

**Department of Journalism  
University of Wisconsin Oshkosh**

**Multimedia Journalism  
Public Relations  
Advertising  
2017-18**

**Annual Report**

## HIGHLIGHTS IN REVIEW

The Department of Journalism put forward positive outcomes based on strategic goals for the university and department in 2017-18. Faculty members worked toward goals with some notable accomplishments as well as efforts toward initiatives for the year ahead.

Highlights include:

- Approval for the Multimedia Journalism major, effective in Fall 2018, which will enhance curriculum to keep pace with technology and reduce time to degree by combining the writing/editing and visual emphases.
- Hiring of Kimberly Kelling for Fall 2018 as an assistant professor for advertising, which has not had a dedicated professor since 2014.
- Second place for the National Organ Donation Awareness Competition (2017) through the Public Relations Student Society of America and an honorable mention in the Bateman Competition (2018) for the Public Relations Campaign team.
- Awards for the Advance-Titan include a second place in the College Media Association Pinnacle Awards for sports photography and an honorable mention in the Associated Collegiate Press Pacemaker Awards.
- Top research paper award for Shu-Yueh Lee and Sara Hansen at the national Broadcast Education Association Conference, and Amazon number one new release status for one of Vince Filak's books.
- Progress for strategic partnerships with the department's 50th Anniversary at Homecoming 2018, a two-day event to inspire and engage alumni, including an active Facebook group with 575+ alumni; an online site with an interactive timeline of the department's history; an alumni-led fundraising initiative for the Moving Forward fund; initial corporate sponsorship agreements; and 40+ speakers for the events.
- Community engagement with more than 50 intern employers through Barb Benish; two community-focused journalism initiatives with Miles Maguire; and work with 12 organizations through courses.
- Initial work toward developing the advertising emphasis into a major that is collaborative with marketing in the College of Business, offering BA, BS and BBA options.
- Maintained 87 percent rate of students having one or more internships before graduation, and added job placement data for new grads that shows 88 percent of 2015 and 2016 grads have a job in the field.

## **DEPARTMENT, FACULTY AND STAFF ACCOMPLISHMENTS**

### **DEPARTMENT ACCOMPLISHMENTS**

The department completed the academic year with the following accomplishments toward strategic goals.

#### **Curriculum Improvements**

- The department received approval for the Multimedia Journalism major, effective in Fall 2018, which will enhance curriculum to keep pace with technology and reduce time to degree by combining the writing/editing and visual emphases. Along with this change:
  - Other aspects of the degree were streamlined.
  - A multimedia journalism minor and media studies minor were added.
  - A culminating experience was approved and detailed for implementation.
  - The infusion of new tools continued with increased training, access, certification and classroom use of digital content creation tools and online tutorials for visual, video & social media including Google Analytics, HubSpot Inbound Marketing, Cision, Meltwater, Canva, Nielsen and Kantar media databases, and Facebook advertising that often provide certifications students can list on resumes.
  - Revamped international press course.
  - Advanced video shooting sequence and data visualization for multimedia and design principles for mobile devices and responsive websites
  
- The department invested initial work toward developing the advertising emphasis into a major that is collaborative with marketing in the College of Business, offering BA, BS and BBA options.
  
- The department updated its online course policy.

#### **Faculty Positions and Research Productivity**

- The department had a successful search with the hiring of Kimberly Kelling for Fall 2018 as an assistant professor for advertising, which has not had a dedicated professor since 2014. Dr. Kelling also has public relations in her background, and will be teaching in both advertising and public relations.
  
- Faculty members had a productive year of research projects. In the last merit cycle, they reported 22 conference presentations, 21 academic publications, four books and various creative contributions and grants. Lee and Hansen received a top

research paper award at the national Broadcast Education Association Conference, and one of Filak's books was a number one new release on Amazon.

## **Student and Graduate Success**

- Students won second place for the National Organ Donation Awareness Competition (2017) through the Public Relations Student Society of America and an honorable mention in the Bateman Competition (2018) for the Public Relations Campaign team.
- Students won awards for the Advance-Titan including a second place in the College Media Association Pinnacle Awards for sports photography and an honorable mention in the Associated Collegiate Press Pacemaker Awards.
- The department maintained an 87 percent rate of students having one or more internships before graduation, and added job placement data for new grads that shows 88 percent of 2015 and 2016 jobs have a job in the field.

## **Strategic Partnerships and Community Engagement**

- The department made significant progress for strategic partnerships with the department's 50th Anniversary at Homecoming 2018, a two-day event to inspire and engage alumni, including an active Facebook group with 575+ alumni; an online site with an interactive timeline of the department's history; an alumni-led fundraising initiative for the Moving Forward fund; initial corporate sponsorship agreements; and 40+ speakers for the events.
  - An interactive timeline shows the history of the department: <https://uwosh.edu/journalism/reunion-timeline/>
  - Dave Backmann, an alum and member of the Journalism Advisory Board, will lead the fundraising initiative with alumni in Fall 2018.
  - The department met with businesses for corporate sponsorship, which has been positively received and hopefully will come through to support the event.
- The department's internship coordinator, Barb Benish, worked with 50 employers this year. Employers included sites local (EAA) to national (World Series of Poker, Las Vegas & Beck Media & Marketing, Los Angeles) also: Fox World Travel, Stellar Blue Technologies, Kimberly-Clark, Oshkosh Corp., Wisconsin Timber Rattlers, The Herd and Milwaukee Magazine.

- Maguire led two community-focused journalism initiatives that created professional publishing venues for a dozen current students and departmental alumni and increased local coverage of important breaking and in-depth news. He worked with The Oshkosh Independent to cover economic revitalization (Oshkosh Corp.'s HQ move, Menominee Nation Arena) highly important to our region. Coverage included reporting from journalism students and alumni, and work in advertising and social media.
- Hansen and two journalism interns at The Herd, Katie Biersach and Alicia Kahl, participated in the Chancellor's Titan Talent Legislative Partnership Day in April 2018 with legislators & regional employers of which many lauded hired j-grads.
- Service learning was underway in courses with a dozen organizations:
  - Christine Ann Center
  - Community Blood Center
  - Community for Hope
  - Interactive Web Management Program
  - Midwest Features Syndicate – Roads Traveled
  - Northeast Wisconsin Scholastic Press Association
  - Oshkosh Area Community Foundation
  - Oshkosh Farmers Market
  - Winnebago County Historical & Archaeological Society
  - With Purpose
  - Women Who Care - Greater Oshkosh

## **FACULTY AND STAFF ACCOMPLISHMENTS**

**Vincent Filak completed and published two textbooks, did a full revision of a third for a second-edition release, signed a contract on a fourth book of which half is written, and created an accompanying blog – one book was an Amazon number one new release this year. He also made two presentations and won a grant.**

### *Books published*

- V. Filak, Dynamics of News Reporting and Writing. Sage Publications. 2017-18.
- V. Filak, Dynamics of Writing: An Exercise Guide. Sage Publications. 2017-18.
- V. Filak, (In Press) Dynamics of Media Writing, 2<sup>nd</sup> Ed. Sage Publications. 2018-19.
- V. Filak & K. Rosenauer (In Progress). Dynamics of Media Editing (Exp. 2019-20)

*Grants*

Journalism Education Association and the National Scholastic Press Association  
Grant (with Dr. Kristine Nicolini)

*Presented*

Filak, V.F. & Nicolini, K.M. (2017, August). *Differentiations in Motivation and Need-Satisfaction Based on Course Modality: A Self-Determination Theory Perspective*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Filak, V. (2017). Textbooks: How to Publish the Best Books Students Don't Want to Read. Panel presented at the Associated Collegiate Press/College Media Association Fall National Media Convention. Dallas, TX.

**Timothy R. Gleason published an article and made one presentation.**

*Published*

Gleason, Timothy Roy. "Decade of Deceit: English-Language Press Coverage of the Katyn Massacre in the 1940s." *Journalism History* (Volume 43, Issue 3, 2017).

*Presented*

Gleason, Timothy R. "The Katyn Cold Case: The Press and the Madden Committee." *Association for Education in Journalism and Mass Communication, Visual Communication Division*. August 9, 2017, Chicago, IL.

**Sara S. Hansen published two articles and completed three presentations.**

*Published*

Lee, J. K., Lee, S. Y., & Hansen, S. S. (2017). Source credibility in consumer-generated advertising in YouTube: The moderating role of personality. *Current Psychology*, 36(4), 849-860.

Nicolini, K. M., & Hansen, S. S. (2018). Framing the Women's March on Washington: Media coverage and organizational messaging alignment. *Public Relations Review*, 44(1), 1-10. doi:10.1016/j.pubrev.2017.12.005

*Presented*

Lee, S. Y. & Hansen, S. S. (2018, April). *Reality Shows and the President: Exploring Disposition Effects of Apprentice Viewers in Attitudes toward Trump as Presidentially*

*Fit*. Paper presented at the Broadcasting Education Association (BEA) annual convention, Las Vegas.

\*The paper received First Place Award at Research Division

Lee, S. Y. & Hansen, S. S. (2017, August). *Exploring the effects of viewer enjoyment of The Apprentice on perceptions and voting behavior for President Trump*. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) Conference, Chicago.

Nicolini, K. M. & Hansen, S. S. (2017, October). *Framing the Women's March – ways media coverage aligned with movement's political messaging*. Paper presented at Public Relations Society of America International Conference, Boston.

### **Shu-Yueh Lee published an article and made two presentations.**

#### *Published*

Lee, J. K., Lee, S. Y., & Hansen, S. S. (2017). Source credibility in consumer-generated advertising in YouTube: The moderating role of personality. *Current Psychology*, 36(4), 849-860.

#### *Presented*

Lee, S. Y. & Hansen, S. S. (2018). Reality Shows and the President: Exploring Disposition Effects of Apprentice Viewers in Attitudes toward Trump as Presidentially Fit, presented at the Broadcasting Education Association annual convention, Las Vegas, April 2018.

\*The paper received First Place Award at Research Division

Lee, S.Y. & Hansen, S. S. (2017). Exploring the Effects of Viewer Enjoyment of The Apprentice on Perceptions and Voting Behavior for President Trump, presented at the Association for Education in Journalism and Mass Communication Annual Meeting, Chicago, August 2017.

### **Miles Maguire published a novella, a magazine profile and numerous spot news articles. He started a local magazine and edited three issues. He also made two presentations.**

#### *Published*

Maguire, M. (2017) *A special detail: The untold story of a reporter's suspicious death*. CreateSpace Independent Publishing Platform.

Maguire, M. (2017, November). Greg Pierce: The untold story of how he brought the Herd here. *Oshkosh Independent Magazine*, 1, 16-25.

*Presented*

Maguire, M. (2018). *From fakery to fact: the tools of journalism*. Paper presented at the Lakefly Writers Conference, Oshkosh.

Maguire, M. (2018). "Literary journalism as investigative journalism: a look at the IRE awards." Paper presented at the thirteenth International Conference for Literary Journalism Studies, Vienna, Austria.

**Kristine M. Nicolini published four journal articles and two book chapters. She also completed three conference research presentations and professional activity through community partnerships. She was awarded three grants.**

*Published*

Filak, V.F. & Nicolini, K.M. (2018). Differentiations in Motivation and Need-Satisfaction Based on Course Modality: A Self-Determination Theory Perspective. *Educational Psychology*. doi: <http://dx.doi.org/10.1080/01443410.2018.1457776>.

Nicolini, K.M. & Priddis, D. (2018). "Effectively Integrating Group Techniques to Develop Communication Proficiency, In Wallace, J.D. and Becker, D (Eds.), *The Handbook of Communication Training*. Routledge.

Nicolini, K. M., & Hansen, S. S. (2018). Framing the Women's March on Washington: Media coverage and organizational messaging alignment. *Public Relations Review*, 44(1), 1-10. doi:10.1016/j.pubrev.2017.12.005

Priddis, D. & Nicolini, K.M. (2018). Evaluating the Fluidity of Work-life Balance, In Anderson, D.L. (Ed.), *Cases and exercises in organization development and change* (2nd ed., pp. 112-119). Thousand Oaks, CA: Sage Publishing.

Nicolini, K.M. (2017). Outside the Box: Unpacking the Group Process Model. *Communication Teacher*. doi: 10.1080/17404622.2017.1372605.

Nicolini, K.M. & Cole, A.W. (2017). Closing the Gap: Measuring Peer Feedback in Face-to-Face and Online Peer Workshops. *Communication Teacher*. doi: 10.1080/17404622.2017.1400678.



### *Presented*

Filak, V.F. & Nicolini, K.M. (2017, August). *Differentiations in Motivation and Need-Satisfaction Based on Course Modality: A Self-Determination Theory Perspective*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Nicolini, K.M. (2018, March). *Negotiating Privacy, Stigma, and Disenfranchised Grief Throughout the Infertility Journey*. Paper presented at the annual convention of the Central States Communication Association, Interpersonal and Small Group Communication Interest Group, Milwaukee, WI.

Nicolini, K. M., & Hansen, S. S. (2018). *Framing the Women's March on Washington: Media coverage and organizational messaging alignment*. Paper presented at the annual international convention of the Public Relations Society of America, Educator's Academy, Boston, MA.

### *Grants*

Public Relations Society of America, Northeast Wisconsin Chapter Grant  
Journalism Education Association and the National Scholastic Press Association Grant (with Dr. Vincent Filak)  
Faculty Development Research Grant - University of Wisconsin, Oshkosh

## **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 and academic media events:

Ethics in the Trenches II. Panel presented at the Associated Collegiate Press/College Media Association Fall National Media Convention. Dallas, TX. Oct. 2017.

Self-Censorship and the Student Press. Association for Education in Journalism and Mass Communication: Scholastic Journalism Division. Chicago, IL.

Facts, opinions and your role in your school. Panel presented at the Kettle Moraine Press Association convention, Whitewater, WI. Oct. 2017.

Covering controversial issues. Panel presented at the Kettle Moraine Press Association convention, Whitewater, WI. Oct. 2017.

### **Timothy R. Gleason**

- Gleason served as interim director of Interactive Web Management 2017-2018, and was selected for a three-year term as the director.

### **Sara S. Hansen**

- Hansen's students (journalism and IWM) in Application of New & Emerging Media successfully completed website, social media content and digital strategy work for organizations in the Oshkosh and Fox Valley community. These organizations included:
  - Midwest Features Syndicate – Roads Traveled
  - Winnebago County Historical & Archaeological Society
  - Interactive Web Management Program
- Hansen worked with STEP students to create 50<sup>th</sup> anniversary online content including writing and editing the interactive timeline, writing the video scripts with Grace Lim, contacting alumni speakers and meeting with corporate sponsors.

### **Shu-Yueh Lee**

- Lee served as the adviser of a student club, Boxing Workout Club.
- As a member of FSCASL, Lee attended the HLC accreditation meeting for assessment on May 21, 2018.

### **Miles Maguire**

- Maguire continued to serve as an associate editor of *Literary Journalism Studies* and as a member of the executive committee for the International Association of Literary Journalism Studies.
- Maguire appeared on a “fake news” panel sponsored by the Winnebago County League of Women Voters.

## **Kristine M. Nicolini**

- Nicolini was appointed to the Public Relations Society of America (PRSA) National Leadership Team for professional instruction outreach, and continued her work with the PRSA Northeast Wisconsin chapter, including task force initiatives.
- Nicolini led two service panels:
  - Nicolini, K.M., Priddis, D., Burrell, N., Cole, A. & Salek, T. (2018). *Creating PR Opportunities to Make A Difference*. Panel presented at the annual convention of the Central States Communication Association, Interpersonal and Small Group Communication Interest Group, Milwaukee, WI.
  - Priddis, D. & Nicolini, K.M. (2018). *Differentiating Between A Great Conference and A Blah Conference: Getting the Most Out of Your CSCA Convention*. Short course presented at the annual convention of the Central States Communication Association, Milwaukee, WI.
- Nicolini's students work with local non-profit organizations to build and enhance their strategic communication plans. Clients during the last year include: Northeast Wisconsin Scholastic Press Association, Community Blood Center, Women Who Care - Greater Oshkosh, and With Purpose.

## **Cindy L. Schultz continues to perform a great deal of service to the university.**

- Schultz was elected to serve as a senator on the University Staff Senate (USS) for a three-year term, and continues to serve on the Administrative Support Team and chair the USS Grants Committee.
- Schultz was awarded The Skip Zacher Friend of Scholastic Journalism Award at the 2018 NEWSPA Conference.
- Additionally, Schultz worked with Hansen to hire, supervise and manage STEP students. Schultz also serves on the IRT and the Alumni committees for the department.

## **ISSUES TO CONSIDER FOR PLANNING FOR NEXT ACADEMIC YEAR**

### **Needed Lab Modernization**

Writing and many multimedia, public relations and advertising courses happen in three journalism computer labs. Each lab has 16 desktop iMacs that are necessary for using Adobe Suite for InDesign, Illustrator, Photoshop and other programs in core journalism and advanced courses. Historically we upgraded one lab a year with new computers in order to keep them current for using these programs but there has not been lab modernization funds for some time. 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 labs, particularly our oldest lab (seven years old), in jeopardy for not working with these programs appropriately. Replacement cost is \$30,000 per lab. Upgrades are necessary to support multimedia journalism. We invested \$1300 to upgrade to solid state hard drives in our oldest lab in order to keep the computers functioning.

### **Serious Multimedia Equipment Updates**

Our current photography/videography equipment is outdated with many cameras broken. We need 15 multimedia kits at \$1,000 each (\$15,000 total) to service lab classes. Currently outdated models can service only half of a lab class.

### **Internship Support**

We helped 50 employers with a 90 percent rate for student internships (same rate for job placement) with only one severely underpaid IAS Internship Coordinator – paid to teach one class – teaching two half-classes in fall/spring and advising on resumes, running mock interviews and writing assessment report with employer feedback. COB pays \$43,000 (.5 FTE) for this same job. We risk losing our coordinator. UWO should leverage internships for strategic priorities with high demand for our grads.

On a bright note:

- The department was able to provide two internship classes for next year. However, this is a short-term fix.
- For next year, IWM will pay for one half of a class since our coordinator serves IWM students and journalism students. This is a growth opportunity for COLS as our internship coordinator could be working with other departments with her many employer connections to increase job placement, add visible success markers and enhance the student experience – these all support UWO strategic initiatives.

## **Faculty Line for Multimedia Journalism**

The department has one faculty line that needs to be filled for multimedia journalism. We realize it is a difficult budget year and we received a position last year for advertising. However, we would like to keep this need on the radar.

## **Professional Development Opportunities**

Professional development has been lacking. Our classes require knowledge of web, social media, Adobe Creative Suite & constantly changing certifications & technologies, such as Google, Hubspot, etc. However, we have little access to training funds to stay current, which is a challenge if we are trying to be effective and efficient in this highly digital field. Employers will say that they expect a high-quality skillset.

## **Revised Bylaws Held Up**

The revised bylaws were held up by Faculty Committee and Faculty Senate because of a debate about SOS requirements. The department resubmitted the bylaws with all criteria met but there remained a minor unresolved issue. We hope to resolve that issue in the coming year.

## **OBJECTIVES FOR THE YEAR AHEAD**

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

## **Progress with Curriculum Updates and Campus Collaboration**

The department is working toward improved curriculum, such as the advertising major, and collaboration efforts with other programs.

## **Policy Updates**

The department is awaiting approval of its bylaws and updated renewal-tenure-promotion policy for tenure-track faculty from Faculty Senate. The department will work toward creating a policy for HLC compliance for minimum teaching requirements.

## **Engagement and Fundraising for 50<sup>th</sup> Anniversary**

The department will host its 50th Anniversary at Homecoming 2018, a two-day event to inspire and engage alumni. On Oct. 19, there will be a professional development day with 14 Pro Talks sessions (each led by a few alumni/guests on key topics) and six panel sessions on topics from Fake News to Social Media Marketing, including a keynote from Jim

VandeHei of Axios at the end of the event. On Oct. 20, there will be an evening program and event with entertainment featuring Brody Karmenzind of Facebook and Mariah Haberman of Discover Wisconsin. The department has:

- An active Facebook group with 575+ alumni.
- An online site with an interactive timeline of the department's history.
- An alumni-led fundraising initiative for the Moving Forward fund led by Dave Backmann, an alum and member of the Journalism Advisory Board
- Initial corporate sponsorship agreements from meetings led by Sara Hansen and Lynn Kleman – these have been positively received and hopefully come through to support the event.
- About 40+ speakers for the two-day event.
- An interactive timeline that shows the history of the department:  
<https://uwosh.edu/journalism/reunion-timeline/>

### **Strategic Partnerships – Visibility and Recruitment**

Along with the 50<sup>th</sup>, the department aims to advance/build strategic partnerships that raise visibility in the community, support our mission and aid recruitment goals.

### **INTEGRATION OF FACULTY FROM TWO-YEAR CAMPUSES**

The department had discussions with Kristi Wilkum at UW-FDL and Susan Rabideau at UW-Fox Valley regarding areas for integration, and joined with RTF for some of these conversations. Journalism only had overlap regarding the introductory journalism course. Journalism and RTF encouraged COLS to consider adding a class that would serve as an alternative introductory course for both journalism and RTF, which would be led by Wilkum. Suggestions were forwarded to COLS and await input.

### **COLS PLANNING PROCESS: EXAMINATION OF PROGRAMS**

#### **Work Toward an Advertising Major with COB**

A Form C is in development with the journalism department and the marketing department in the College of Business. Progress is expected to continue in this area next year.

### **COLS PLANNING PROCESS: COLLEGE PROGRAM ARRAY**

#### **Strategic Efforts with Other Departments**

Journalism maintains communication with multiple departments in which there is complementary or related courses or career path outcomes. This year, the departments

included English, which was developing a professional writing major that could be assisted with journalism courses. The department also communicates with the College of Business regarding IWM and potential integrations with Marketing. 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**

### **Student Success**

The department focuses not only on student success in the classroom, but also demonstrated skills in internships and professional activities. 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. Of all Spring 2018 graduates, 87 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.

Demonstrations of student success include:

- Students won second place for the National Organ Donation Awareness Competition (2017) through the Public Relations Student Society of America and an honorable mention in the Bateman Competition (2018) for the Public Relations Campaign team.
- The Advance-Titan won a second place in the College Media Association Pinnacle Awards for sports photography and an honorable mention in the Associated Collegiate Press Pacemaker Awards.
- The Dr. Julie Henderson PRSSA Chapter won the STAR Chapter Award at the Fall 2017 PRSSA National Conference. Past President Kaitlin Biersach and current President Monica Salmeri were National Gold Key Recipients, and Biersach was awarded the National PRSA President's Citation and Ron Culp Scholarship for Mentorship.

- Advertising Club President Lizzy Ritschard received the Outstanding Organization President award during the 2018 Student Leadership and Involvement Ceremony.
- Christina Basken, Alexandra Broeniman, Emily Fredrick and Hannah Jakubowski placed as finalists in the Photographer's Forum 38th Annual College Photography Contest.
- Kappa Tau Alpha inductees included: Lauren Freund, Alicia Kahl and Grace Zaplatynsky. Kaitlin Biersach was further honored as being the "top scholar" within the department.
- Sherine Johnson was honored with the African American Student Leadership Award.
- The department's Strategic Campaigns in Advertising class won fifth place in District 8 for the National Student Advertising Competition through the American Advertising Federation.

## **Recruitment**

The department expanded its recruitment efforts last year:

- Faculty participated in preview days, two department open houses and USP open house, NEWSPA, calls to incoming freshmen and two recognition events (fall and spring) for student achievement.
- The department developed a Facebook ad campaign with help from Ad Media students and an alum who works at Facebook. The campaign focused on different career paths and interest areas for young people who may want to major in journalism. Students worked with UMC to choose top counties for recruiting, then designed and placed ads – with a very small budget the ads reached 13,684 young people & led to 80 page views on the department website. On a larger scale this would better target students to our program based on their interests vs. the general UWO Facebook ads currently in use.
- The department worked with Admissions to create a department information sheet that has been helpful for informing prospective students via website, mail and in-person at events.
- The department partnered with Admissions to build a campaign this year for NEWSPA, which draws 400 high school students for a one-day journalism conference. We collected 123 contact cards for the Admissions systems via this event & would like to build on this for next year.



- Efforts were made to plan and try ways of engaging with high schools for outreach, such as with CAPP, NEWSPA, The Advance-Titan and department overall. This will be an area of focus to increase engagement with high schools for next year.

## **COLS PLANNING PROCESS: FACULTY AND STAFF EXPERIENCE**

In Fall 2018, faculty members will meet with the chair to establish goals for the coming year. The purpose of setting goals is to align faculty activities with personal and departmental goals. A focus on goals resulted from the last merit cycle and overall department planning in faculty meeting discussions.

## **ALUMNI ACCOMPLISHMENTS**

Mariah Haberman, host of Discover Wisconsin and director of brand development for Discover Mediaworks, will be honored with an Outstanding Young Alumni Award in Fall 2018.

Paige Bonano, associate producer for Disney ABC Television Group, a communications major with journalism and RTF minors, will be honored with an Outstanding Young Alumni Award in Fall 2018.

Jasmine Buchberger is now a client strategy manager at Urge Interactive in Los Angeles, Calif.

John Dangles is now a communications leader for brand strategy at Kohler Co., following his senior digital strategist role at Leo Burnett in Chicago.

Arden Helm is an art director with Quill Creative.

Mallory Radney, working in digital marketing at Oswego Creative near Denver, hosted the UWO Marketing Club on their Denver trip with a tour of her agency.

Dan Shafer is now digital managing editor at Seattle magazine and Seattle Business Magazine.

Vanessa Virbitsky Zink is now a senior communications specialist for the City of Colorado Springs, following her public relations manager role with the United States Golf Association.