

**Department of Journalism
University of Wisconsin Oshkosh**

DOJ
2016-17

Annual Report

HIGHLIGHTS IN REVIEW

The Department of Journalism had a successful 2016-17. The year included accomplishments as well as foundational work toward objectives for the coming year.

Highlights include:

- Recommendation for re-certification for the Certification in Education for Public Relations (CEPR) from the site review team and the Education Affairs committee of the Public Relations Society of America.
- Approval for two new minors in Advertising and Public Relations, which will be effective in Fall 2017.
- Third-place win for the Strategic Campaigns in Advertising class in District 8 for the National Student Advertising Competition.
- National adviser awards to two faculty members, Dr. Filak and Dr. Hansen.
- Course changes to streamline and enhance offerings to evolve the journalism major to the multimedia journalism major, which will combine the writing/editing and visual emphases.
- A plan for the department's 50th Anniversary at Homecoming 2018 with Alumni Relations and Advancement for a two-day event to inspire and engage alumni, and assist with significant fundraising and event corporate sponsorship.

DEPARTMENT, FACULTY AND STAFF ACCOMPLISHMENTS

DEPARTMENT

The department completed the academic year with the following accomplishments.

Certification in Education for Public Relations

The department prepared a report and hosted a site team for the Certification in Education for Public Relations in Spring 2017. The site team said it was “impressed” with the program and recommended re-certification to the Public Relations Society of America board that will give final review in Fall 2017. The Education Affairs committee of the PRSA agreed with the site team recommendation in June 2017. The CEPR is a quality stamp on the program from the national PRSA, the largest professional organization in public relations with more than 30,000 members.

Minors in Advertising and Public Relations

The department created two new minors in Advertising and Public Relations, which will go into effect in Fall 2017.

Win for Strategic Campaigns in Advertising

The Strategic Campaigns in Advertising class won third place in District 8 for the National Student Advertising Competition, run nationally by the American Advertising Federation.

National Awards for Two Faculty Members

Dr. Filak won the national College Media Association Distinguished Adviser Award and Dr. Hansen won the national Public Relations Student Society of America Teahan Faculty Adviser Award.

The department succeeded in progress toward initiatives for next year’s objectives.

Evolving Curriculum

Course changes to streamline and enhance offerings were started in order to evolve the multimedia journalism major from the current journalism major. This major currently includes an emphasis for writing/editing and an emphasis for visual, which will be combined into the proposed multimedia journalism major. This is the direction the field is going, to which the faculty are aligning curriculum updates in courses as well as plans for future growth and hiring in the department. The curriculum and assessment committees

worked diligently on this effort during the last year, with plans to continue to evolve the courses in the coming year. Curriculum updates include:

- The department approved further details for the culminating experience that will start in Fall 2017.
- Foundations of Multimedia Production had a title change, Foundations of Multimedia Storytelling, and a change in description. It also became cross-listed as a course option for the new Digital Marketing emphasis created by the College of Business.

Planning for 50th Anniversary

The department's 50th Anniversary at Homecoming 2018, themed "Moving Forward in Style," provides a unique opportunity for the department and university to inspire and engage its 2,500 alumni. The department completed an initial plan, logo and "save the date" communication to alumni. The plan for the two-day event will feature prominent alumni from our outstanding young and distinguished award winners, such as Jim VandeHei of Axios. A major fundraising campaign with Alumni Relations and Advancement also is in the works. Significant work was completed for the plan during the year. More details about this initiative are provided in our objectives for 2017-2018 on page 13.

Policy Updates

A significantly updated renewal-tenure-promotion policy for tenure-track faculty was approved. The department will next create a policy for promotion to full professor.

FACULTY AND STAFF ACCOMPLISHMENTS

Vincent Filak completed one book and is working toward authorship of another two, in addition to a publication, grant and presentation.

Book efforts

Signed a contract for the publication of the *Dynamics of Media Editing*, which will be coauthored with Kenneth Rosenauer of Missouri Western. Publication slated for 2019.

Signed a contract for a second edition of *Dynamics of Media Writing*. Publication slated for 2018.

Completed work on the text and workbook for *Dynamics of Reporting and Writing*. Publication is slated for Fall 2017.

Published

Filak, V. (2016). Cultural Convergence 10 Years Later: A reexamination of intergroup bias among journalists in the digital media age. *Atlantic Journal of Communication*. 24:5, 302-312

Grants Received

Received a \$1,485 grant from the Journalism Education Association and the National Scholastic Press Association. This grant will further research of high school and college media in relation to self-censorship. (With Kristine Nicolini; 2017)

Presented

Invited panel member (2016) – Student Media and Censorship on Campus. Price Sloan Symposium for Law and Media. Columbia, Missouri.

Timothy R. Gleason published an article and photography work, and completed one presentation.

Published

Gleason, T. R. & Hansen, S. S. (2017). Image control: The visual rhetoric of President Obama. *The Howard Journal of Communications* 28(1), 55-71.

Presented

Gleason, T. R. (2016, August 4). "Decade of deceit: English-language press coverage of the Katyn massacre in the 1940s." *Association for Education in Journalism and Mass Communication, Visual Communication Division*, Minneapolis.

Photography Published

"Gold and Green" and "Frost and "Frozen" published in the June/July 2017 issue of *f-stop magazine*.

Sara S. Hansen published two articles and completed two presentations, along with professional activity through the Business Success Center.

Published

Gleason, T. R. & Hansen, S. S. (2017). Image control: The visual rhetoric of President Obama. *The Howard Journal of Communications* 28(1), 55-71.

Lee, J. K., Lee, S. Y., & Hansen, S. S. (2016). Source Credibility in Consumer-Generated Advertising in YouTube: The Moderating Role of Personality. *Current Psychology*, 1-12.

Presented

Lee, J. K., Hansen, S. S., & Lee, S. Y. (2017). *The impact of brand personality self-congruity on brand engagement and purchase intention: The moderating role of self-esteem in Facebook*. Paper presented at the American Academy of Advertising Global Conference, Tokyo.

Hansen, S. S. & Lee, S. Y. (2016). *'Wishing to be Trump' and other parasocial predictors of likeability, trust, and voting intention for the Apprentice host*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Conference, Minneapolis.

Professional Activity

Hansen provided consulting for media relations and social media influencers for Rapid Force, through the Business Success Center. She also worked with a STEP intern to provide website and social media analysis for Mary Bergin's Roads Traveled online presence.

Shu-Yueh Lee published an article and made two presentations, and served as a panelist for popular culture issues.

Published

Lee, J. K., Lee, S. Y., & Hansen, S. S. (2016). Source Credibility in Consumer-Generated Advertising in Youtube: The Moderating Role of Personality. *Current Psychology*, 1-12.

Presented

Lee, J. K., Hansen, S. S., & Lee, S. Y. (2017). *The impact of brand personality self-congruity on brand engagement and purchase intention: The moderating role of self-esteem in Facebook*. Paper presented at the American Academy of Advertising Global Conference, Tokyo.

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Professional Activity

Panelist: Popular Culture: Ghostbusters, UW-Oshkosh Women's Center, Nov. 2016.

Miles Maguire published two articles and made one presentation, in addition to advancing a publication as associate editor.

Published

Maguire, M. (2017). Embedding journalists shape Iraq news story. *Newspaper Research Journal* 38(1), 8-18.

Maguire, M. (2016). Methodology matters: A framework for gauging accuracy and impact. *Journal of Applied Journalism & Media Studies* 5(3), 405-422.

Presented

“Going for the Gold: How Literary Journalism Techniques Have Come to Dominate the Pulitzer Prizes,” at the 12th annual meeting of the International Association for Literary Journalism Studies, May 11-13, 2017, University of King’s College, Halifax, Nova Scotia, Canada.

Scholarship Service

Helped *Literary Journalism Studies*, where Maguire serves as an associate editor, gain entrance into the Emerging Sources Citation Index of the Web of Science Core Collection.

Professional Activity

Covered City Hall for the *Oshkosh Independent*, publishing about 45 stories during the academic year of which many were exclusives and later covered by other local media. Coverage usually included original photographs to illustrate stories and promotions of articles via social media.

Kristine M. Nicolini published five articles and presented six presentations, and delivered two professional presentations.

Published

Burrell, N. and Nicolini, K. M. (2017). Pronomial Use-Solidarity. In Allen M (Eds.), *The SAGE Encyclopedia of Communication Research Methods*. Thousand Oaks, CA: SAGE Publications Inc.

Burrell, N. and Nicolini, K. M. (2017). Scales, Open-Ended. In Allen M (Eds.), *The SAGE Encyclopedia of Communication Research Methods*. Thousand Oaks, CA: SAGE Publications Inc.

Burrell, N. and Nicolini, K. M. (2017). Survey Instructions. In Allen M (Eds.), *The SAGE Encyclopedia of Communication Research Methods*. Thousand Oaks, CA: SAGE Publications Inc.

Cole, A. W., Anderson, C., Bunton, T. E., Cherney, M. R., Cronin Fisher, V., Draeger Jr., R., Fetherston, M., Motel, L., Nicolini, K. M., Peck, B., & Allen, M. (In Press). Student predisposition to instructor feedback and perceptions of teaching presence predict motivation toward online courses. *Online Learning*.

Miller, J. H., Danielson, C., Sahlstein Parcell, E., Nicolini, K., & Boucher, T. (2016). Blurred Lines: Privacy management, family relationships, and Facebook. *Iowa Journal of Communication*, 48(1), pp. 4-22.

Presented

Nicolini, K.M. (2017). *Ties that Bind: Investigating the Impact of Family Communication Patterns on Introverted Children*. Paper presented at the annual convention of the Central States Communication Association, Interpersonal and Small Group Communication Interest Group, Minneapolis, MN.

Nicolini, K.M. & Cole, A.W. (2017). *Gap Interventions: Comparing student perceptions of peer feedback in FtF and online public speaking workshops*. Paper presented at the 67th annual convention of the International Communication Association, Instructional & Developmental Communication Unit, San Diego, CA.

Nicolini, K.M. & Rasmussen, E.E. (2017). *The Relation Between Parental Control, Mediation Strategies, and Children's Exposure to Televised Embedded Sexual Content*. Paper presented at the 67th annual convention of the International Communication Association, Children, Adolescents and the Media Unit, San Diego, CA.

Nicolini, K.M. & Cole, A.W. (2017). *Closing the Gap: Measuring Peer Feedback in Face-to-Face and Online Public Speaking Workshops*. Paper presented at the annual convention of the Central States Communication Association, Communication Education Interest Group, Minneapolis, MN.

Tatum, N.T., Priddis, D., Nicolini, K.M., Frei, S.S., Bryant, L.E., Johnson, M., Weismann, K. (2017). *Creating a Bridge to Close the Classroom/Community Divide*. Panel

presented at the annual convention of the Central States Communication Association, Communication Education Interest Group, Minneapolis, MN.

Young, L., Sellnow-Richmond, D., Luders, A., & Nicolini, K.M. (2017). *Creating the Future PR Classroom: New PR Professors' Take on the Future of PR Instruction*. Panel presented at the annual convention of the Central States Communication Association, Public Relations Interest Group, Minneapolis, MN.

Professional Activity

Priddis, D. & Nicolini, K.M. (2017). *Creating a Dynamic Conference Experience: Getting the Most Out of Your CSCA Convention*. Short course presented at the annual convention of the Central States Communication Association, Minneapolis, MN.

Nicolini, K.M. & Brazee, C. (2017, May 23). *Harness the Power of a Generationally Diverse Workplace*. Presented to the Public Relations Society of America - Northeast Wisconsin Chapter.

FACULTY AND STAFF SERVICE

Members of the department provided service to the department and campus. Below is a listing of service beyond routine committee service.

Vincent Filak

- Filak represented the department to college media events:

How to cover campus crime and breaking news. Panel presented at the Associated Collegiate Press Best of the Midwest, Minneapolis, MN. Feb. 2017.

How to get beyond "So and so is not your typical..." Panel presented at the Associated Collegiate Press Best of the Midwest, Minneapolis, MN. Feb. 2017.

Fun with FOIA! Panel presented at the Associated Collegiate Press Best of the Midwest, Minneapolis, MN. Feb. 2017.

Newsroom Toast: What burnout really is and how to avoid it. Panel presented at the Associated Collegiate Press Best of the Midwest, Minneapolis, MN. Feb. 2017.

Clueless Twerps, Arrogant Weasels and People Who Think They're Funny: The Perils of Opinion Writing. Panel presented at the Associated Collegiate Press Best of the Midwest, Minneapolis, MN. Feb. 2017.

Clueless Twerps, Arrogant Weasels and People Who Think They're Funny: The Perils of Opinion Writing. Panel presented at the Associated Collegiate Press National convention. Washington, DC. Oct. 2016.

Crime and Punishment. Panel presented at the Associated Collegiate Press National convention. Washington, DC. Oct. 2016.

Newsroom Toast: What burnout really is and how to avoid it. Panel presented at the Associated Collegiate Press National convention. Washington, DC. Oct. 2016.

Fun with FOIA! Open records and journalism. Panel presented at the Associated Collegiate Press National convention. Washington, DC. Oct. 2016.

Thompson's Penis A Sword: How to avoid headline hell. Panel presented at the Associated Collegiate Press National convention. Washington, DC. Oct. 2016.

How to bet personality into your profiles. Panel presented at the Associated Collegiate Press National convention. Washington, DC. Oct. 2016.

Timothy R. Gleason

- Gleason assisted UARC in training departments on the Student Success Collaborative advising system as a member of the advising team.
- Gleason also served as a judge of all entries in the Art at the Park, hosted by the Trout Museum, Appleton, Wisconsin.

Sara S. Hansen

- Hansen wrote the CEPR report, coordinated with CEPR references and led communication with the site team.
- Hansen provided a special topics course for three visiting professors from Jiangsu Vocational Institute of Commerce in Jiangsu, China. The JVIC professors learned about curriculum development, teaching methods, high-impact practices and assessment regarding the department's IWM courses. Students in these classes

demonstrated the high-impact practices of creating website and social media content for nonprofit clients, and showed blog development and cross-platform communication on social media in class. The JVIC professors do not have a model of working on real clients in their courses – all of their projects are simulations. Beyond the university's benefit toward the JVIC agreement, the classes provided an opportunity for the students to engage with the professors in a helpful learning experience.

- Hansen continued to serve on the IWM Committee, which is working on initiatives including collaboration on the 2+2 program with Moraine Park Technical College.
- Hansen's students (journalism and IWM) in Applications in New & Emerging Media successfully completed website, social media content and digital strategy work for nonprofit organizations in the Oshkosh and Fox Valley community during Fall 2016 and Spring 2017. These organizations included:
 - K.E.Y. Programs (UW Oshkosh)
 - Online Professional Development Programs (UW Oshkosh)
 - League of Women Voters Winnebago County
 - Operation Cinderella of the Fox Valley
 - St. Andrew's Lutheran Church
 - Fond du Lac Senior Center
 - Growing Oshkosh / Better Business Bureau
 - Northeastern Wisconsin Scholastic Press Association
 - Winnebago County Health Department

Shu-Yueh Lee

- Lee served as the advisor of two student clubs, Chinese Culture Club and Boxing Workout Club.

Miles Maguire

- Maguire continued to manage, along with Justin Mitchell of the Oshkosh/Winnebago County Housing Authority and Paul Van Auken of the UW Oshkosh Sociology Department, the *Oshkosh Independent* website. The organization launched an email newsletter in May 2017.

Kristine M. Nicolini

- Nicolini and UW Oshkosh's PRSSA collaborated with Red Shoes PR to facilitate media relations for the 2016 Fox Cities Marathon. The partnership provided many opportunities for more than 30 public relations students to experience special event implementation firsthand. Students helped coordinate press interviews, worked with athletes to prepare for media interactions, and assisted PR professionals with event activities.
- Nicolini assisted with writing the CEPR report and in preparing for the site team visit.

Cindy L. Schultz has performed a great deal of service to the university.

- Schultz served as a senator on the University Staff Senate (USS) for the 2016-17 academic year, the USS Workplace Expectations Policy Committee, the Administrative Support Team and USS Grants Committee.
- She actively raised funds to continue building the Ellie Maslowski Memorial University Staff Scholarship.
- Additionally, Schultz worked with Dr. Hansen to hire, supervise and manage STEP students. Schultz won the STAR award in July 2016.

ISSUES TO CONSIDER FOR PLANNING FOR NEXT ACADEMIC YEAR

Managing Enrollment Growth

The department is experiencing growth through the interdisciplinary Interactive Web Management program, which has more than 50 students enrolled, and the public relations major, which grew 69% during 2012-2016 (UWO enrollment was -11% during that time). Growth is great, but managing it can pose challenges. The department put in two requests for Return of Vacant Faculty Positions positions (recommended by the CEPR site review team) in order to accommodate this growth.

- All IWM students are required to take three journalism courses, and the BS and BA students typically take another 24 credits in journalism (computer science also is an option, but journalism courses have been more popular). About half of the IWM majors choose to minor in journalism. These trends have put pressure on courses (in particular, Writing for the Media and Editing) as more students are trying to take

classes while courses have been reduced due to budget cuts. COLS has been working with COB to fund additional sections to meet demand.

- The public relations major has been offered for two years and is the first of its kind in the UW System. Enrollment trends and feedback from the CEPR reviewers indicate that this major will grow. The CEPR reviewers recommended the department continue to work with COLS to manage enrollment and key resources to ensure curriculum rigor is maintained.

Needed Lab Modernization

The department supports three computer labs, each with 16 desktop iMacs that are necessary for using Adobe Suite for InDesign, Illustrator, Photoshop and other programs in core journalism and advanced courses. We typically upgrade one lab a year with new computers in order to keep them current for using these programs. Often the programs won't work if a computer is older than three years. We did not get lab modernization funding for 2017-18, which puts our oldest lab in jeopardy for not working with these programs appropriately. We will be in need of two lab modernizations for 2018-19.

Revised Bylaws Held Up by SOS Requirements

The revised bylaws were held up by Faculty Committee and Faculty Senate because of a debate about SOS requirements. The department will resubmit once the matter is resolved by those groups.

OBJECTIVES FOR THE YEAR AHEAD

The department considers the university's mission and strategic plan, as well as the department's strategic plan updated in 2015-16, as it focuses on key objectives ahead.

Engagement and Fundraising for 50th Anniversary

The department will further develop its plan for the 50th Anniversary at Homecoming 2018, themed "Moving Forward in Style" (a play on "AP Style," which all j-students must master for writing). The event includes one day (Friday) of professional sessions, open house and tours; and a second day (Saturday) with festivities including a dinner and evening program. The event will welcome all alumni to engage with the DOJ and university. Planning includes:

- Outreach to alumni in traditional and social media – including the recent launch of a Facebook group for alumni and students that gained 150 members in its first week.
- Coordination of distinguished alumni, outstanding young alumni and the Journalism Advisory Board for the program (including Jim VandeHei of Axios and Brody Karmenzind of Facebook – both have agreed to be guest speakers)

- Development of an interactive video that captures the history and memories of the department – this will be collaboratively created with journalism students
- Working with Advancement to create a significant fundraising effort to inspire and engage alumni participation, which includes kick-off of a silent phase in July 2017 prior to launch of a public campaigns in October 2017. Efforts toward corporate sponsorship to support the event also are in the works.

Strategic Partnerships – Visibility, Research-Enhanced Mission and Recruitment

The department aims to advance/build strategic partnerships that raise visibility in the community, support our research-enhanced mission and aid recruitment goals. Faculty are engaging with organizations including Gannett, Red Shoes PR, College Media Association, *Oshkosh Independent*, PRSA, Northeast Wisconsin Student Press Association (NEWSPA) and the Kettle Moraine Press Association (KEMPA), and the Business Success Center. We are building on visibility efforts through courses, such as nonprofit consulting in Application of New and Emerging Media. For recruitment specifically, we are increasing our outreach with NEWSPA and KEMPA for next year. Leaders in our PRSSA Chapter also held recruitment opportunities at local high schools.

Policy Updates

The department will work toward creating a policy for promotion to full professor, aligning with the updated renewal-tenure-promotion policy for tenure-track faculty. Also, work toward a policy for HLC compliance for minimum teaching requirements will move forward.

COLS PLANNING PROCESS: EXAMINATION OF PROGRAMS

Work Toward a Multimedia Journalism Major and Minor

A Form C will be submitted to revise the journalism major and likely rename it multimedia journalism. Along with the expected elimination of emphases except advertising, this will create more efficiency in scheduling. New courses will be proposed as part of this revision. Additionally, it is likely that the department will propose a multimedia journalism minor in 2017-2018.

COLS PLANNING PROCESS: COLLEGE PROGRAM ARRAY

Review of Non-Journalism Courses

The department has begun reviewing non-journalism required classes for the journalism and public relations minors.

Strategic Efforts with Other Departments

Journalism maintains communication with Radio-TV-Film about continued (e.g., cross-listing Media Ethics) and future interactions (e.g., the possibility of a school of media). The department also communicates with the College of Business regarding IWM and potential integrations with Marketing, which added Foundations in Multimedia Storytelling as an option for its Digital Marketing emphasis. Discussions with Marketing also include cross-disciplinary participation in Strategic Campaigns in Advertising, which has benefited with integration of IWM majors with advertising students. Challenges of curriculum creep continue to be watched as well.

COLS PLANNING PROCESS: STUDENT SUCCESS AND RECRUITMENT

The department focuses not only on student success in the classroom, but also demonstrated skills in internships and professional activities. The department will continue to support student achievement through its advising, curriculum updates and assessment plan. The department monitors internship experiences and student skills that align with our ACEJMC accreditation through Internship Coordinator Barb Benish. After surveys of students and employers, Benish puts together a report each semester for assessment to see how students rated in the internship work. For Fall 2016 and Spring 2017 graduates, respectively, 87 percent and 85 percent, had an internship or relevant experience in the field before graduating.

The department also will continue its longstanding support for active clubs – The Dr. Julie Henderson PRSSA Chapter, Advertising Club, Society of Professional Journalists and Photo Club – and related organizations, such as The Advance-Titan. In the last year, the clubs provided a dozen guest speakers, several industry tours, workshops on design and using LinkedIn, as well as movie nights related to the media fields. These professional experiences expand student skills and opportunities to be prepared for the field upon graduation.

Demonstrations of student success include:

- The department's Strategic Campaigns in Advertising class won third place in District 8 for the National Student Advertising Competition through the American Advertising Federation.
- Erik Buchinger won first place for sports reporting, Katie Knox won first place for best news reporting, and Austin Walther received an honorable mention for sports reporting in the Wisconsin College Media Association Contest.

- The Dr. Julie Henderson PRSSA Chapter won the STAR Chapter Award at the Fall 2016 PRSSA National Conference.
- The Dr. Julie Henderson PRSSA Chapter won the February 2017 PRSSA Pacesetter Award.
- Katie Biersach, 2016-17 PRSSA Chapter president, and Monica Salmeri, 2017-2018 PRSSA Chapter president, both won the national Gold Key Award – a prestigious award for outstanding leadership. Biersach also ran for a national PRSSA position in Spring 2017 at the PRSSA National Assembly, and narrowly missed winning. The PRSA of Northeast Wisconsin supported Biersach with travel funds.
- Katie Hanson, Crystal Knuth, and Allison Tetrick placed as finalists in the Photographer’s Forum 37th Annual College Photography Contest.
- Kappa Tau Alpha inductees included: Katie Biersach, Jessica Johnson, Samantha Pech, and Timothy Windisch, Jr.

To expand recruitment, the department worked with NEWSPA to host its annual convention at UWO in April 2017. The event brings hundreds of students and teachers to campus, offering recruitment opportunities for the department and university.

COLS PLANNING PROCESS: FACULTY AND STAFF EXPERIENCE

In Fall 2017, Dr. Hansen won the national PRSSA Teahan Faculty Adviser Award and Dr. Filak won the College Media Association Distinguished Adviser award for 2015-2016. Both received nominations from Dr. Gleason.

ALUMNI ACCOMPLISHMENTS

Shane Arman was named senior director of Burns Entertainment and Sports Marketing in Chicago.

Scott Bellile was promoted to editor of the *New London Press Star* and *Clintonville Tribune-Gazette*.

Mariah Haberman was promoted to host of Discover Wisconsin and director of brand development for Discover Mediaworks.

Brody Karmenzind left advertising account management at Pandora Internet Radio in Oakland, California, for a similar role at Facebook in Austin, Texas.

Ricky Nelson, UW-Oshkosh assistant sports information director, was named as a finalist in the Web journalism category for the Grant Burger Media Award from the American Volleyball Coaches Association.

Seiche Sanders was promoted to editor in chief and publisher of *Quality Progress* magazine, where she previously served as executive editor and associate publisher.

Dan Shafer joined the *Milwaukee Business Journal* as the manufacturing and travel reporter. He had been digital editor for *Milwaukee Magazine*.

Jaimy Szymanski contributed to Rebecca Lieb's book, *Content; The Atomic Particle of Marketing*.