

# UW-Oshkosh Journalism • Alumni Announcements •

July 2007

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

## New curriculum set for fall 2007 semester

By: Marisa Cuellar

The new curriculum offered in fall 2007 will allow students to be better prepared for the changing journalism industry. By choosing from five emphases – writing/editing, public relations, advertising, visual journalism or media studies – students will become well rounded in their selected area.

The changes were inspired by recommendations from the Accrediting Council on Education in Journalism and Mass Communications, which regularly reviews the department. The new curriculum is one way the department may become re-accredited in future reviews.

Under the new format, the four core classes – Introduction to Journalism and Mass Communication, Writing for the Media, Editing and Law of Mass Communication – will remain the same. Participants in a recent journalism alumni

focus group said these courses sparked their interest in the field and helped them choose their emphasis.

In addition to taking courses in their emphasis, students will be required to take at least six distribution requirement credits from other emphases and six elective credits, three of which must be from a different emphasis. Students also are required to take at least three media studies credits. These requirements will allow students to build skills outside their emphasis. Some course overlap among the emphases will allow students to choose more than one to become more knowledgeable in different aspects of journalism. For example, classes like Magazine Editing and Production and Online Publishing appear under multiple emphases because of their interdisciplinary approach.

Dr. Tim Gleason, who chaired the effort for revising the curriculum, said

the new structure also benefits students because those who are interested can get more experience in visual journalism. Previously, students interested in visual journalism had to choose news/editorial or advertising/public relations.

One course that has not been offered to journalism students before is Broadcast News Workshop, which is cross-listed with the radio-television-film department. Students will write and report television news for the campus station and learn the basics of producing a newscast. This course is one way to address the trend of media convergence, which requires graduates to be versatile and knowledgeable of several types of media to complete in the job market.

No new journalism courses are currently scheduled for fall 2007; however, information about the new curriculum can be found on the department Web site.

## Journalism faculty welcomes new member

By: Kendra Sohm

There will be a new face around the journalism department this fall. Dr. Elizabeth Crawford recently completed her Ph.D. at the University of Tennessee and will begin teaching advertising and public relations courses.

Citing her creativity as her greatest strength, she said, “I think that the most important tool in advertising is the human mind.” In fall 2007, Crawford will teach Principles of Advertising and Advertising Copy, Layout

and Production. Looking forward, she hopes to add a creative strategy class to the curriculum. “I hope that I can teach students to think in new and exciting ways.”

Crawford believes her previous work experience will enhance her teaching. She interned at WFRV-TV in Green Bay and worked at the Post-Crescent in Appleton and Northern Michigan University. “The Post-Crescent and WFRV-TV taught me about



Dr. Elizabeth Crawford

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## Chair's Remarks

Greetings,

The 2006-2007 school year has been both a challenging and productive one for the journalism department. We have made several changes in the program that have laid the groundwork for growth in years to come. The following are highlights of major developments accomplished mostly within the year.

The department has painstakingly revised the curriculum since 2005 according to the suggestions from the last accrediting report and academic program review. The new curriculum was formally approved last fall and will be in place fall 2007. The new curriculum includes five emphases: advertising, media studies, public relations, visual journalism and writing/editorial. More details about the new curriculum will be available on the department Web site in the summer.

The rapidly evolving industry in journalism has brought up the new trend of media convergence. Working across platforms demands students to be knowledgeable of both print and online skills in advertising, public relations, news/editorial and visual journalism. As a first step toward increasing literacy of media convergence, the new curriculum will require journalism students to take a Web designing class beginning in fall 2008. More ideas will be discussed and planned later.

We have recently made significant progress on diversity in journalism education. Almost 90 percent of the courses in the department address the subject with various perspectives and activities. For example, the Speaker Series on Minorities and Women in Journalism has become a routine jointly sponsored activity by the African-American Studies program, the Women's Center and the journalism department. A field trip to Chicago that visited People magazine, Art Institute of Chicago, and Chinatown was conducted last fall. Professor Gleason continues to organize his study abroad tour, which will be held in Cambridge and London this summer. More information on diversity activities is available on the department Web site.

Three senior faculty members have retired from the department since 2005. We have successfully recruited a top-notch Ph.D. candidate, Elizabeth Crawford of the University of Tennessee, who will be joining the department as an assistant professor in fall 2007. Her teaching specialties are advertising creativity and design. You can learn more information about Elizabeth Crawford in this newsletter.

The department has entirely revamped the internship program by appointing an alumna and media professional, Barb Benish, who has built remarkable ties with local organizations, to be the program coordinator. The journalism internship Web site and bulletin boards have been frequently updated to provide internship information. In addition, the internship program worked with the University's Career Services to invite 10-15 professionals per semester to conduct mock interviews and offer professional advice to journalism students. Both internships and mock interviews have been remarkably successful. The format will continue.

Journalism has been the fifth most popular major on campus. The increase in enrollment is accredited to multiple factors including the modified advising system, alumni support, dedicated teaching, student achievements and department promotions. The enrollment may continue to rise because of the new curriculum to be installed next fall. More support from the university and alumni is definitely needed in the near future to keep up with the educational quality that we have had achieved so far.

The department conducted a focus group to assess the program standard in the end of spring semester. The focus group members made many valuable suggestions. The department will take the information into serious consideration for future planning.

As the final note, I will be leaving the University of Wisconsin-Oshkosh at the end of the spring interim to join Syracuse University as chairman of the Department of Advertising. Professor Mike Cowling has been elected as the interim chairman to lead the program. I am confident that the new leadership will take the department to great achievements. I am grateful for the invaluable support from alumni and friends who have made my job easier and productive in the past five years. I sincerely hope that you will continue to lend your generous support to the next leadership to make the department an even stronger program in the near future.

Sincerely,

James Tsao  
Department Chair (2002-2007)

## Crawford joins journalism faculty

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having a marketing or journalism related career. My experience at Northern Michigan University taught me to love teaching.”

A Wisconsin native, Crawford enjoys outdoor activities such as hiking and skiing. In addition to traveling, she likes to learn new languages and speaks French and Spanish proficiently. She received her Communication, Media & Theatre B.A. from St. Norbert College and her Communication (Advertising and Public Relations) M.A. from Marquette University.

Crawford is enthusiastic to join the staff. “I love the college environment. I hope that I can learn from both my students and my fellow faculty members.”

## Focus group pinpoints essential skills for journalism graduates

By: Marisa Cuellar

A focus group of eight journalism alumni revealed that graduates of the program should be equipped with Web knowledge and internship experience to be best prepared for the job market.

All eight agreed that internships should be required, not elective. Jim Collar, a reporter from the Appleton Post-Crescent, suggested that students strive to complete multiple internships before graduation. Now in a position to hire, Amber Christopher, metro editor at the Green Bay Press-Gazette, said she would not consider a candidate who did not have internship experience. Working at a student newspaper is good experience, she added, but it does not demand the professionalism required at an internship.

Frank Isca, a recent graduate and account coordinator at Jacobson Rost in Sheboygan, Wis., agreed that internship experience helped build his professional skills. “Internships really helped transition from college to the workforce,” he said. Although approaching a company about an internship might be difficult, the participants stressed that the experience they gained was instrumental to finding their first jobs.

They also agreed that Web experience is another necessity for graduates. All participants said their companies provide news on the Web or use viral marketing and blogs for advertising. Because the Internet is a prominent player in all aspects of journalism, several participants were surprised that a course in online journalism is not required.

Web experience alone is not enough, they agreed. Graduates should be versatile. In addition to Web knowledge, students also need the basics: writing, critical thinking and creative skills. Without these, Collar said Web ability does not matter. Others mentioned that companies are looking for employees who are able to work with a variety of media, including print, photography, video and the Web.

Focus group participants made other suggestions to help the journalism department prepare students for the workforce, such as making Media Ethics a mandatory course and working more closely with the marketing department.

Participants included: Alyson Atwood, Jim Collar, Amber (Paluch) Christopher, Frank Isca, Courtney Ramirez, Kurt Schultz, Nicole Wiese and Kate Unger.

## Faculty Achievements

### Dr. Tim Gleason:

- Published the research article, “Asia in LIFE: The Magazine’s Representation of Its Troubles and Opportunities,” in *EnterText*, volume 6, Winter 2006-2007 issue.
- Published the research article, “The Crime is that She’s so Deep and Complicated: Using an Online Forum to Generate Students Interpretations of Three Kylie Minogue Music Videos,” in *SIMILE*, volume 6, November 2006 issue.
- Presented “A Hymn Called Faith and Misery: Green Day Music Videos and the Loss of Innocence,” in the top faculty papers in media studies session at the Central States Convention Association’s annual convention, which was held in Minneapolis on March 30.
- Received a Faculty Development Program research grant to study Mariko Mori and Julie, two Japanese female photographers, during the summer of 2007.

### Dr. Julie Henderson:

- Elected to the 350-member Educators Academy of the Public Relations Society of America (PRSA) Board of Directors. She was named an at-large director at the 2006 PRSA conference in Salt Lake City.
- Presented a research project, “Student Writing: Taking it to the Next Level,” at the Scholarship of Teaching and Learning Fall Showcase on campus.
- “Companies Race to Educate Consumers, Mechanics, about Ethanol,” an article co-written with student Peter Kleppen, appeared on the Web edition of *Public Relations Tactics*.
- Spoke at the Wisconsin PRSA Professional Development Conference in Milwaukee in April 2007.

### Dr. James Tsao:

- Invited to judge the annual advertising contest of the Wisconsin Community Papers Association in spring 2007 in Elkhart Lake, Wis.

### Sara Hansen and Dr. James Tsao:

- Co-authored a research study, “Effects of Lifestyle and Media Attitude on Teens’ Trust of Advertising,” that won a Top Paper award in the 2007 AEJMC mid-winter annual convention at Reno, Nevada on Feb. 24, 2007.

### Sara Hansen:

- Presented a paper, “Web Site Usability Drives Credibility,” in the division of information systems of the 2007 annual convention of the International Communication Association at San Francisco.

### James Tsao and Kevin Rau:

- Along with three journalism students, assisted the marketing campaign for Utica Energy, a company producing ethanol using corn from over 100 Wisconsin farms. The project was sponsored by the UWO Center for Community Partnerships.
- Joined the marketing team of the UWO Center for Community Partnerships to develop creative concepts for Culver’s new drive-through services in spring.

### Kathy Fredrickson:

- Received a Silver Case V award at the 32nd Annual Case V Conference as part of the UW-Oshkosh College of Business and University Relations team for the newly updated undergraduate viewbook.

## Johnson named Outstanding Young Alumna

By: Marisa Cuellar

Journalism graduate Melissa Ewey Johnson, class of 1995, was one of four alumni to receive the UW-Oshkosh 2006 Outstanding Young Alumni Award. She and other recipients were recognized at a reception Oct. 13, 2006, in Reeve Memorial Union.



*Melissa Ewey Johnson*

As a journalism student, Johnson planned to pursue a public relations career. However, her interest in magazines led her to her first job at EbonyMan magazine in Chicago. She has stayed in the field ever since.

Although Johnson did not emphasize in this area as a student, she said, "Writing skills and creativity are marketable across a wide variety of professions, so there's no reason to think you'll be limited by choosing one concentration over another."

When EbonyMan stopped publication, Johnson became an assistant editor at Ebony magazine, where she wrote a cover story about Grammy winner Lauryn Hill. She said the story was challenging because of the singer's popularity and busy schedule at the time.

Since then, Johnson pursued her dream of moving to New York City, where upon arrival, she did not have a job. After several interviews, she accepted a position at Time, Inc. She admitted she was a little worried about not having a job at first, but Johnson now considers her successful move to New York City her biggest accomplishment.

While still working at various magazines, Johnson started freelancing. Her work appeared in Cooking Light, Essence, Heart & Soul, Honey, Black Issues Book Review and Real Health, among other publications.

"I started writing articles for other publications when I began networking with editors through professional conferences and seminars," she said. "The more I wrote, the more I was able to pitch ideas to other writers, and it snowballed from there."

She has been freelancing full time since April 2006. Recently, she was published in the November and December issues of Fitness magazine. She hopes to build her impressive resume by getting published in The New York Times, Vanity Fair, Vogue, GQ, Esquire and O, The Oprah Magazine.

Even after all her success, Johnson says she still gets excited about seeing her byline.

"I love it when a new issue appears on the newsstand. I'll buy it and turn to my article right there on the street," she said in a UW-Oshkosh news release.

She encourages students and recent graduates to be persistent in their careers. "Don't give up on your big goal, but realize that you may have to take a roundabout route to end up where you want to be," she advised. "You can get there if you keep trying and have confidence in your talents and abilities."

## VandeHei leaves Post to pursue online journalism

By: Marisa Cuellar

UW-Oshkosh journalism alumni and standout political reporter Jim VandeHei left The Washington Post for a new opportunity in online political journalism.

He and another former Post colleague, John Harris, partnered with Allbritton Communications to create a nationally-focused publication - The Politico - and its Web site.

The site uses a multi-media approach to report political news. VandeHei hopes the variety of sources will help people understand what is happening in politics and how Washington works. The Web site is intended to compete with the political coverage of The New York Times and The Washington Post.

The endeavor includes a partnership with CBS News, which entails an appearance on "Face the Nation" every other week and appearances on CBS news programs.

Allbritton president Frederick Ryan Jr. said Harris will serve as editor in chief, and VandeHei will be the executive managing editor. They plan to hire six top political reporters to join them.

In addition to working for The Washington Post, VandeHei has covered President George W. Bush for The Wall Street Journal and been a member of the White House press corps. In 1999, he was named one of Washingtonian Magazine's 100 People to Watch.

In April 2007, VandeHei served as a writer in residence at UW-Madison.



*Jim VandeHei*

# Journalism grad joins University Relations team

By: Marisa Cuellar

Jeanette De Diemar, a 1988 journalism graduate, was appointed executive director of integrated marketing and communications at UW-Oshkosh.

She replaces former University Relations executive director Robin Asbury, who resigned more than a year ago. Since then, the position was reorganized

to incorporate marketing and two-way communications. The new position



Jeanette De Diemar

requires De Diemar to work closely with the UW-Oshkosh Advancement Division team, which is led by Arthur Rathjan, UW-Oshkosh Foundation president and executive director of development.

In a university news release, Rathjan said, “She has the experience to take responsibility for helping to communicate and coordinate a new paradigm of how the university is perceived, understood and sustained by the individuals, organizations and communities it serves.”

De Diemar’s marketing and communications experience includes

involvement in higher education, government and the private sector.

Prior to accepting the position at UW-Oshkosh, De Diemar was the business marketing director for @Wales, the Welsh Assembly Government’s business acceleration program, since 2001.

Other previous experience includes: dean of institutional advancement at Beaver Dam’s Wayland Academy; account manager at The Hoffman Agency, a leading marketing communication agency in Silicon Valley; associate director of college relations at Ripon College and senior civilian public affairs officer with the 1<sup>st</sup> Infantry Division in Fort Riley, Kan. Additionally, she taught journalism and public relations classes at Kansas State University and Marian College.

De Diemar earned both her master’s and doctorate degrees from Kansas State University.

# Griffith returns with advertising insight

By: Marisa Cuellar

“If I’m trying to reach pregnant women in their first trimester, I start reading maternity magazines,” Jeff Griffith told Intro to Journalism students. He got a good laugh, but he was serious about the variety of clients and industries he must understand as an advertiser.

During his May 8 visit to UW-Oshkosh, the journalism alumnus and award-winning advertiser described how he works with and learns about several entirely unrelated clients each day. It is one of the things he loves about advertising.

To demonstrate this variety, he showed students examples from his television and print portfolios, which include clients like ITT Industries, Capitol Lighting, Snickers, Long John Silver’s and the International

**Quick Facts:**

- Lucie Award, Art Director of the Year in 2003.
- UWO Outstanding Young Alumni Award winner.
- Published and designed ATOMIC, a national retro-culture magazine.

Photography Awards.

Griffith said he also enjoys how advertising allows for improvisation. In the real world, he said the art director might come up with the copy for an ad, and the copywriter might have a great design idea. A job title does not restrict someone’s creativity; instead, the whole creative team brainstorms concepts together.

Even once the concept is developed, Griffith said it could change during production. He described situations where a commercial was changed because of cold, rainy weather and where an improvised line helped improve a child actor’s performance.

Griffith also advised students on how to break into the advertising business. As a student, he created ads for Reeve Memorial Union activities as well as local



Jeff Griffith

businesses to build his portfolio. Besides creating ads outside of class, he encouraged students to get internships during the summer, interim and school year.

After working at numerous agencies throughout the U.S., including a job in Hawaii right out of college, Griffith is currently the creative director at Jugular, a New York City advertising agency he established with business partner and strategic director Scott Lackey.

# Alumni updates: Where are they now?



Journalism graduates celebrate with Chancellor Richard Wells after commencement May 12.

**Alyson Atwood** – is a PR/marketing communications specialist at CPM Marketing Group in Middleton, Wis., which focuses on health care relationship and data management technology.

**Steven Broas** – named senior vice president for advertising for the Milwaukee Journal Sentinel.

**Barbara Beuscher**

– returned as the director of development for the College of Letters & Science at the UW-Oshkosh Foundation. Her primary responsibilities include major gifts and serving as the institutional planned giving specialist.

**Michele Duranso** – works as the

communications coordinator at the Betty Brinn Children’s Museum in Milwaukee.

**Emily Glass** - graduated in May 2007 and accepted a position as project manager at Brand Spank’n News in Neenah, Wis. She was offered the position after working as a project manager intern there for a year.

**Maggie Grafwallner** – earned a position as a marketing associate at the Fox Cities Performing Arts Center in Appleton, Wis. after completing an internship there.

**Frank Isca** – graduated in December 2006 and works as an account coordinator at Jacobson Rost in Sheboygan, Wis.

**Pamela Koehler** – graduated in May 2007 and accepted the coordinator of publications position at Affinity Health Systems. She works in Menasha, Wis.

**Lara Margelofsky** – started as a copy editor at Miles Kimball in Oshkosh, Wis. in July 2006.

**JoLynn Rakow** – moved to Sarasota, Fla. to take a marketing associate position at MadahCom, which recently merged with Cooper Wheelock. The company works in emergency control and mass notification solutions.



JoLynn Rakow

**Charles Rathmann** – works as a marketing communications analyst at IFS North America, Inc. IFS is a Swedish software enterprise.

**Kurt Schultz** – graduated in December 2006 and works as an account coordinator at Jacobson Rost in Sheboygan, Wis.

**Scot Sensenbrenner** – was recruited by Thorne Research as their Vice President of Sales & Marketing. Thorne is the nutrition industry’s leading supplement manufacturer.

**Kate Unger** – started a new job as a marketing specialist at Oracular, Inc. in Oshkosh, Wis. in September 2006.



Kurt Schultz

Congratulations to all the UW-Oshkosh journalism alumni on their outstanding accomplishments.

## Students experience journalism, art, culture on Chicago field trip

By: Marisa Cuellar

A group of journalism students learned that experience and willingness are key factors in landing a job during a visit to People magazine's Midwest bureau in Chicago on Oct. 20, 2006.

Adjunct professor Grace Lim and 32 students met with staff correspondents Lauren Comander, Kelly Williams and Barbara Sandler, as well as Midwest bureau chief Cindy Dampier.

Dampier and Comander explained that employers consider quality internships important when hiring recent college graduates. Dampier said it might be beneficial if an employer recognizes the publication where the student interned, but not if he or she has nothing to show for it. Internships at smaller publications can be better if they challenge the student and give him or her strong reporting

experience, she said.

This experience includes asking tough questions that get quotes readers can connect with and calling strangers to get information. Dampier said employers are looking for someone who can knock on doors, talk to locals, get sources to trust them and get detailed information that gets below surface issues. She said it is scary at first, but candidates who are willing to jump in stand out.

"Make yourself indispensable," Sandler said. She explained that employees who can do something no one else can or no one else wants to do are valuable.

While most of the group visited People magazine, Dr. Tim Gleason accompanied a group of students to the Art Institute of Chicago. Others opted to photograph the



Journalism students visit People magazine on Oct. 20, 2006.

city.

After the discussion at People, students had time to explore Chicago. Lim and a group of students visited Chinatown for a tour and a dim sum lunch. Other students used the time to sightsee, take photos, dine and shop on Michigan Avenue.

The trip was co-sponsored by the journalism department and the Photo Club. Gleason, the group's adviser, said Photo Club members and many of his other students requested the trip. He hopes to involve more students in the future and make the trip an annual event.

## Speaker series covers ethnicity in media

By: Marisa Cuellar

UW-Milwaukee associate professor Dr. K.E. Supriya emphasized the importance of global diversity in media at a Speaker Series on Minorities and Women in Journalism presentation Oct. 12, 2006.

Supriya was invited to speak by event co-sponsors, the journalism department, the African-American Studies program and the UW-Oshkosh Women's Center.

She explained that ethnicity and race are not interchangeable and that neither can be ignored. "Everywhere you look, there is a different message about ethnicity," she said.

Rather than ignoring these areas to avoid stereotyping, Supriya encouraged incorporating them in

media studies.

"The paradox of studying stereotypes is that we never escape them," she said. She added that studying stereotypes does not mean perpetuating them.



Dr. K.E. Supriya

When studying ethnicity in media, Supriya suggested considering how ethnicity is constantly being revised and how cultures influence each other.

Supriya also noted that American stereotypes do not always carry over to other cultures. She said hip-hop music has a negative reputation in some Americans' minds, but other cultures portray the genre differently, and it is viewed positively.

She encouraged audience members to be conscious of race and ethnicity in mass media they encounter.

## Class diversity activities

Advertising, public relations and news/editorial students learned about a variety of lifestyles and cultures through the range of diversity assignments offered in the fall 2006 journalism classes.

Students in Advertising Copy, Layout and Production tackled issues concerning the local Hmong-American community by creating advertising tactics that would encourage Hmong-American parents to place their children in booster seats.

Dr. Julie Henderson's Public Relations Techniques class worked with Dr. Norlisha Crawford, director of the African-American Studies program, to create a public relations plan and tactics to promote the African-American Studies minor on campus.

Reporting students were given an assignment called "Six Degrees of Separation," in which they were challenged to profile someone who was different from them in at least six respects. Professor Miles Maguire said students did some of their best work on the project.

Diversity projects were incorporated in several other journalism courses, along with guest speakers and field trips.

## Alumni provide insight to magazine production class

By: Kim Fay

UW-Oshkosh alumni from F+W Publications in Iola, Wis. returned to explain how teamwork is involved in magazine production Sept. 26, 2006.

Rocky Landsverk, Tom Hultman and Norma Fochs answered questions from students in Miles Maguire's Magazine Editing and Production class, where students were working on producing their own mock magazines.

Hultman, a 1988 graduate and managing editor at F+W, discussed the framework of a good magazine. He said creating a publication based on a common interest with a good-sized target market is half the battle. His interest in sports cards pointed him to the managing editor position for Tuff Stuff, a monthly magazine that highlights sports memorabilia. Hultman said anyone can apply a passionate hobby to print as long as there are other people with the same interest.

Fochs, associate publisher of the pop culture and sports collectibles groups, explained that advertisers keep a magazine alive, but the readers need to come first. She explained that if a magazine does not attract readers, attracting advertisers is difficult because they also need an audience.

Landsverk, an F+W editor, gave insight on the differences between working at a magazine and working at a newspaper. One thing he misses about newspapers is the natural "buzz" of meeting a deadline every day. At a magazine, reporters have a month to complete their stories. He said working for a magazine suits him better because he does not have to work weekends or late nights.

Advice about magazine design and layout was especially useful for the students' projects. The professionals stressed that a magazine cover is carefully thought out, taking into account visual appeal and "stand-out factor" among hundreds of other publications on a bookshelf.

## Guest shares emergency PR strategies

By: Marisa Cuellar

Public relations professionals and students know they need to react quickly when a crisis hits. Miami-Dade County Public Schools marketing director Jeff Ronci shared his experiences handling emergencies when he spoke to the Intro to Journalism class Nov. 21, 2006.

Ronci explained how school district officials dealt with several high-profile events, including: the trial and acquittal of Luis Alvarez, a Miami police officer who shot and killed student Neville Johnson at a video arcade in 1982; hurricanes Katrina, Rita and Wilma in 2005; and the murder of 14-year-old Jaime Gough by a classmate in a Southwood Middle School bathroom in 2004.

These incidents caused concern among students and parents and caught media attention. Ronci described the preparation and response for such crises in a school district of 367 schools, 50,000 employees and 360,000 students.

## ● Guest speakers ●

Thank you to the following guest speakers who shared their experience and expertise with journalism students in fall 2006.

**Janet Bonkowski**  
APR, public relations manager  
Schneider National Inc.

**Kristy Butler**  
Account Executive  
BurnhamRichards

**Jennifer Cianciolo**  
Corporate Marketing Communication Specialist  
Associated Banc-Corp

**Yunjae Cheong**  
Ph.D. Candidate in Advertising  
University of Texas-Austin

**Elizabeth Crawford**  
Ph.D. Candidate in Advertising  
University of Tennessee-Knoxville

**Laura Dennisen**  
Senior Web Site Content Coordinator in Communications  
Harley-Davidson

**Sean Fitzgerald**  
WinnebagoB2B

**Norma Jean Fochs**  
Associate Publisher, Pop Culture and Sports Collectibles Group  
F+W Publications

**Mike Fredrick**  
Associate Creative Director  
Bader Rutter & Associates

**Tom Hultman**  
Associate Editor, Sports Collectors Digest  
Managing Editor, Tuff Stuff  
F+W Publications

**Mark Johnson**  
General Assignment Reporter  
Milwaukee Journal Sentinel

**Rocky Landsverk**  
Sports Group Editorial Director  
F+W Publications

**Diane Rado**

Reporter covering educational policy  
Chicago Tribune

**Amy Sanders**  
Copy Editor & Page Designer  
The Gainesville Sun

**Mike Sears**  
News Photographer  
Milwaukee Journal Sentinel

**Scott Spangler**  
Editor in chief  
Experimental Aircraft Association

**Dr. K. E. Supriya**  
Associate Professor  
Department of Journalism and Mass Communication  
University of Wisconsin-Milwaukee

**Lisa Voss**  
Fox Valley Safe Kids

**Joe Weidert**  
Brand Spank'n News

**Tracie Weiss**  
Apple Seeds

**Phil Weston**  
Owner and Commercial Photographer  
Weston Imaging Group

**Thomas Xiong**  
UWO Adviser for minority students

### Teleconferences

**Morgan Kuchnia**, copywriter, BVK

**Jeff Erickson**, creative director, BVK

**Andy Jorsch**, Marketing and Promotions Manager, Chippewa Valley Newspaper Group

## Mock interviews prepare students for jobs, internships

By: Marisa Cuellar

The journalism department and Career Services partnered to host mock interviews for students Oct. 12, 2006. This was the first such department event for both news/editorial and advertising/public relations students.

Journalism department internship coordinator Barb Benish said the mock interviews were set up to better prepare students to get internships and jobs and to assess how well the department prepares students for the workplace.

The event featured 15 employers, many of them UW-Oshkosh journalism alumni, from a variety of companies and attracted 27 students. Each student was interviewed by at least two employers. Employers interviewed students for news/editorial, photography, advertising and public relations positions.

Senior Melissa Goldmann said she participated in the mock interviews because she wanted feedback about how she presented herself in an interview.

“I want to be as prepared as possible to look for a job,” Kurt Schultz said.

After each interview, students got one-on-one feedback from the employers about their interview skills, résumés and portfolios. Students also used this time to ask employers questions about their jobs, their companies and other interviewing and job searching tips.

Although employers critiqued students, they also pointed out what students did well.

“Overall, the students thought the mock interviews were enlightening; they didn’t realize they were doing some taboo things that would likely decrease their chances of getting hired,” Benish said.

“I received good tips from the employers about improving my résumé, which I changed the next day,” Schultz said.



Journalism students dressed for success before their mock interviews.

Benish believes the mock interviews were beneficial to all participants. Students received job search advice, the journalism department was able to evaluate its programs and students and make business contacts, and the employers said they enjoyed mentoring students.

“In the real world, if the student doesn’t get a job, he or she won’t know the reason why,” Benish said. “Today’s workplace is so competitive, and these mock interviews give our students a real advantage over other applicants.”

Students who missed the fall session or wanted more practice were able to participate in the March 29 interviews.

## Feedback sessions help students, faculty Employer participants

By: Marisa Cuellar

Students and faculty were able to get valuable feedback about students’ interviewing skills and technical abilities from employers in two separate sessions after the mock interviews.

In the student session, interviewees asked about their strengths and weaknesses and how to improve interview skills.

Employers suggested students give detailed descriptions of relevant experience and show examples from their portfolios to enhance the explanations

Students also learned how to improve their résumés. Important information like skills and relevant experience should be near the top so employers can see candidates’ qualifications immediately. Employers encouraged using white space, which can be done by excluding unrelated

activities. If possible, students should e-mail employers PDF files of their résumés so they can easily be forwarded to the appropriate departments.

Résumés also were discussed in the faculty feedback session. Employers said students must make sure résumés are error-free and have consistent style. They agreed that résumés with one mistake get thrown out.

Employers suggested students go beyond looking at the company’s Web site for background information. Candidates should speak with someone from the company to learn about the position and ask specific questions after the interview.

In both sessions, employers commented on students’ enthusiasm, impressive internship experience and eagerness to improve. Students were encouraged continue building skills in areas other than their emphasis.

**Thomas Bartsch** – F+W Publications  
**Dana Baumgart** – Brand Spank’n News  
**Merry Dudley** – Krause Publications  
**Kelly Edwards** – Oshkosh Area Community Foundation  
**Willie Garrett** – NBC 26  
**Maggie Grafwallner** – Fox Cities Performing Arts Center  
**Chris Haywood** – Reeve Union  
**Kelly Igl** – Gannett Newspapers  
**Natalie Johnson** – University Relations  
**Eric Klister** – Appleton Post-Crescent  
**Mary Jones, Jim Koepnick, Kelly Nelson, Kathleen Witman** – EAA  
**Greg Linnemanstons** – The Weidert Group  
**Jim Lundstrom** – The Scene  
**Tim Lyke** – Ripon Commonwealth Press  
**Ron Montgomery** – Winnebago County  
**Jim Moran** – Chilton Times  
**Donna O’Brien** – University Foundation  
**Jeff Potts** – Grand Opera House  
**Steve Wuerger** – Affinity Health System

## Two days in D.C.

By: Stephanie Barnard

On Jan. 23 and 24, I was invited to visit the offices of The Politico in Washington, D.C. The Politico is a new media venture launched by UW-Oshkosh journalism alumnus Jim VandeHei and his business partner, John Harris. After working for The Wall Street Journal and The Washington Post, VandeHei found himself wanting to do something a little different. He found a company – Allbritton Communications – willing to invest in a Web-driven, politics-focused publication.

The Politico prints three times a week when Congress is in session; the blogs on its Web site are constantly updated. The focus is exclusively on national politics, with an emphasis on the 2008 presidential election. You won't find any news about Britney Spears at politico.com, but you will find the details of the latest feud between Hillary Clinton and Barack Obama.

VandeHei is an accomplished writer, and now he's moving into editor territory, building a new journalism organization from the ground up. It's a risky but admirable move, and it comes with a lot of prestige, at least in certain circles. During my two days at the Politico office, the staff mostly tried to promote itself, from getting linked on the Drudge Report to scheduling TV appearances on the cable news networks.

The Politico is likely to be very successful, and VandeHei should count himself among UWO's most notable journalism alumni. However, while D.C. politics may be fun to read and write about, Americans in the 50 states want the straight story: Where do the candidates stand on the issues? How can they help the average Joe? While it was fun to meet and schmooze with D.C. insiders, I also felt isolated from the issues that are truly important to our American audience.



Stephanie Barnard

## May wins photo award

By: Marisa Cuellar

Journalism student Laura May was selected for the Associated Press Managing Editors Photo of the Month Award in June 2006.

Her photo of a local soldier was chosen from more than 100,000 entries submitted by professional photographers from around the country.

The photo shows Spc. Clint Kurth of the Wisconsin Army National Guard 1157<sup>th</sup> Transportation Company crying from behind a bus window while watching his family wave goodbye.

May captured the scene while on assignment for the Oshkosh Northwestern. She was photographing soldiers from the 1157<sup>th</sup> before they departed for training in Indiana last June.

In addition to working at the Northwestern, May served as photo editor at the Advance-Titan for two years before graduating in spring 2007. While a talented photographer, she is also interested in reporting and creative writing.

## Bateman team honors caregivers

By: Marisa Cuellar

When a winter storm buried Oshkosh, Wis. in a blanket of snow Feb. 25, UW-Oshkosh Bateman Case Study Competition team members feared their event, the Care

Fair, would have attendance as dismal as the weather. But Dr. Julie Henderson and the 11 Care Fairies who organized the event were pleasantly surprised when more than 50 people attended.

The 2007 competition challenged

students to recognize those who care for an aging, ill or disabled family member and make them aware of available resources and risks to a caregiver's health.

The Care Fair, which provided caregivers with relaxation, entertainment and educational resources, was held at Evergreen Retirement Community in Oshkosh. Attendees

could play bingo, get manicures or massages, collect health care information, sample diabetic and heart-healthy recipes or snack on a variety of refreshments. Bingo winners could choose from a large selection of donated prizes.



Bateman team: The Care Fairies



Care Fairy Melissa Goldmann prepares to greet caregivers.

In addition to the Care Fair, the students worked to drive traffic to team's Web site using electronic and mass media and promotional materials. The class also created its own blog that promoted the event and allowed caregivers to share and read caregiving stories.

## Ad Club attends Chicago career fair

By: Jaimy Szymanski

The UW-Oshkosh Advertising Club traveled to Chicago on March 30 to attend the Leo Burnett Mosaic Career Fair and visit advertising agency Hoffman York. The career fair, held at De Paul University, allowed members to hear guest speakers and recruiters from within the industry, network with professionals and receive résumé and portfolio critiques.

There were more than 25 employers present from the advertising and public relations field. After speeches from two creative professionals, students could visit potential employers and learn more about what they had to offer.

In addition, creative professionals from across the industry met with a select number of students to review and critique portfolios and résumés.

Jason James, Advertising Club vice president, enjoyed the one-on-one critique sessions. "Getting some perspective from industry professionals gave me a lot of ideas on how to improve my portfolio," he said.

The club's trip ended the following day with a visit to advertising agency Hoffman York, where they received a tour and viewed some of the agency's exceptional creative work.

## SPJ members learn from conferences

By: Tracy Rusch

During professor Mike Cowling's first year as faculty adviser for the UWO student chapter of SPJ, he led co-presidents Tracy Rusch and Adam Dziejwontkoski to the Midwest Journalism Conference in Minnesota on March 23.

During their stay in Minneapolis, they attended informative sessions with topics ranging from juvenile justice, where a Minnesotan legislative representative and two law experts discussed consequences of publicizing young offenders' names, to the lucrative life of freelancing, where a panel of professionals explained how to break into the freelancing business and be successful.

Students had the chance to network with professionals, learn tricks and tips of the trade and explore the journalistic job opportunities that exist in larger cities.

In February, SPJ members also attended the Wisconsin Newspaper Association Conference in Wisconsin Dells where member Kate Briquet received a WNA scholarship for \$1,500.



PRSSA Organ Donor Awareness Day

## PRSSA campaign focuses on family organ donation

By: Amanda Kutil and Krista Knabenbauer

UWO Public Relations Student Society of America (PRSSA) members focused on family awareness for the annual Organ Donor Awareness campaign using the slogan "Tell 'em... Don't leave your loved ones in the dark about Organ Donation."

The main event was a graffiti-themed dance party held at Reeve Memorial Union on April 13. During the afternoon on the day of the dance, members organized a table in Reeve. They handed out candy, invited students to attend the dance and encouraged them to fill out postcards to tell their loved ones of their wishes to be organ donors. The campaign reached more than 1,800 people, making it a success.



The 800 Boulevard team poses with their logo made of Coca-Cola bozes.

## NSAC team places fifth, best of Wisconsin schools

By: Kathy Fredrickson

A 14-member team from the UW-Oshkosh achieved the highest place among Wisconsin Universities competing in the District 8 National Student Advertising Competition (NSAC) in St. Paul, Minn. April 21.

UW-Oshkosh competed against 11 schools from the Midwest and Canada and placed fifth overall in the district. Fewer than three points separated the second and fifth place teams. University of Minnesota – Twin Cities placed first to advance to the national competition in Louisville June 7.

The NSAC gives more than 3,000 college students the chance to create a strategic marketing campaign for a corporate sponsor.

"Many ideas these students come up with are ahead of the ways traditional marketing firms think," Kathy Fredrickson said. She was the team adviser for UW-Oshkosh.

The competition required the teams to create an integrated marketing plan for Coca-Cola Classic, and the challenge was to increase consumption and brand health with the 13 to 24-year-old multicultural audience. Teams presented their campaigns to a panel of judges, including a representative from Coca-Cola.

Fredrickson, Dana Baumgart and Kevin Rau of the UWO journalism department taught the class. UW-Oshkosh has participated in the competition for more than 20 years.

# Congratulations/Thank You

## Student Achievements

### Journalism Department Scholarships

David J. Lippert Memorial Scholarship: **Ricky Nelson, Tracy Rusch.**

E. Garner Horton Memorial Scholarship: **Vanessa Virbitsky.**

Gary Coll Journalism Fellowship: **Adam Dziejwiontkoski, Tracy Rusch, Jaimy Szymanski, Melissa Whalen.**

Multicultural Media Award: **Kevin Kosterman.**

Virginia A. Sokolowski Memorial Scholarship: **Kevin Kosterman.**

### Kappa Tau Alpha new members

**Kathleen Briquetet, Marie Daniel, Melissa Goldmann, Bryanna Lancour, Michael Rogers, Dean Simon, Jaimy Szymanski.**

### UW-Oshkosh Awards

**Brian Dederig** – UWO Diversity Poster Contest, runner-up.

### UW-Oshkosh University Honors Program

**Marisa Cuellar** and **Melissa Whalen** completed the Honors Senior Capstone, in which they wrote about aspects of advertising and public relations concerning terrorism.

### 2006 Wisconsin Newspaper Association Foundation College Newspaper Awards

**Kate Briquetet** – \$1,500 Wisconsin Newspaper Association Scholarship.

**Jeremy Hodges** – Photography, 3<sup>rd</sup> place.

**Laura May** – Photography, Certificate of Merit.

**Lori Weiss** – Investigative Reporting, Certificate of Merit.

**Nick Gumm** – Feature Writing, Certificate of Merit.

**Laura May** – Associated Press Managing Editors Photo of the Month Award, June 2006.

## Contributors

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