Want to help journalism students? Here’s how ...

Remember when you were a student and looked up to other journalism practitioners in the “real world”? Now that you are a professional, the UW Oshkosh Journalism Advisory Board would like to welcome you back to campus to share with students your wisdom and experiences. We’re asking journalism alumni and friends to agree to have their names put on a list that faculty may refer to when looking for a particular person or group of professionals to give their time to meet with students about their careers.

If interested in helping students, please complete and return the form below. Thanks in advance.

Tim Lyke, publisher, Ripon Commonwealth Press and member of UW Oshkosh Department of Journalism Advisory Board

Yes, add me to your list.

Please fill out the form below. Either fax it to (920) 748-3028, e-mail it to TIML@RIPONPRINTERS.com or mail it to Tim Lyke, c/o The Ripon Commonwealth Press, P.O. Box 344, Ripon, WI 54971.

Name _________________________
Address _______________________
Phone _________________________
Position _______________________
Employer _______________________ 
Graduation year ___________________

Would you be willing to (please check those that apply):
__A. be a guest speaker?
__B. mentor a student on a one-to-one basis?
__C. participate in a career-development session?
__D. offer an internship(s)?
__E. others? (Please specify) ____________________

Yes, add me to your list.

The University of Wisconsin Oshkosh Journalism Department Newsletter • http://www.uwosh.edu/journalism/alumni • July 2005

Faculty Achievements: Cowling, Gleason, Henderson, Maguire, Tsao

Mike Cowling, UW Oshkosh journalism professor, was selected to make a presentation at the Dean’s Symposium held Feb. 16, 2005. The subject of the presentation was “All the News That’s Fit to Print: An Insider’s Look at the Venerated New York Times, from Adolph Ochs and Jayson Blair to Coverage of the Byrd Expedition and the War in Iraq.”

His presentation included the past and present workings of The New York Times. Since Cowling has worked for the past eight summers as copy editor on the national and foreign desks of the Times, he was able to share his insights on working at a major newspaper.

In addition, he was recently inducted into the Eastern Illinois University Journalism Alumni Hall of Fame. Cowling graduated from the university in 1975 with degrees in journalism and history.

“I consider this a great honor because I know many excellent journalists have graduated from the program,” said Cowling. He was only the seventh graduate to receive this recognition.

He credits his success to his college experience at Eastern Illinois University and his Midwestern upbringing.

Timothy Gleason, an assistant professor at UW Oshkosh, had two photographs published in the Autumn 2004 issue of Timbuktu: The International Arts and Literary Journal. The images included “Hmong, USA Flag,” and “Buddha’s Coffee.” “Hmong, USA Flag” was taken at a Hmong festival in Oshkosh. It is of a Hmong girl in traditional clothing walking past an American couple with their backs to the camera. The man has an American Flag on his jacket. “Buddha’s Coffee” is of a Buddha statue in the front window of a coffee shop. It was taken in Woodstock, N.Y.

In the past, most of Gleason’s photographs were published in newspapers, where he said editors would crop them quickly and make them look worse. These two photographs were his first to be published in an arts journal, which is a great accomplishment for a photographer.

“I was happy to publish some photos in a venue other than a newspaper. A different audience reads arts, journalism than the typical readership of a newspaper,” said Gleason.

He is looking forward to teaching two study-abroad courses in England this summer and taking photographs that will show his style.

Gleason earned his doctorate degree in communication studies at Bowling Green State University in Bowling Green, Ohio.

On Oct. 23, 2004, Professor Julie Henderson of the UW Oshkosh Department of Journalism was inducted into The College of Fellows of the Public Relations Society of America (PRSA).

Being selected to the College of Fellows is an honor bestowed only on the finest senior public relations professionals and educators in the country for their lifelong service to the field. This year, there were 18 members inducted, bringing the total of members to 430.

To apply, a PRSA member must be able to prove that he or she has worked for at least 20 years in public relations. Applicants must also demonstrate how they have been professional and personal role models to other public relations practitioners.

Henderson is the second Wisconsin professor and the fourth Wisconsin PRSA member to earn this honor.

Even before earning this award, Henderson has been highly respected in public relations. “As a mentor and role model, Henderson contributes immeasurably to the growth of our profession and the respect accorded to it,” said Del Galloway, PRSA president and CEO.

Henderson’s duties as a Fellow will include serving on national committees and attending national meetings. She said this would allow her the opportunity to work with and meet people from around the world.

Miles Maguire, UW Oshkosh journalism assistant professor, was selected to make a presentation at a conference in Sweden in October.

Maguire presented his paper, “Hidden Costs and Hidden Dangers: Stock Options at U.S. Newspaper Companies,” at the Workshop on Corporate Governance of Media Companies. The conference was held at the Media Management and Trade Centre Oct. 1 - 2, 2004 at the Jonkoping University in Stockholm.

Maguire was chosen by Jonkoping International Business School for the presentation based on his previous scholarship, including an article he had published about large financial institutions that own considerable amounts of stock in publicly traded newspaper companies.

“Stock options represent an area that has not gotten a lot of attention, but that has exerted a very large influence,” said Maguire concerning his motivation for researching and writing the paper.

Maguire’s paper has been selected to be published as part of a collection of essays due out in spring 2005 on corporate governance in media companies.

James Tsao, UW Oshkosh journalism department chair, and Stanley Sibly countoursed “Readership of Free Community Papers As A Source of Advertising Information: A uses and gratifications perspective,” published in the 2004 winter issue of Journalism and Mass Communication Quarterly. The J&M&Q is one of the flagship journals of the Association for Education in Journalism and Mass Communication (AEJMC).

The acceptance rate for research manuscripts to be published in the journal is only 5 percent. This is the first empirical study with a focus on free community papers that has been published, in a journal journalism. The study includes 96 references. The publication sent out a news release about this article to the Council of Journalism Organizations (CJNO) Web page and the AEJMC website. The release also went to Journalism Junction, a Web blog maintained by Geneva Overholser at the Poynter.org Web site and to AEJMC’s home page.
Graduates at Work Across the Country

Four University of Wisconsin Oshkosh journalism graduates embarked on a journey from Oshkosh to tackle careers in cities of millions.

John Feld, May 2000 journalism graduate, is a senior associate for Carmichael Lynch Spong, a public relations and communications service firm located in Minneapolis. Now out of school, Feld has learned the importance of having a strong, broad-based background in a variety of classes such as geography and economics, not just journalism courses. Feld, who works with clients such as Maytag Corp. and Pentair, Inc., advises students to “aim high” for high profile internships if planning to work for a large agency or newspaper.

Katie Dempsey, a May 2004 journalism graduate, is currently working in San Diego for Wehe Fine, Inc., a children’s toy maker, as a public relations manager. Her role includes photographing, creating banner advertisements and overseeing the entry of new products for the company’s Web page. Even though the company is new, Dempsey feels she is gaining more experience and has more responsibility than she would in most other places. “Look at what you can learn from a job that might not sound all that appealing,” Dempsey said.

Dempsey shared that the hardest part about moving to a large city is deciding that you want to go to it. “If you think you want to move – move,” said Dempsey.

Kristy Butler, who graduated in May 2003, agreed that if students want to move to a big city they have to just go and do it. She said she had to go to Atlanta. Her position includes taking and documenting incoming fees from bureaus, local affiliates and field crews that will be turned into packages for air. Although the job can be stressful, Kraus knows it is rewarding. She said, “There are experiences and opportunities of a lifetime that can happen.” Kraus reminds students that writing skills, especially accuracy, are vital for journalism students not going into reporting, writing will be needed down the road.

Alumni Experiences in Higher Education

Kristy Butler, 2003

For many students, earning a Bachelor’s degree completes their education; only the most determined go on to some form of graduate school. Tiffany Stronghart and Morgan Kuchma, 2003 UW Oshkosh journalism graduates, are part of the elite group pursuing higher education.

Stronghart completed the newsworld program at UW Oshkosh. She is currently pursuing her Master’s degree in Journalism and Mass Communication at the University of Wisconsin-Madison. Kuchma, an advertising/public relations graduate, is enrolled in the copywriting program at Miami Ad School.

One of the tests Stronghart faces is balancing work and school. She is currently a features intern for the Oregon Observer, a weekly newspaper just outside Madison, Wis. Another challenge Stronghart encounters is having classes mixed with undergraduates because the workload isn’t comparable.

“I miss the professional focus that UW Oshkosh’s journalism department offered; here at Madison, it’s much, much more research-based,” said Stronghart.

Kuchma is not surprised that the toughest challenge in having her work judged is having her work judged so critically. This difference from how beginning advertising students at UW Oshkosh are critiqued. Her teachers at Miami Ad School include professionals from advertising agencies such as Crispin Porter. She believes their tough evaluation of her work makes her thicker-skinned – which is important in her field.

One thing Kuchma enjoys about the graduate school level of advertising is that, “Something that cannot be offered at the undergrad level. However, she credits where she is today to her experience in the National Student Advertising Competition at Oshkosh. Besides attending portfolio school, she recently finished an internship at Harlan’s Wall, an advertising agency in Chicago.

Both Stronghart and Kuchma urge current students to get involved as much as possible. This includes working at the Advance, finding writing internships. A strong portfolio is also important and they encourage students to add pieces on their own.

The Department of Journalism is proud to recognize the following individuals, friends, corporations and foundations who have generously supported the following Department of Journalism funds and book collections (records dated from July 1, 2004 to June 25, 2005):

David Lippert Forum for Professional Journalism

David J. Lippert Memorial Scholarship

Diversity in Journalism Scholarship

E. Garner Horton Memorial Scholarship

Gary Coll Journalism Fellowship

Journalism Department Fund

UWO National Student Advertising Competition

Virginia A. Sokolowski Memorial Scholarship

Contributors:
Admissions Office of UW-Oshkosh (staff)
Advertising Association of Fox River Valley

Evelyn Adams
Eugene H. Johnson
Troy Janisch

Kathy B. Raab
Mary C. Retzlaff
Ann K. Del Ponte

Tara Person and Dr. Gary Coll. Newsletter supervised by Dr. James Tsao.
Ad Club Visits Milwaukee’s Leading Advertising Agencies

What happens when you pack 15 students into five vehicles on a day long trip to two of Milwaukee’s leading advertising agencies? You get a great chance to learn and get a feel for what a career in advertising might look like.

During the advertising club this past April, students had the opportunity to visit Bader Rutter & Associates and BVK, which are two of Milwaukee’s leading agencies for advertising, branding and media planning. Students were shown past campaigns done by each agency and had the opportunity to tour each agency to get a feel for the working environment.

While visiting Bader Rutter, students met with Senior Associate Creative Director, Mike Fredrick, who is a 1996 journalism graduate from UW Oshkosh. Fredrick shared some of the past projects he has worked on at Bader Rutter and described the process of creating a campaign for a client. One project in particular that students were shown was for OfficeMax, which included a television spot on the Oprah Winfrey show. Fredrick explained that it was a huge success for his client and for him and his creative team.

While visiting BVK, students met with creative director Jeff Erickson. Erickson explained the importance of creative directors by explaining what agencies look for in a portfolio and how each student can prepare for a job in advertising after graduation. Students also were shown the fun work environment that BVK offers their employees, which included a ping pong table and a fuse ball table.

To end the day, students made a visit to the William F. Eisner Museum of Advertising and Design in downtown Milwaukee. The Eisner Museum is the only museum in the country dedicated to advertising and design.

Along with the trip to Milwaukee, the advertising club has been quite active throughout the year. Membership increased from 12 to 30 students since the fall 2004 semester, students have organized fund-raisers to support members of the National Student Advertisers Congress, they have teamed up with professionals from the Fox Valley working in advertising and they have started their own agency to do advertising for local businesses.

Paul Anger

Paul Anger, a 1972 journalism graduate, is the first and only Distinguished Alumna from the department. Anger is the editor at the Des Moines Register in Des Moines, Iowa.

The award, created in 1964, is presented to alumnae or alumni by the Journalism Department to honor a record of distinguished service or achievement to a particular discipline, organization or cause that has brought distinction to the university,” said Christine Gunnett, director of Alumni Relations at UW Oshkosh.

Anger, who has been at the Des Moines Register for three years, is currently serving as chair of the Freedom of Information Council in the state of Iowa. He has also won two President’s Rings, an award given annually to Gunnnett editors for outstanding performance.

When he is not busy working at the Register, he enjoys going, reading and traveling.

Anger has one piece of advice for students seeking a career in journalism. “Anyone who wants to read your stories, or headlines, or the things you have edited,” he said, “You need to work for your paper, or – best of all – do both.”

Barbara Beuscher

Barbara Beuscher graduating in 1999, Barbara Beuscher returned to the department as the assistant director of the Annual Fund.

In 2003 Beuscher came back to UW Oshkosh as the Development Officer for the College of Letters and Science before being promoted to Director of Development.

While at Oshkosh, Beuscher created the college’s first comprehensive fund-raising plan. Beuscher has now joined Maran College as the director of development and she will oversee day-to-day operations and alumni relations and specials.

As for her educational experience at Oshkosh, Beuscher credits her college for teaching her the necessary speaking skills she uses every day to the public relations classes she took.

Beuscher is currently pursuing a Master of Public Administration. She is focusing specifically on non-profit management.

Lauri Denissen

A variety of living and working environments have led 1999 UW Oshkosh graduate Lauri Denissen to an accomplished career at Harley-Davidson Motor Company.

Denissen is currently the senior Web Site content coordinator at Harley-Davidson. Her major duty is to manage the messaging, design and copy at three Web sites: www.harley.com, www.buell.com and www.idersedge.com. She makes sure the content is strong from a communications standpoint and fits her stakeholders’ needs.

Denissen also plans projects ranging from promotions to event coverage, new customer acquisitions, e-mail and product launch.

Working on both the Web sites and projects means she deals daily with a number of advertising and public relations teams.

While city life might not be for everyone, Denissen encourages graduates to craft an urban environment for at least a year or two in order to experience the variety of opportunities and culture.

Jeffrey Fitzgerald

Jeffrey Fitzgerald received the 2004 UW Oshkosh Outstanding Young Alumni Award. Fitzgerald graduated from the department in 1996.

After working a number of years in the newspaper industry, he was elected to the State Assembly in November 2000.

Throughout his career, Fitzgerald spent time working on economic development and attracting new business to Wisconsin.

While with the Department of Trade and Consumer Protection, Fitzgerald was appointed chairman of the Committee on State Affairs and vice-chairman of the Financial Institutions Committee.

Melissa Johnson

Melissa Johnson, a 1995 graduate, is a serial entrepreneur and was named the 1999-2000 Outstanding Young Alumni Award winner.

Johnson got her start in the magazine business as an assistant editor at Ebony Man magazine in Chicago. After Ebony Man ceased publication, Johnson followed her editor in 1997 to Ebony magazine, a national monthly celebrity and lifestyle magazine for African-Americans. In December 2003, Johnson was the editor of the annual Eligible Bachelors feature and wrote several articles, including a cover story on Grammy award winner Lauryn Hill, as well as features on R&B stars and TV artists such as LL Cool J, Usher and Monica.

Johnson was honored with an assistant editor at Cooking Light, the nation’s most widely circulated epicurean magazine. She co-edited the front-of-book section “First Light,” edited health and fitness articles, and wrote several food features by the department. She also appeared in Essence, Heart & Soul, Ebony, Black Issues Book Review and other publications.

Jennifer Koralewski

Jennifer Koralewski was awarded the third place prize for non-fiction magazine articles in the Society of Professional Journalists’ National Mark of Excellence contest.

Koralewski won the award for her article entitled “Picture of the Past: The Tale of Paj Njua” in the June 2004 issue of EbonyMan magazine.
Speakers Across the Nation Give Talks on Journalism Writing

T o celebrate the liberal arts education, the Department of Journalism and Journalism Advisory Board presented a speaker series on Thinking and Writing in Journalism during the 2004-2005 school year.

The idea for the speaker series on Thinking and Writing in Journalism was originated by the Journalism Advisory Board, which supports journalism education at UW Oshkosh.

Eighteen speakers across the nation were invited to give speeches on campus or via conference calls. Topics varied from community journalism writing, creative writing in advertising and public relations, ethics in news writing, and international news coverage in The New York Times.

The keynote speaker was Paul Anger, communications manager, Harley-Davidson Motor Company. On Nov. 4, 2004, James spoke to the Introduction to Journalism and Mass Communication class on the importance of writing in mass communication.

Paul Anger, vice president/editor, The Des Moines Register, Iowa; Jim Collar, The Oshkosh Northwestern police reporter; Mike Cowling, associate professor, Department of Journalism, UW Oshkosh and copy editor of The New York Times; Berta Delgado, staff writer with The Dallas Morning News; Stephanie R. Fox, account executive, Boelter Lincoln Agency, Milwaukee; Mike Fredrick, associate creative director, Bader Rutter Advertising Agency, Milwaukee; Jeff Griffith, creative director, Scheer Advertising, New Jersey/New York; Jenn Hergert, copywriter, Tadler Communication Group, Milwaukee; Christina Hoffman, director of recruitment and selection with The Greenbrier Group, Northwestern Mutual Financial Network, Oshkosh Troy Janisch, founder, Icoon Interactive Group, Madison; Tim Lyke, publisher, The Ripon Commonwealth Press, Ripon; Jeff Maki, copywriter, TBWA/ChiatDay, Los Angeles; Chuck Mann, art director, TBWA/ChiatDay, Los Angeles; Tara Parker-Pope, special events writer and health columnist for The Wall Street Journal; Jeff Roncic, marketing director of the public relations office for Miami-Dade County Public Schools, Florida; and Kimberly Vogt, marketing project coordinator, Raabe Corporation, Milwaukee.

During the morning there were 50 sessions led by professional journalists from across the United States. For anyone interested in photography, news writing, advertising, TV or radio, it’s a head start on others they will be competing with for jobs in their future,” she said.

Mark Stewart, sports writer, Milwaukee Journal Sentinel

Improvements in the Department of Journalism

The Department of Journalism is giving its students a head start in the professional world by providing state-of-the-art equipment in its computer labs.

Every three years the journalism department is given money for new computers, software, and equipment. This year $23,500 was earmarked for new equipment, which included upgrading Apple computers G3s to G4s in the journalism computer labs, new computers for faculty, two ceiling projectors, and photo equipment.

The department has to match its equipment to what the profession- als are using today, said the Journalism Department Chairman, James B. Hogue. “The department also added the design software package InDesign, bought new printers and new digital cameras. The older equipment is recycled throughout the computer labs, thus saving cost.”

“Computers are really relevant to what the professionals are doing and I feel that my experience with the new computers and software is helping me prepare for the future,” said Laura May, a journalism junior.

The journalism conference room now has added a multicultural section also provides students with access to books, magazines, CDs, and videotapes. Books are organized as “Communication and Culture,” “Understanding Media Cultures,” and “Minorities and Media” serve as guides for being culturally sensitive and understanding different cultures from the mass communication point of view.

Tao believes that multicultural awareness is increasingly important and helps the journalist make appropriate evaluations of attitudes, opinions and assumptions about different cultures.

“The journalism students need to be exposed to different perspectives before becoming professionals,” said Tao. “The more information students can learn the more competent they are to cope with multi-cultural challenges on their job.”

Troy Janisch, 1999

Nina Yang, reporter, Sheboygan Press
Paul Stolen, a 21-year-old journalism major and political science minor, spent five days in June meeting with congressmen, members of the press and touring the White House while job shadowing Jim Vande Hei of The Washington Post. During his week in Washington, D.C., Stolen accompanied Vande Hei, a 1994 journalism major University of Wisconsin Oshkosh alumnus, as he interviewed a keynote speaker for an article that was being written about John Kerry, the 2004 Democratic presidential candidate.

“It was definitely interesting to sit in on an interview with him,” said Stolen.

Stolen attended a press conference held by then Sen. Tom Daschle and toured the west wing and pressroom of the White House. He also met with the publisher of The Washington Post.

“I think this experience was unique,” said Stolen.

“The one of the helpful things that I learned from observing and discussing was the importance of developing contacts and taking a different angle on the story than everyone else,” said Stolen.

(By: Vishmaa Ramsaroop)

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(By: Vishmaa Ramsaroop)
**Professor Gary Coll Retires, Fund Established in His Honor**

When professor Gary Coll came to teach at UW-Oshkosh 36 years ago, there were only about 20 students in the journalism department. Since then thousands of students have graduated from the program – and Coll has taught the vast majority of them. However, the past school year will be his last as a full-time faculty member. He has decided to retire.

More than 100 alumni, faculty members and administrators gathered at the Pollock Alumni House on June 25 for a retirement reception in his honor. There he learned that in appreciation of his contributions to the journalism program, the Gary Coll Journalism Fellowship has been established to support journalism students. About $8,000 has already been contributed toward the $10,000 goal for the fund.

The fellowship will help students participate in off-campus experiences. For example, money will be available to selected students for expenses associated with their internships in distant cities or travel to journalism competitions or conferences.

During his years at the university, Coll taught 15 different courses and was recognized for the quality of his instruction by being selected for the university’s Outstanding Undergraduate Teaching Award. Students appreciate his helpful, humorous approach to instruction.

Beneficiaries of his teaching are scattered around the state and beyond. Many Wisconsin newspaper editors consider their staff to be students who learned from journalism from Coll.

Also while at the university Coll served as chair of the journalism department and published two books.

He prepared for his academic career with a doctorate from Southern Illinois University. After earning bachelor’s and master’s degrees at Ohio University, he taught at UW-Eau Claire for a year where he decided he loved teaching and would pursue a Ph.D. At Southern Illinois, he got to know the founder of the UW-Oshkosh journalism department, David Lippert, and as a result came to Oshkosh to teach in 1969.

As a professor emeritus he plans to teach part time at the department. Also in his plans is updating his books; traveling with his wife, Elaine; and gardening and raising animals on their small farm.

He spoke of his fond memories of his time at UW-Oshkosh. “I hope that everyone who comes to this point in his or her career will have the feelings I am experiencing now that it is time to leave,” he said at the reception. “I have been happy coming to work every morning, and I will miss that. My impression, overwhelmingly, is focused on the good we have done together – students, alumni faculty and staff, for our profession, our institution, and ultimately, for ourselves.”

(Professor’s note: Associate professor William Biglow has also announced his retirement as of June 2005. The short notice did not allow for a full story, but we wish both Coll and Biglow the best in their retirement.)

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**Krause Publication**

Oct 1, 2005, four Krause Publication employees and former UW Oshkosh journalism students returned to Oshkosh to relaunch their experiences for the world’s largest trade publication.

Rocky Landvers, sports editorial director; Tom Hultman, managing editor of Tuff Stuff magazine; Norma Jean Foehn, advertising manager for the Toys and Comics division; and Tom Barttsch, editor for Toy Shop magazine spoke during Miles Maguire’s Magazine Editing and Production class.

Afterwards they joined members of the journalism staff and students for pizza and soda in the journalism reading room where they formally spoke and answered any questions.

Linda M. Meyer, ’72, Gary Coll, and Shantel Coll during the reception on June 25

(Professor: Peggy Davidson)

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**Miles Maguire Creates Online News Network**

Miles Maguire, a University of Wisconsin Oshkosh assistant professor of journalism, found that fewer and fewer people were paying attention to the news and realized this trend created a need for an alternative news source.

Maguire helped to co-found this alternative: The Oshkosh Community News Network (OCNN), a membership organization that is charged with enriching the social and civic life of Oshkosh area communities and creating models for online and participatory journalism.

The OCNN Web site (oshkoshnews.org) was launched September 2004.

“We believe that the traditional media are not doing an adequate job in covering and delivering the news, and that alternative approaches are needed to promote an informed and active citizenry,” said Maguire.

Part of the reason OCNN was founded, he said, was because of consolidations and mergers among news organizations and newspapers. These changes create fewer independent voices and less coverage at the local level.

“One of the most basic things we offer is a new way for people to get their news and to make their voices heard,” he said.

“What I thought it was great to see speakers who used to be a part of the same program we are doing so well in the journalism field,” said senior Jared Blom.

Barttsch said that he credits the UW Oshkosh journalism program for producing so many individuals who “hold prominent positions in the journalism field, including numerous examples at Krause Publications.”

“It was the idea of the presentations was to give students a real-life glimpse into the magazine publishing world since it is a difficult market to enter and most of the focus in school is on newspapers,” he said. “We wanted students to understand all of the elements involved in producing a magazine, and that it is not just writing and editing articles.”

During the speech the four explained to students what their respective jobs are in the magazine market, how to write for a magazine and offered positive advice for those who would soon be entering the journalism field after graduation.

“I just hope to provide an honest glimpse into what students will be doing post-graduation,” said Barttsch.

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**What Are They Up To? Retired Professor and Journalists Check-In**

Believe it or not, professors actually have lives outside of school. After retiring, professors enjoy hobbies every day that students never imagined.

Retired Professor Dr. Skip Zacher and Dr. Harvey Jacobson both have shared what their hobbies are and what life is like after retiring by participating in a forum for the Department of Journalism.

“The real neat thing is the unlimited leisure moment of time,” said Zacher on retiring from teaching for the department after 32 years. “I get the freedom… it’s retirement. That’s almost overwhelming.”

Zacher taught press photography and graphics for the journalism department along with teaching in four other departments on campus and also had a part in hiring some of the department’s staff.

Zacher lives in Oshkosh for most of the year, but in December he moves down to his home in the Florida Keys on Islamorada until the middle of May. “I pinch myself every morning here, it’s a beautiful spot,” said Zacher on his home in the Keys. For his five months on Islamorada, Zacher loves to fish as much as he can and keep himself busy with remodeling his home.

Jacobson, who retired as Professor Emeritus of Journalism in June 1993, also is a resident in Oshkosh. Jacobson taught public relations courses for 36 years at Oshkosh. In those nine years he organized the first UW Oshkosh chapter of PRSSA, which won the outstanding award for the Midwest District in 1991, and he donated three scholarly journal collections for student research that he has been collecting since he was a graduate student of UW-Madison. Since Jacobson’s retirement a large portion of his time goes towards sharing his wife’s music. About a year after his retirement, his wife Boiguld Jacobson, passed away and he took on the responsibility of getting her music published and heard by others. “It’s very therapeutic working with her music because I’m still working with her,” Jacobson said.

In October 1994, her music was featured at a reformulation festival at Washington National Cathedral in front of 1,500 people. “It was a thrilling day for me,” said Jacobson. He shares that it is very rare that a work is done without an audience and that overall it can now be heard across America and to some extent internationally.

In 2000, he realized that his Norwegian heritage by touring Norway for three weeks. Jacobson also makes frequent trips to various states to visit family and friends. “I love my family and my friends, and that’s where I get my priorities.”

Both Zacher and Jacobson stressed the importance of honesty and professionalism in all work and to have good morals. “Keep working hard and things will come your way,” said Jacobson.

(Professor: Frank Locia)