

UW-Oshkosh Journalism Alumni Announcements

July 2006

The University of Wisconsin-Oshkosh Journalism Department Newsletter • <http://www.uwosh.edu/journalism/alumni>

Study-abroad students travel to Cambridge

By: Marisa Cuellar

England's University of Cambridge welcomed 13 University of Wisconsin-Oshkosh journalism students and professor Dr. Tim Gleason for a four-week study-abroad trip starting July 22, 2005.

While in Cambridge, the students took two three-credit courses – International Press/Comparative Mass Communications Systems, and Selected Topics: Mass-mediated Sport and Culture in the U.K. They were required to read some of the wide array of newspapers available in England to complete a project. Students also met the chief reporter for the Cambridge daily newspaper.

For three weeks, the students stayed in the University's Hughes Hall. They spent the last week in Kent Hall Hotel in

London.

Outside of class, the students went on several group sightseeing trips. They visited Althorp, Arsenal Stadium, Blenheim Palace, Hampton Court Palace, Stratford-upon-Avon, Sulgrave Manor, the University of Oxford and Windsor Castle.

Students were able to arrange some of their own activities, including shopping and walking around London, on the weekends and during the last week.

"We were walking around one day, and before I knew it, we were watching the



Photo courtesy of Kristin Pierzchalski
UW-Oshkosh students dine in England during the study-abroad trip.

Changing of the Guard at Buckingham Palace," Theresa Haag said.

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Curricular changes to provide students with direction

By: Marisa Cuellar

Starting in fall 2007, new students entering the journalism program will follow restructured curriculum.

According to department chair Dr. James Tsao, the new curriculum will provide students with more direction in choosing classes so they gain more skills in their focus area. He believes the range of electives offered in the current curriculum is too broad.

"We want to make sure students are getting a well-rounded education before graduation," he said.

Tsao also noted that the curricular

changes will help the UW-Oshkosh journalism department keep up with industry trends – something that is needed because the curriculum has not been updated in several years.

The updated curriculum will offer five focus areas instead of two. Students will be able to choose from advertising, media studies, public relations, visual journalism or writing/editing emphases.

Because the new emphases are more focused, students will need to declare a specialty area early so they can take the required courses.

Students will be required to take four core courses, distribution requirements

from three of the five emphases, three focus-area courses and two electives. This will maintain the current 36-credit requirement for journalism majors.

Since there is crossover between electives and focus courses, Tsao does not foresee a problem if a student decides to change his or her emphasis. This will also allow students to choose more than one emphasis, he said.

As to not disrupt the education of students well into their journalism courses, those who entered the program before fall 2007 will be able to choose between the new and current curriculum.

department of
journalism
university of wisconsin oshkosh

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Chair's Remarks

Hello, journalism alumni and friends,

The year 2005-2006 was challenging as well as productive to the journalism department. Below are a few highlights of major developments accomplished within the year.

First, we have painstakingly revised the curriculum to incorporate suggestions from the last accrediting report and the on-campus academic program review. The new curriculum will include five emphases: advertising, media studies, public relations, visual journalism and writing/editorial. Students are allowed to take multiple emphases. We hope the new curriculum will be in place in fall 2007.

Journalism classes, individuals, and student organizations actively attended competitions and events at different occasions, including the Hearst Journalism Awards, National Student Advertising Competition, Organ Donor Awareness Day, PRSSA Bateman Case Study Competition and several other community outreach activities. These events helped students broaden their horizon, develop their portfolios and raise their professional standards.

Internships have been an effective avenue for enhancing the professionalism of students before graduation. The department has revamped the internship program by appointing a professional to be the program coordinator. The coordinator, Barbara Benish, has remarkable ties with local organizations that are offering internships to journalism students. The journalism internship Web site and bulletin boards are constantly updated to provide internship information.

A major challenge ahead of the department is to find qualified faculty to fill in the vacancies left by three retirements. The department is seeking the university's approval to conduct a search for these positions. In the meantime, several qualified adjunct instructors are hired to teach the courses.

We are excited about the changes that will hopefully bring the department to another milestone in the near future. I will keep you up to date in the next issue of the newsletter.

James Tsao
Department Chair

Meet the Journalism Advisory Board

Each year, the Journalism Advisory Board (JAB) meets to offer suggestions to the journalism department. There are four committees: Curriculum/Equipment, Professional Development, Alumni Relations/Fundraising, and Recruitment. Board members include:

John Giesfeldt, Chair

Public relations manager at Directions Incorporated, a marketing, advertising and packaging design agency in Neenah, Wis.

Pat Durkin

Freelance writer for the *Wisconsin State Journal*, *Green Bay Press-Gazette*, *Oshkosh Northwestern* and several national hunting publications since 2001

John Feld

Account supervisor at Fleishman-Hillard, a public relations firm in Minneapolis, PRSA member, two Minnesota PRSA Classic awards

Donna Gilson

Public information officer for the Wisconsin Department of Agriculture, Trade and Consumer Protection

John Halverson

General Manager of Walworth County Publishing's *The Week* in Delavan, Wis.

Troy Janisch

Founded Icon Interactive, an Internet marketing company, in 2004
Recognized technology columnist, experienced in Internet project



Journalism Advisory Board meeting

management, programming and strategic planning

Tim Lyke

Publisher of the Ripon Commonwealth Press, Inc. since 1990, President of the Wisconsin Newspaper Association since February 2006

Ron Montgomery

Human Resources – Labor Relations and Emergency Management Public Information Office for Winnebago County since 2000

Charles Plueddeman

Self-employed since 1991 – currently working on marketing communications projects for Harley-Davidson, editor-at-large for Boating Magazine

Mark Schiefelbein

Director of Administrative Affairs for the Green Bay Packers, UW-Oshkosh Outstanding Young Alumni Recipient in 1992

Janel Thoun

Marketing specialist at Bay Area Medical Center in Marinette, Wis. since 2002

London sightseeing enhances study trip

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She most enjoyed London, where she was able to see “Guys and Dolls” at the Picadilly Theater. “I fell in love with the city the second I saw it,” she said.

Ryan Day took a more casual approach to the trip and enjoyed passing through the park in Cambridge and visiting Abbey Road.

“I got a sense of how people view

Americans,” Gleason said.

Haag said she became comfortable with unfamiliar circumstances like the food and the London Underground subway system.

Both the students and Gleason recommend the study abroad trip for those who were unable to go in 2005. To be eligible, students must complete Journalism 141 and meet the department's GPA requirement. If enough students express interest, Gleason hopes to return to Cambridge in 2007.

Davidson retires

By: Melissa Goldmann

After 30 years of teaching at the university, Peggy Davidson, a cornerstone to the journalism department, is retiring.



Peggy Davidson

“Her shoes will be very hard to fill due to her dedication, passion and vast professional experience,” Dr. James Tsao, chair of the department, said.

Her experience includes writing for columnist Jack Anderson, as well as for various newspapers and magazines including National Defense, American History, Medical Economics, New Physician, Good Housekeeping and Parenting. She also

wrote “A Guide to Newspaper Stringers,” published in 1990.

One of the most rewarding things for Davidson, however, was watching her students’ abilities blossom. “The smaller classroom sizes have allowed me to get to know my students and their writing abilities,” she said. “One of the most satisfying things is seeing a student improve from news writing to the upper level classes.”

John Giesfeldt, PR Director of Directions Incorporated, had Davidson as a professor before he graduated in 1984. “Peggy guided you through a process of finding a solution,” he said. “She didn’t provide the answer but enabled you do it on your own, and in that sense, she made us discover the possibilities we have within ourselves.”

Since Davidson’s first day in the department, she worked with Dr. Gary Coll. “She knows how to challenge the students who excel but is still able to offer empathy and guidance to those students who need extra help,” Coll said. “I think a lot of her, and the department is really going to miss her.”

Throughout her years of teaching in the journalism department, Davidson touched and motivated many students, formed close friendships with faculty members, was respected by many and will be missed by all.

Griffith Collection benefits students

By: Frank Isca

In summer 2005, 1987 journalism graduate Jeff Griffith donated an extensive collection of his personal library to the current journalism students. The collection includes over 100 design, art direction and photography magazines, award winning advertising and design annuals and various books on some of the advertising industry’s best work.

Griffith wanted the collection to inspire current advertising students, so it was titled “Jeff Griffith Collection – Advertising Inspiration.” The collection is organized on its own bookshelf in the journalism department’s reading room where students can readily access it. The NSAC team found the books especially helpful when brainstorming creative concepts.



Maguire presents work in Beijing

By: Miles Maguire

Miles Maguire traveled to the People’s Republic of China in May to attend the 7th World Media Economics Conference in Beijing, where he presented a paper on Internet journalism. His paper compares citizen journalism, also known as participatory journalism, with mainstream journalism from a business perspective. Both sectors are struggling in the online environment, where it is difficult to generate the amount of revenue that is available in print. The solution, he argues, is for news organizations to pay more attention to generating social capital and to focus less on economic returns.



Miles Maguire in Beijing

Faculty Achievements and Awards

Mike Cowling: Promoted to Professor in fall 2006

Peggy Davidson: Published “Biodefense Experts: Vaccines ‘At a Crossroads’” in the November 2005 issue of National Defense

Dr. Tim Gleason:

- Promoted to Associate Professor in fall 2006
- Awarded top paper in the media studies interest group at the Central States Communication Association’s April 2006 convention for “Asia in ‘LIFE’: The magazine’s representation of ‘Its Troubles and Opportunities’”

Dr. Julie Henderson

- Selected to be a UW Oshkosh Teaching Scholar for 2006
- Presented “Cigarette Use in Films: Following the Master Settlement Agreement” at the AEJMC Winter Conference in Ohio
- Presented “Ethical Concerns Regarding Product Placement: A Public Relations Positive or Negative?” at the Ninth Annual International Public Relations Research conference in Miami
- Received a Conference Development grant from the Office of Professional and Instructional Development, University of Wisconsin system. The grant will be used for a gathering of public relations professionals and professors from around Wisconsin to discuss curriculum issues and jobs/internships for students.

Miles Maguire:

- Promoted to Associate Professor in fall 2006
- Published “Changes in Ownership Affect Quality of Oshkosh Paper” in the fall 2005 issue of the Newspaper Research Journal
- The “Voter Information Project,” which he developed for the Oshkosh Community News Network, was cited as a “notable innovation” in journalism in the 2005 Batten Awards.
- Presented “Online Debates: Using the Blog To Promote an Engaged Electorate” at the 2006 annual conference of the Midwest Political Science Association in Chicago
- Presented “Get Rich Slow: Applying the Influence Model to Participatory Journalism” at the 7th World Media Economics Conference in Beijing in May 2006

Dr. James Tsao:

- Presented “Implications of Free Community Papers as a Source of Advertising Information” in the Annual Convention of Association of Free Community Papers in Minneapolis in fall 2005
- Presented “Predictors for Internet Usage of Adolescents” in the Annual Convention of International Association for Media and Communication Research in Taipei in summer 2005

Where are they now? Alumni updates



A group of 2006 journalism graduates celebrate completing their college careers May 12.

Michael Aubinger, 1975, publishes two weekly newspapers serving Green Bay, Wis. suburbs of Ashwaubenton-Hobart and Howard-Saumico.



Angela Avery, 2005, started as an account services coordinator at the Roberts Group, Inc. in Waukesha, Wis., shortly after her May 2005 graduation.

Paul Bodi, 1971, is MLB.com's executive editor for the East Division clubs. The Web site is published by Major League Baseball Advanced Media.

Stephanie Fox (formerly Redeker), 2001, was promoted to account executive at Boelter + Lincoln, a downtown Milwaukee advertising agency.

Katie Grothman, 2004, works as an account coordinator for Jacobson Rost

Advertising and Public Relations in Sheboygan, Wis.

Jim Jessen, 2006, just started his first job as a public relations writer at Bader Rutter & Associates in Brookfield, Wis.

Helaine Johnson (formerly Hickson), 1989, works as director of Communications and Community Outreach at the University of Wisconsin – Milwaukee School of Education. She was recently elected to the board of directors of the southeastern Wisconsin chapter of PRSA for a three-year term.

Sayed Talat Kamal, 1994, is managing editor of *New Age*, a daily newspaper in Dhaka, Bangladesh.

Morgan Kuchnia, 2003, works as a junior copywriter at McCann Erickson in Birmingham, Mich.

Kelly Nelson (formerly Augustin), 2005, works as associate editor of Sport Aviation and Sport Pilot and Light-Sport Aircraft magazines. The Experimental Aircraft Association (EAA) publishes both.

Kristin Pierzchalski, 2006, got a job as a graphic designer at Autumn Hill Creative.



Kristin Pierzchalski

She worked there as an intern and was hired full time after graduation.

Amie Jo Schaenzer, 2005, began working as a copy editor

at the *Herald & Review* in Decatur, Ill. soon after graduating.

Amanda Schuldt, 2002, moved to Lansing, Mich. after four years at the *Oshkosh Northwestern* to work as a graphic artist for the *Lansing State Journal*.

Stephanie Viney, 2005, started her career as marketing coordinator of health care markets at Saint-Gobain Performance Plastics soon after graduation.



Kate Unger

Kate Unger, 2006, started her first job as a client services assistant at the Weidert Group in Appleton, Wis.

Heidi Zich (formerly Ludwig), 2001, is the director of Advertising, Public Relations and Events at Valley Home Builders Association in Appleton, Wis.

Congratulations to all the outstanding UW-Oshkosh journalism alumni on their impressive career achievements. Keep up the good work.

Graduates share creative, professional advice

By: Frank Isca

Mike Fredrick (1996), Senior Associate Creative Director at Bader Rutter & Associates in Brookfield, Wis., spoke to Ad Club students in November 2005 about portfolios, internships and headline writing.



Mike Fredrick

He stressed that a great portfolio should be concise, organized

and make a statement of your work. He suggested students have at least three campaigns with three executions each.

He told students that internships are great sources for portfolio pieces, along with individual work for difficult products. He suggested including creative briefs for those interested in account services.

He advised students interested in working at an agency to apply for summer agency internships in February and March.

Shelley Beere (1995), account executive for Shine Advertising in Madison, spoke to Principles of

Advertising students in October 2005. She discussed techniques her agency's creative team uses.

She stressed that a great ad needs to make the consumer feel something after they see it. She said to "zig when others zag," or do whatever the competitors are not doing.

Beere encouraged students to participate in Ad Club and NSAC and to seek internships.



Career achievements showcased in Journalism Gallery

By: Marisa Cuellar

Journalism students today are certainly not lacking role models from the look of the classroom walls around the department. The Journalism Gallery is a growing collection of exhibits that display career accomplishments of outstanding alumni.

Students who see these exhibits can learn about potential internships, careers, employers and contacts. They will also learn that careers exist not only at newspapers and ad or public relations agencies, but also in health care, technology and business.

Each exhibit features the alumnus' picture, biography and several pieces of work he or she has completed in a 20-by-30 inch frame. Alumni are encouraged to update the exhibits with more recent ads, magazine covers, articles, brochures and other work. Award announcements are also welcome.

About 25 exhibits are currently displayed in the journalism conference room, reading room and classrooms. The journalism department hopes to expand the gallery to 40 exhibits.

For more information about the Journalism Gallery, or to have your work displayed in an exhibit, visit www.uwosh.edu/journalism/alumni.

Alumni accomplishments recognized, awarded



Jordan Dechambre-Childers, class of 2000: Milwaukee Press Club Excellence in Journalism Competition, first place for Best Magazine Cover Design, M Magazine – City Edition, "Sin City"

Clifford Christl was awarded Best State Sports Story by the Milwaukee Press Club.

Jeff Griffith won 22 awards last year from the New Jersey Advertising Club, including 10 first-place awards and Best of Show.

Griffith received 32 nominations this year.

Jeff Griffith worked with his advertising team to create a distinctive, integrated feel for the International Photography (Lucie) Awards. The two-tiered campaign can be found in international trade publications and consumer photo magazines.

Andy Jorsch, class of 2003, and a team from *Chippewa Valley Newspapers* were awarded two Suburban Newspapers of America 2005 Advertising and Promotions Contest awards. The team won for best shopping area promotion for Downtown Chippewa Falls and took second in best business publication for the Chippewa Valley Business Report.

Morgan Kuchnia, class of 2003, had a guerilla advertisement she and her partner created featured in the first issue of *Archive* magazine in 2006. The ad for Quicken Financial Planner software is a dollar bill wrapped around an accordion bus and reads, "Stretch your dollar further."

Korey Mallien, class of 1992: Wisconsin Newspaper Association's 2005 Better Newspaper Contest, first place for a weekly sports feature on the return of a seriously injured football player and second place for a sports news story about a 60-year-old woman who bowled a perfect game

To have your awards included in next year's newsletter, please e-mail jalumni@uwosh.edu

Hassett receives Distinguished Alumni Award

By: Mark Luedtke

Oshkosh journalism graduate P. Scott Hassett, class of 1974, was one of four alumni to receive the 2005 Distinguished Alumni Award. A dinner and awards ceremony was held in the Reeve Memorial Union Ballroom Oct. 21, 2005, to honor award



P. Scott Hassett, 1974

recipients, including those receiving the Outstanding Young Alumni and the Alumni Anniversary awards.

The Distinguished Alumni Award is the highest honor presented by the UW-Oshkosh Alumni Association. Recipients must be active in their profession and be widely recognized for their accomplishments. They also must be nominated by two people and have three letters of support. Then, the Association's Nomination Committee must approve them. Hassett was nominated by Drs. Gary Coll and James Tsao and had three letters of support, including one from Gov. Jim Doyle.

As a UW-Oshkosh student, Hassett was editor-in-chief of the *Advance-Titan* in 1973, when the paper won the Pacemaker Award for top college weekly.

After graduating, Hassett was a managing editor at the *Jefferson Banner* in southern Wisconsin and won an

investigative reporting award for a story on groundwater pollution.

Hassett later attended Rutgers University and earned a law degree in 1980. He practiced law with Lawson & Cates, S.C. in Madison and eventually became a partner with the firm. As an attorney, he handled civil, criminal, employment and environmental litigation cases for 22 years.

In 2003, Hassett began serving as the Wisconsin Department of Natural Resources Secretary. In this position, he has worked for continued renewal of harvested forests, restoring the integrity of urban river ways, eradicating Chronic Wasting Disease in Wisconsin's deer population, controlling invasive species and streamlining the permit procedure.

Grad learns international business travel skills

By: Kim Dicke

UW-Oshkosh graduate Kim Dicke (2004), International IT Communications Specialist at Briggs & Stratton, says one of the biggest perks of her job is traveling internationally on a regular basis.

One habit she always adheres to during business and leisure travel is keeping a journal to track everything she does and sees. "Pictures are a wonderful way to capture everything you've seen, but they can't pull together the entire experience you felt while you were there," she said.

The following is a journal excerpt chronicling her first business trip to Romford, United Kingdom in November 2005.

"Once we got to the airport, I felt confident rolling my new professional matching suitcases around. I really did look the part! At the ticket counter, we were given the run-around about being placed on stand-by but eventually got our seats. Next was the security check. No one informed me that laptops needed to be taken out for special security checks! After getting through security checks, I made my way down to gate M1. I was on my cell phone, so it didn't strike me as odd at all that no one else was there. After all, I still had about an hour to wait until boarding. At 8:45 p.m., I asked the airport staff where all the people were because boarding should be beginning soon. They informed me that no more flights were leaving that night. I started panicking that I was in the wrong place. After examining my boarding pass, I realized that I was supposed to be at gate M11. I took off running to the gate! Whew! I made it."



*Photo courtesy of Kim Dicke
Dicke on a business trip to Switzerland in January 2006.*

Lippert widow dies at 73

Dr. Margaret Jean Seay Lippert, widow of journalism department founder Dr. David James Trimborn Lippert, died January 17 at age 73.

She was born in Birmingham, Ala. but spent her career as a family and child psychiatrist in Wisconsin helping people of all financial backgrounds. After the sudden onset of cancer, Dr. Seay retired from Appleton Psychiatric Associates in Appleton, Wis. in December 2005. On January 7, Dr. Seay received the 2006 Lifetime Achievement Award from the Wisconsin Psychiatric Association – Northern Chapter.

She also worked as a missionary in Mexico through the First Congregational Church in Oshkosh, Wis.

After her husband's death, she continued to keep in contact with the journalism department. The David J. Lippert Memorial Scholarship was established and awarded annually to a junior or senior news-editorial student with a strong career interest in newspapers and a commitment to responsible journalism.

The journalism department extends condolences to Dr. Seay's loved ones.

NEWSPA offers range of diversity topics

By: Melissa Goldmann



Nhia Yang of the Sheboygan Press presents 'Understanding the Hmong Community.'

More than 500 aspiring high school journalism students from around the state attended the Northeastern Wisconsin Scholastic Press Association (NEWSPA) 2006 Spring Conference in April. The conference is an opportunity for students to listen to journalism professionals, many of whom are UW-Oshkosh alumni, discuss various topics pertaining to their careers.

Diversity in the media was a highlighted topic again this year. Sessions were led regarding adding minority voice to publications, the value of knowing two languages when reporting, how the Latino Press Club is enhancing the status of minority journalists, understanding the Hmong community and writing a column focusing on race as the issue. To promote attendance among minority students, NEWSPA offered them free registration.

Executive secretary of NEWSPA and UW-Oshkosh professor Mike Cowling said, "Diversity is a growing issue in the media today, and it's important for journalism students to be exposed to minority viewpoints when covering a story."

Andrews - Hurricane Katrina student - excels at UWO

By: Anna Johnson

Her life changed forever when Hurricane Katrina's 125 mph winds surged across Louisiana Aug. 29, 2005, causing \$75 billion damage and leaving 80 percent of New Orleans underwater.

Rayna Andrews, 22, attended Xavier University of Louisiana for mass communications and was a public relations intern for the athletic department.

"It is where I had everything a girl could want," she said. When everything she had known for the past four years was swept away, she had to decide what to do next.

She planned to return to her hometown of Houston, Texas. She had signed up for classes at the University of Houston when she got a call from Trevy McDonald, a UW-Oshkosh alumna, on a Friday.

The next day, she cancelled her classes and bought a plane ticket to Wisconsin. She arrived in Oshkosh on Tuesday and started classes Wednesday.

Andrews said that even though the

experience was overwhelming, the community was welcoming. "I felt like a celebrity," she said with a smile.

Her face lit up when she explained that Assistant Vice Chancellor Dr. Muriel Hawkins was essential in making her transition to UW-Oshkosh easier. Hawkins picked Andrews up from the airport and took her under her wing, helping her complete all her paperwork in one day. Hawkins even took her shopping.

Andrews, a McNair Scholar at Xavier, also earned two journalism scholarships.

Her experience was not always a fairytale, however. One difficult thing was the lack of diversity on campus. Xavier is a historically black university where Andrews felt comfortable. At UW-Oshkosh, she often found herself to be the only minority student in her classes.

Andrews said that her experience with the hurricane and moving to Wisconsin has humbled her. "Some reason above myself brought me here," she said.

It would have been easy for Andrews to give up, but she refused to let the disaster ruin her.

Class projects make multi-cultural issues known

By: Marisa Cuellar

Two journalism students doing their part to create awareness of diversity issues on campus were named recipients of the Multicultural Media Award.

Junior Kimberly Fay created a series of ads relating to Martin Luther King, Jr. Day, and senior Richard Nelson wrote an in-depth article about how diversity plans in place at the time were failing to recruit and retain black students and faculty members.

Fay created the advertisements as part of a project for her Media Ethics class. She interviewed UW-Oshkosh students from different ethnic groups regarding diversity on campus and what could be done to increase diversity. Responses were included in a short article accompanying the three advertisements.

Nelson wrote his article for his final project in Reporting class. He intended for it to appear in the Advance-Titan, where he is the sports editor.

"I wanted to branch out from sports and do something outside my comfort zone," he said about his topic selection.

Initially, he wanted to write about overall diversity initiatives taking place on campus. Through research, he discovered that initiatives to recruit and retain black students and faculty were failing, so he narrowed his topic to that issue.

Byron Adams, PreCollege/Outreach programs director, said, "After a few weeks she came out of her shell and has had a tremendous impact on everybody she has come into contact with."

She joined several classroom and extracurricular groups on campus – Ad Club, Black Student Union, NSAC and PRSSA.

Andrews graduated from UW-Oshkosh in May and is considering a career at a Chicago advertising agency. She plans to earn a master's degree in public administration in the future.

Her advice for anyone in a difficult situation is simple: "Stay on top of your stuff. Don't settle."



Rayna Andrews

Journalism Classes

Internships benefit students and employers

By: Barbara Benish

Most classes at UW-Oshkosh give students skills so they can complete tasks related to their field. The journalism internship class gives students more — real-life experience to help them land that first job.

Students earn credit for the Professional Journalism Internship class, but they get much more, says Internship Coordinator Barbara Benish.

“Competition for jobs is so tough today that students who have had internships really have an advantage when they graduate and start their job search,” Benish said. “In some instances, students will actually get hired by the employer for a full-time job.”

Businesses also benefit from internships, Benish says. “Our internship program provides employers with students able to do special projects that the companies don’t have the time or resources to complete without extra manpower, and at a fraction of the cost.”

To earn credit for the class, students must work a minimum of 200 hours, be supervised by a mass communications professional and have taken the core journalism classes that relate to the internship. If the student has an



Photo courtesy of Barbara Benish

Fox cities PAC intern Maggie Grafwallner, PAC Marketing Associate Jessica Van Handel and Internship Coordinator Barbara Benish.

advertising internship, they must have completed Principles of Advertising and Ad Copy, Layout & Production. For a reporting internship, they must have already completed News Writing, Editing and Reporting, For public relations, students must complete PR Techniques and Principles of PR.

Students and employers must fill out an application for the program, and employers must write an evaluation of the student’s abilities at the end of the program.

Besides the on-the-job experience, the class meets about six times, and students learn about resumes, cover letters, portfolios and more.

Internship opportunities are posted on the Journalism Department Web site at www.uwosh.edu/journalism/students/internships/php as well as on bulletin boards in Clow. If you are interested in creating an internship position at your business, or if you have any questions, contact Benish at (920) 424-7145 or benish@uwosh.edu.

Photo class gets lesson in aerial photography

By: Krystal Steininger

Media Photography II students saw a pictorial account of a journey along the Lewis and Clark trail when Ron Lowery spoke to the class Nov. 30, 2005.

Dr. Tim Gleason and the Experimental Aircraft Association brought Lowery, a photographer and pilot from Chattanooga, Tenn., to share his story with the UW-Oshkosh students.

He and his son constructed a Cloud Chaser twin-engine AirCAM plane resembling a canoe for the trip. Along the entire trail, he took aerial photographs to document his journey.

Lowery used 183 of his landscape photographs for his book, “Chasing Lewis and Clark Across America: A 21st Century Aviation Adventure.” With the help of his family, he also wrote and published the book.

Currently, he is promoting it across the United States. “So far, I have sold about 8,000 copies, but my goal is 80,000,” he said.

Before his expedition in 2003, Lowery provided 3-D abstract imagery for advertising agencies, publishers and nationally known businesses by combining studio and aerial shots with computer graphics.

Department Statistics:

There are **321** journalism **majors** and **minors**.

76 percent are **majors**.

24 percent are **minors**.

66 percent of journalism majors are **female**.

34 percent are **male**.

4th most popular major declared by students admitted to UW-Oshkosh in **Fall 2006**.

Data listed from “Admits by Major 12-12-05” provided by the Admissions office.

62 percent of majors are **Ad/PR** emphases.

31 percent are **News/Ed** emphases.

7 percent are **undecided**.

Of the 245 majors, **17** are **minority students**.

SPJ conducts internship fair

By: Marisa Cuellar

At the UW-Oshkosh Society of Professional Journalists (SPJ) chapter's internship fair February 23-24, journalism students got their names out to some of the top employers in the Fox Valley and the surrounding area.

About 10-12 employers interviewed students over the two days in the journalism department offices. SPJ president Jonathan Whitfield said 20-25 students took advantage of the opportunity. He said the club organized the event to get more students involved in SPJ and give them an opportunity to interact with professionals.

Students were asked to sign up in advance for interviews with employers from area newspapers and magazines.

One student, Danielle Buechel, got



Senior Vishmaa Ramsaroop discusses internships with Connie Drexler of Lake Winnebago B2B.

an internship at Calumet Publishing Inc. during her interview. Other students were called back for second interviews.

Even students who did not get internships were thankful for the experience. Junior Stephanie Barnard was slightly disappointed she did not get an internship that day but said that it was good to meet people in the industry.

"A lot of students were grateful to get their names out and get an idea of what employers will expect from them," Whitfield said. He hopes SPJ will continue the event in the future.

Ad research kicks off speaker series

By: Marisa Cuellar

Advertising scholar Jean Grow was the first presenter in the Speaker Series on Minorities and Women in Journalism.

The series, which is co-sponsored by the UW-Oshkosh journalism department and the Women's Center, kicked off March 10 with Grow's presentation "Stories of Community: The First Decade of Nike Women's Advertising."

Grow is an assistant professor in Marquette University's Department of Advertising and Public Relations and founder of Grow Creative Resources. Clients of her advertising consulting firm include Kimberly-Clark, the Neuroscience Group of Northeast Wisconsin and Thrivent.

The topic of her presentation was inspired by research on women in advertising. In this case, Grow studied 27

Nike women's advertising campaigns that took place between 1990 and 2000.

She learned that the campaigns, which were primarily print-based, received small budgets so they would not pollute or overshadow Nike's male focus. According to the creative professionals from Wieden+Kennedy who worked on the account, Nike's male executives wanted to "pinkify" the brand so it would appeal to women.

Appealing to women did not mean showing women working hard as members of a team. Instead, female athletes were shown as pretty, graceful individuals who were exercising but never sweating, Grow said.

She said looking at the campaigns later instead of while they were happening was a good frame of reference because she was able to see what was portrayed and compare it with what actually happened and what is happening today.

Senior presents Honors thesis

By: Marisa Cuellar

Senior Jennifer Curtis presented her Honors thesis, "Marketing the arts to college students: How to increase awareness of and participation in the arts," on April 26.

She reported that college students are an important market to the arts because of their spending power and because they are developing lifelong habits during this time.

However, area arts groups are not marketing to college students. Primary survey research showed that 82 percent of students had not attended a campus or community art event in the past year.

To solve the problem and attract college students to the arts, Curtis suggested Web site advertisements, e-mails, Podcasts and social networking.

Professionals offer insight as guest speakers

- **Dana Baumgart**, *Brand Spank 'n News*
- **Shelley Beere**, *Shine Advertising*
- **Mark Birschbach**, *Zymbok Advertising & Design*
- **Jennifer Cianciolo**, *Associated Bank*
- **Jeff Erickson** - *BVK*
- **Mike Fredrick** - *Bader Rutter & Associates*
- **Jean Grow**, *Marquette University*
- **Sharon Guette** - *Bankers Advertising*
- **Brenda Haines** - *Blue Door Consulting*
- **Lisa Hostetler** - *Milwaukee Art Museum*
- **Andy Jorsch** - *Chippewa Valley Newspapers*
- **Morgan Kuchnia** - *McCann Erickson*
- **Charles Plueddeman** - *Freelancer*
- **Heidi Strand** - *Blue Door Consulting*
- **Phil Weston** - *Weston Imaging Group*
- **Mary Makarushka** - *Freelancer*



Jennifer Curtis



Photo courtesy of Jeremy Kumbier

UW-Oshkosh NSAC team: Bullpen IC

NSAC team delivers strong pitch at district

By: Marisa Cuellar

The UW-Oshkosh National Student Advertising Competition team placed sixth at the district competition in St. Paul, Minn. April 22.

The 16-member student agency worked since September to create a campaign for Postal Vault Systems, Inc. locked mailboxes. Students conducted research in Dr. James Tsao's fall Media Research class.

Spring semester, the Strategic Campaigns in Advertising class, advised by Melissa Bublitz, Greg Linnemanstons and Kevin Rau, worked on objectives and creative concepts for traditional and nontraditional ads.

The campaign's slogan, "Protect What's Key," encouraged consumers to be proactive about protecting their identities.

All 16 students sacrificed their spring breaks to work on creative executions and the campaign book. The team was led by co-presidents Frank Isca and JoLynn Rakow.

The top four teams at the competition were University of Minnesota – Twin Cities, UW – Madison, South Dakota State University and Marquette University.

Despite not receiving a district award, the UW-Oshkosh team is still proud of its accomplishments. "I have no regrets with my experience in NSAC. It's something I will remember for the rest of my life, and I'm very proud of our team and our campaign," Isca said.

Ad Club fundraiser benefits Salvation Army and Hurricane Katrina victims

By: Kristin Pierzchalski

The UW-Oshkosh Advertising Club sponsored a fundraiser to benefit the Salvation Army thrift store and those affected by Hurricane Katrina Sept. 12, 2005.

The Salvation Army provided no-limit vouchers to those who sought shelter in Oshkosh after the hurricane so they could get the supplies they needed for themselves and their families. The Oregon Street Salvation Army also helped by providing two free meals a day. Ad Club was eager to support the organization's relief efforts.

Students transported merchandise from the Oregon Street location to the

university's Reeve Memorial Union. They distributed coupons to students to increase awareness of the organization in the college market.

The sale ran from 10 a.m. to 4 p.m. and raised \$150 for Salvation Army programs.

"The Salvation Army is an absolutely amazing organization," Ad Club president Ian Abston said. "We're just hoping to increase student awareness of this wonderful organization, and hopefully students will either utilize these programs or participate by volunteering some time."

The students plan to help the Salvation Army again in the future, possibly by helping plan a concert at the local Leech Amphitheater.

Ad Club gets in the face of advertising

By: Frank Isca

To get a feel for what a job in an advertising agency really has to offer, Ad Club members visited numerous leading agencies in Milwaukee and Green Bay this past year.

In fall, 18 students traveled to Milwaukee where they toured Boelter + Lincoln, Core Creative and Cramer-Krasselt (CK). Each agency gave students a full tour, and they shared past work by presenting case studies. At Core Creative, students were shown a case study for the Milwaukee Admirals hockey team, and at CK, students experienced first hand a creative brain storming session for Corona beer where employees were actually drinking Corona to get a better feel for the product.

Ad Club also toured two leading agencies in Green Bay in spring - The Karma Group and Infusion. At The Karma Group, students met with a creative director and an art director and had the



Ad Club members visit a Milwaukee advertising agency.

opportunity to see what their days consist of. Students were also shown the agency's past and current work for the Green Bay Packers, Oshkosh Truck Corporation and Kimberly-Clark. At Infusion, students met with Oshkosh journalism graduate Will Van Epern, who is the interactive director. Students met with various other employees working in PR, art direction and copy writing.

At the end of the agency visits, students had an opportunity to ask about working for an advertising agency, and they became more motivated than ever to start their own careers in advertising.

PRSSA offers portfolio workshop

By: Pamela Koehler

The UW-Oshkosh Public Relations Student Society of America (PRSSA) chapter hosted a portfolio-building workshop Oct. 27, 2005, to teach PRSSA members the use and importance of a good portfolio.

Michelle Rector, a career adviser from UW-Oshkosh Career Services, discussed different aspects of a portfolio, including what pieces to include and how to organize and use it during an interview.

Rector also presented Folio21, a service that lets UW-Oshkosh students post their portfolios on the Internet, allowing potential employers to view a student's work after an interview. She said Folio21 is unique because users can select who views their portfolio. Students can also continually modify their portfolios.

"I think that portfolios are a great way to showcase the work that you (students) have done in a way that does not get shown on a resume," Rector said. "They are a powerful tool to showcase skills and abilities for students with any subject area of expertise, but especially journalism."



PRSSA member Kristin Pare dresses up as a kidney to lead UW-Oshkosh students in an attempt to break the world record for largest game of telephone.



Photo courtesy of Alyson Atwood

Bateman Competition students prepare for a poker tournament to benefit Habitat for Humanity.

Bateman students lend helping hand

By: Diana Ziino

UW-Oshkosh public relations students raised \$206 on Feb. 28 in a Texas Hold'em poker fundraiser to benefit Habitat for Humanity of Oshkosh, Inc. The event, 'Every Hand Helps,' increased student involvement and awareness for the non-profit organization.

'Every Hand Helps' was organized by students in the Bateman Case Study Competition and was held in the Reeve Memorial Union's Titan Underground.

Habitat for Humanity volunteer coordinator Emily Gilbertson presented the keynote address before the poker tournament.

The winner received an Apple video iPod. Non-poker players could play board games or participate in a house of cards building contest.

All money raised came from donations. Small tools to help in future Habitat for Humanity building projects were also collected.

Organ Donor Awareness Day offers fun for students

By: Marisa Cuellar

Public Relations Student Society of America (PRSSA) students spread the word about organ donation at its April 26 'Talk About Tomorrow, Today' event by attempting to break the world record for largest game of telephone.

"We used the game of telephone because our main objective was to spread the word about talking with your family about becoming an organ donor," Organ Donor Awareness Day assistant Pamela Koehler said. Koehler is PRSSA president; however, vice president Tara Person chaired the event.

Although the world record of 614

participants was not broken, many students participated in the telephone game led by freshman Kristin Pare, who was dressed as a kidney.

The Organ Donor Awareness booth in Reeve Memorial Union was a popular stop for students walking to and from classes.

PRSSA members handed out general information about organ donation, including the steps involved in becoming a donor, bumper stickers and driver license stickers. Information about chronic kidney disease, a significant problem leading to kidney transplants, was also available.

Visitors to the booth could get free bowls of chili or have their pictures drawn by a caricaturist.

Congratulations / Thank You

Student Achievements

Scholarship Recipients

E. Garner Horton Memorial Scholarship: **Anna Simeth**
Virginia A. Sokolowski Memorial Scholarship: **Michael Rogers**
David J. Lippert Memorial Scholarship: **Stephanie Barnard** and **Rayna Andrews**
Gary Coll Journalism Fellowship: **Nicole Hartman**, **Frank Isca** and **JoLynn Rakow**
Multicultural Media Award: **Kimberly Fay** and **Richard Nelson**
Diversity in Journalism Scholarship: **Rayna Andrews**

Student Awards

Andrew Baer, **Kimberly Fay**, **Jeremy Hodges**, **Anthony Schneider** and **Paul Stolen** were all selected as finalists in the Photographer's Forum college photo contest. **Hodges** also advanced to Honorable Mention.
Anne Thiel received the Chancellor's Award of Excellence.
Lindsay Deminsky received the Kappa Tau Alpha top scholar award for graduating senior with the highest GPA.
Frank Isca and **JoLynn Rakow** received the Travel Award of College of Letters and Science.

Student Achievements

Julie Becker graduated from the University Honors Program.
Jennifer Curtis completed her Honors thesis and graduated from the University Honors Program.

Kappa Tau Alpha new members

Julie Becker
Marisa Cuellar
Lindsay Deminsky
Kimberly Fay
Jim Jessen
Wendy O'Brien
Anne Thiel
Melissa Whalen

Contributors

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Journalism Alumni Announcements



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