dispel any myths associated with organ donation.

To raise awareness, the

group put together the theme "Spike The Dot" and held an outdoor volleyball tournament at the end of the month-long campaign.

The second award, the Dr. F. H. Teahan award, came from the group's accomplishments as a chapter. The award represents a chapter that excelled throughout the year and accomplished a variety of things, such as community involvement, campaign participation and individual members applying for awards.

"I was over the moon thrilled when they announced our chapter's name," Stoeberl said. "Seeing everyone from our chapter light up was definitely a major highlight of this year's conference."

"They are pretty difficult to win," Stoeberl said. "So receiving two, especially as a small chapter, was very exciting."

Oshkosh distinguished itself from other teams by winning multiple awards.

"We were the only chapter to walk across the stage twice," Stoeberl said. "Especially with our first award, we were competing against chapters with 400 people. So it felt amazing to be able to walk across that stage twice. Indescribable."

Overall 12 Teahans are handed out in different categories, but the Chapter Development is one of the most important awards and given to chapters with 20 members or less.

Journalism alumni able to visit new Alumni Center

by Haley Walters

Alumni returning to Oshkosh for homecoming next month may visit and tour UW Oshkosh's Alumni Welcome and Conference Center, which opened in April.

The building provides a new location for various campus offices and organizations.

It also offers a space for alumni, students and community members to gather together.

"[Alumni that] come into the center will be greeted, get a tour and make sure their contact information is updat-



ed," Alumni Communications Intern Antonio Davis said.

Davis said the building not only features interesting architectural elements but also many creative and aesthetic features that alumni would enjoy seeing.

"I love the ambiance and

the artwork they have up," Davis said. "It features Alumni artwork."

The purpose behind the center is to connect alumni with undergraduates and serve as a space for networking and remembering their time at UWO.

Contributors

The Department of Journalism is proud to recognize the following alumni and patrons for their generous donations. These donors assisted the journalism program by contributing to the Journalism Fund, various scholarships offered by the department in the past academic year and special projects involving students.

Amy & Jerry Behrendt

Willard & Dolores Henken

Clifford & Shirley Christl

Kimberly-Clark Foundation

Gary & Elaine Coll

Mary & Curtis Meier

John L. Feld

Robert W. Rudolph

Rod & Sandy Gnerlich

Mary Jo Schmidt

Jeffrey R. Griffith

Patrick & Brenda Stiegman

To make a donation to support the Department of Journalism:

Send a check payable to the UW Oshkosh Foundation, Attn: Department of Journalism, 625 Pearl Avenue, Oshkosh, WI 54901. Indicate on the memo line that your gift is for the Department of Journalism.

Give a gift online at www.uwosh.edu/foundation. Click Give Now in the middle of the page, and fill in the donation information. Under the "Please allocate my gift to" section, click Other, and type Department of Journalism.

Call the UW Oshkosh Foundation at 920.424.2178

For information on establishing a scholarship fund or including the UW Oshkosh Department of Journalism in your estate plans, please contact Barbara Beuscher '99 at beuscherb@uwosh.edu or 920.424.2428.

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