

**Department of Journalism  
University of Wisconsin Oshkosh**

**Multimedia Journalism  
Public Relations  
Advertising  
2018-19**

**Annual Report**

## HIGHLIGHTS IN REVIEW

The Department of Journalism made progress toward strategic goals for the university and department in 2018-19. ***We had a great year. However, we are concerned that our high-performing program is at risk for the future. It will be difficult to sustain strong outcomes with the severe budget cuts; current workload of faculty and internship coordinator; and ongoing lack of computer and equipment funding. COLS planning to address these issues would be helpful, as they have been mentioned in past reports and in meetings with our Journalism Advisory Board.*** Highlights for this year include:

- Continued work, approved at UW Oshkosh and in development at the Notice of Intent stage, to evolve the advertising emphasis into a major that is collaborative with the Marketing Department in the College of Business.
- Progress with course updates for multimedia journalism major (launched in Fall 2018), creation of a culminating experience, completion of a tested experience policy, development of graduate courses, diversity and inclusion initiatives and recruitment outreach via a revamped department website, CAPP and NEWSPA.
- The Spring 2019 Faculty/IAS Adviser Award awarded to Timothy R. Gleason.
- A first-place win for public relations students for the National Organ Donation Awareness Competition (2018) through the UW Oshkosh Chapter of the Public Relations Student Society of America.
- A second-place win for advertising students at District 8 for the National Student Advertising Competition through the Strategic Campaigns in Advertising course.
- Fifteen awards for the Advance-Titan at regional and state college media events.
- Community engagement with more than 50 intern employers through Internship Coordinator Barb Benish; community-focused journalism initiatives with Miles Maguire through the Oshkosh Examiner and Oshkosh Herald; and work with many other community organizations through courses.
- Assessment results of 95% of students having an internship or educational experience prior to graduation.

- A successful 50<sup>th</sup> anniversary celebration with 50 speakers during a professional development day with 250 attendees, and an evening of celebration for alumni. Efforts focused on engaging alumni with interaction on social media to foster connections with the university, share knowledge and help with support. Corporate sponsors participated in the 50<sup>th</sup>, as well as other initiatives during the year.

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

### **DEPARTMENT ACCOMPLISHMENTS**

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

#### **Curriculum and Policy Initiatives**

- The department made solid progress on developing the advertising emphasis into an advertising major that is collaborative with the Marketing Department in the College of Business. The Form C for the new major was approved at UW Oshkosh and has now reached the Notice of Intent (NOI) stage, toward developing the advertising emphasis into a major.
  - The advertising major has positive potential given market data and other UW System offerings. The department's Curriculum Committee has been working with members of the Marketing Department toward planning at a high level. Following approval of the NOI, deeper-level planning for curriculum will be underway in the next year.
  - The advertising major received UW Oshkosh approval from all levels of curriculum review during the year, and unanimous support from the Journalism Advisory Board. The NOI is in process as we work with Associate Vice Chancellor Charlie Hill to prepare it for broader review.
- Adjustments were made during the year to adjust curriculum planning and offerings for the multimedia journalism major, which launched in Fall 2018.
- The department completed development of a culminating experience, which was created as a course in Canvas for Fall 2019.
- The department approved a tested experience policy to ensure HLC Compliance per the COLS Tested (Equivalent) Experience Policy. The policy has been submitted to the COLS Faculty Committee for review.

- A focus on graduate courses during the year led to development of two courses to meet the needs of CAPP instructors for journalism and other programs through the CAPP Office and graduate offerings through the College of Education and Human Services. The department prepared a third graduate course, already on the books, for Summer 2019 at the direction of COLS and COEHS. However, the course did not draw enough students to run. Graduate courses will be a focus as well next year.
- Diversity and inclusion initiatives are a regular part of the department, but additional efforts were made in this area, particularly after racist issues happened on campus during the spring semester.
  - Our public relations students created “The Power of ID” campaign and hosted several special events designed to help students recognize their own diverse backgrounds and understand how diversity and inclusion are essential to a successful workplace.
  - Our chair and diverse students hosted a diversity chat about how to improve the climate in the department and at UWO.
  - The department hosted the penny war to raise funds for the LGBTQ Resource Center and served as the largest generator of donations for personal care items for the LGBTQ drive.
  - More than a dozen diversity activities were conducted in the classroom this year. The department tracks diversity activities for its accreditation.
- Recruitment outreach through a revamped department website, CAPP, NEWSPA and other initiatives are detailed later in the report.

## **Research and Professional Productivity**

- Faculty members had a productive year of research projects. In the last year, they reported 13 conference presentations, five academic publications, two books, three books under contract and 10 grants. In addition, professional contributions ranged from published photography to breaking news in community journalism. Timothy R. Gleason received the 2019 Faculty/IAS Adviser Award.

## **Student and Graduate Success**

- Public relations students won first place for the National Organ Donation Awareness Competition (2018) through the Public Relations Student Society of America (PRSSA). The UW Oshkosh PRSSA chapter received the STAR Chapter Award at the PRSSA national conference, and its vice-president of administration, Alicia Kahl, won the national Gold Key Award.

- Students at the Advance-Titan won seven Associated Collegiate Press Best of the Midwest awards, including third place for Best of Show for a weekly. They also won eight Wisconsin College Media Association awards, including first place for page design; second for newspaper promotion and feature photography; and third for infographics and general excellence.
- Advertising students won second place regionally at District 8 for the National Student Advertising Competition. The team, made up of students in the Strategic Campaigns in Advertising Course, was the only team from Wisconsin and scored ahead of some larger institutions.
- Spring assessment numbers from our internship coordinator indicate 95% of students have an internship or professional experience prior to graduation.

## **Strategic Partnerships and Community Engagement**

- Students in the department engaged with the community, working with more than 50 employers through Internship Coordinator Barb Benish. Employers included: Cumulus Media, EAA, WLUK News, Fox Cities Magazine, J.J. Keller, Faith Technologies, House of Flowers, Fox World Travel, Green Bay Marathon, Menasha Corp., Paine Art Center, Secura Insurance and Willems Marketing.
- Community-focused journalism initiatives with Miles Maguire through the Oshkosh Examiner and Oshkosh Herald, including coverage of investigative and breaking news related to Oshkosh and Winnebago County. Students, alumni and course projects were involved in these initiatives.
- In addition to internship employers, service learning was underway with community organizations through class projects, including:
  - Salute the Troops
  - St. Andrew's Lutheran Church
  - Feeding America Eastern Wisconsin
  - PRSA Foundation (national organization)
  - Northeast Wisconsin Scholastic Press Association
  - UWO Journalism Department - 50th Anniversary Celebration
  - Oshkosh Convention & Visitors Bureau
- For the department's 50<sup>th</sup> celebration, more than 250 people joined the department to hear from about 50 speakers at our Professional Development Day on Oct. 19 at Sage Hall. An evening of celebration with alumni was held on Oct. 20 at the Alumni

Welcome and Conference Center. Others joined the conversation via Facebook, Twitter and LinkedIn. Inspiring speakers from Axios, Facebook, ESPN, Green Bay Packers, Disney ABC, Discover Wisconsin and other local and national organizations covered topics on politics, sports, entertainment and digital marketing, as well as panels on fake news, entrepreneurial work, digital storytelling, versatile media skills for branding, social media and community journalism. We appreciated the support of alumni and community partners including major sponsors: Envano, Oracular, Writing by Design and DealerSocket. We look forward to keeping the conversation going. The Journalism Advisory Board (JAB) assisted with planning and support. JAB member Dave Backmann (with his wife, Terry) started the fundraising initiative at the 50<sup>th</sup>, which is still continuing.

- Chair Sara Hansen participated in the UWO DealerSocket Luncheon and Relations Social with the Chancellor, Alumni Relations and about 20 alumni working at the digital agency; and the Smart IS International event (rebranding of Oracular) held on campus.

## **FACULTY AND STAFF ACCOMPLISHMENTS**

**Vince Filak published two books, signed contracts for three more and co-authored a scholarly article. He also led four professional presentations and assisted with day-long sessions at two high schools for outreach.**

### *Published (books)*

V. Filak, Dynamics of Media Editing. Sage Publications. 2019.  
V. Filak, Exercises in Media Writing. Sage Publications. 2018.

### *Contracts signed*

V. Filak, Exploring Mass Media. Sage Publications. Exp. 2021.  
V. Filak, Dynamics of News Reporting and Writing: 2<sup>nd</sup> ed. Sage Publications. Exp. 2020.  
V. Filak, Convergent Journalism: An Introduction: 3<sup>rd</sup> ed. Focal Press. Exp. 2019.

### *Published (scholarly)*

Filak, V. & Nicolini, K. (2018). Differentiations in motivation and need-satisfaction based on course modality: A Self-Determination Theory perspective. Educational Psychology. 38:6, 772-784.

### *Professional presentations*

Facts, opinions and your role in your school. Panel presented at the Kettle Moraine Press Association (KEMPA) convention, Whitewater, WI. Oct. 2018.

Covering controversial issues. Panel presented at the Kettle Moraine Press Association (KEMPA) convention, Whitewater, WI. Oct. 2018.

Get a job, hippie! (Or how to convince your parents you aren't wasting your life pursuing journalism.) NEWSPA, Oshkosh, WI. April. 2019

Writing great headlines. NEWSPA, Oshkosh, WI. April. 2019

*Professional activity*

Worked in coordination with Linda Barrington of KEMPA to present a day-long session to the students at Stoughton High School about effective journalistic efforts in a student-media setting. (Nov. 2018)

Worked in coordination with Linda Barrington of KEMPA to present a day-long session to the students at Middleton High School about effective journalistic efforts in a student-media setting. (May. 2019)

**Timothy R. Gleason published three photographs and one award.**

*Published*

Gleason, T.R. Published three photographs in the June-July 2019 issue of *f-stop magazine*.

*Awarded*

In Spring 2019, awarded with the UWO Faculty/IAS Advisor Award.

**Sara S. Hansen published two articles and one conference paper, and received two grants.**

*Published*

Hansen, S.S. & Lee, S.Y. (2018). Young Viewers Turned Voters—How “Wishing to Be Trump” and Other Parasocial Effects from Watching *The Apprentice* Predict Likeability, Trust, and Support for a Celebrity President. In A. S. Hayes Ed., *Communication in the Age of Trump*. NY: Peter Lang Inc.

Lee, J. K, Hansen, S. S. & Lee, S. Y. (2018). The effect of brand personality self-congruity on brand engagement and purchase intention: The moderating role of self-esteem in Facebook. *Current Psychology*, 1-13.

### *Grants*

Faculty Development Research Grant for Summer 2019 (7.5% CAS) with Nicolini.  
Project Title: Exploring Impacts of Framing Processes and Message Strategy for  
Motivating Participants in Women's March Activism.

Sustainability Institute for Regional Transformation Grant (2019) with Bublitz, M.,  
Hansen, S.S., & Novotny, M.

### **Kimberly Kelling published two articles and presented three papers at academic conferences.**

#### *Published*

Wolfgang, J. D., Vos, T. P., & Kelling, K. (2018). Journalism's relationship to  
democracy: Roles, attitudes, and practices. *Journalism Studies*.

Kelling, K., & Thomas, R. J. (2018). The roles and functions of opinion journalists.  
*Newspaper Research Journal*.

#### *Presented*

Johnson, B. G., Thomas, R. J., & Kelling, K. (2019, May). *Passion or poison? Journalistic  
perspectives of the legal and ethical limits of hate speech*. Paper presented at the  
International Communication Association Annual Conference, Washington, D.C.

Bent, E., Kelling, K., & Thomas, R. J. (2018, August). *Electoral reckonings: Press  
criticism of presidential campaign coverage, 2000-2016*. Paper presented at the  
Association for Education in Journalism and Mass Communication (AEJMC)  
Conference, Washington, D.C.

Wolfgang, J. D., Vos, T. P., & Kelling, K. (2018, August). *Journalism's relationship to  
democracy: Roles, attitudes, and practices*. Paper presented at the Association for  
Education in Journalism and Mass Communication (AEJMC) Conference,  
Washington, D.C.

### **Shu-Yueh Lee published two articles and received a grant.**

#### *Published*

Hansen, S.S. & Lee, S.Y. (2018). Young Viewers Turned Voters—How “Wishing to Be  
Trump” and Other Parasocial Effects from Watching *The Apprentice* Predict  
Likeability, Trust, and Support for a Celebrity President. In A. S. Hayes Ed.,  
*Communication in the Age of Trump*. NY: Peter Lang Inc.

Lee, J. K, Hansen, S. S. & Lee, S. Y. (2018). The effect of brand personality self-congruity on brand engagement and purchase intention: The moderating role of self-esteem in Facebook. *Current Psychology*, 1-13.

*Grant*

Faculty Development Research Grant for Summer 2019 (15% CAS). Project Title: News Coverage of the 2017 Wisconsin and Foxconn Investment Deal: A Framing Analysis of Wisconsin Daily Newspapers

**Miles Maguire started an independent online news website, the Oshkosh Examiner, contributed numerous articles to the weekly Oshkosh Herald (with distribution to nearly every household in the local community), and continued to serve on the executive committee of the International Association for Literary Journalism Studies and as an associate editor of the group's peer-reviewed journal, *Literary Journalism Studies*.**

*Presented*

Maguire, M. (2019). *Rereading Masson v. New Yorker: How Justice William Kennedy saved literary journalism*. Paper presented at the annual conference of the International Association for Literary Journalism Studies, Port Jefferson, New York.

*Professional Activity*

Maguire focuses on local, "artisanal" journalism, which largely ignores deadline news and instead emphasizes investigative reporting that results in exclusives and scoops. During the last 13 months he has broken stories involving serious subjects, such as child abuse and child death, as well as lighter topics, such as the Oshkosh Beer Bike.

**Kristine M. Nicolini published one journal article and made two research presentations. She gave three additional presentations and received four grants. She also earned a national, professional accreditation in public relations.**

*Published*

Hansen, S. S. & Nicolini, K.M. (In Press, 2019). No Longer Just a Protest: How Women's March Strategic Messaging for Collective Action Aims to Mobilize a Movement. *Public Relations Journal*.

*Presented (refereed)*

Nicolini, K.M. & Filak, V.F. (2018, November). *Willingness to Self Censor: High School Journalists' Tendencies*. Paper presented at the Journalism Education Association/National Scholastic Press Association Fall National High School Journalism Convention, Chicago, IL.

Hansen S.S. & Nicolini, K.M. (2018, October). *No Longer Just A Protest: How Women's March Strategic Messaging for Collective Action Aims to Mobilize a Movement*. Paper presented at the Public Relations Society of America International Conference, Educators Academy, Austin, TX.

*Presented (non-refereed)*

Nicolini, K.M., Frey, L.R. & Atkinson, J. (2019, April). *Master Class - Activism, Social Justice, and Ethics Communication Scholarship*. Short course presented at the annual convention of the Central States Communication Association, Omaha, NE.

Priddis, D. & Nicolini, K.M. (2019, April). *Creating Dialogue for your Best CSCA Convention*. Short course presented at the annual convention of the Central States Communication Association, Omaha, NE.

Anderson, W.K.Z., Mitchell, S., Nicolini, K.M., Pensoneau-Conway, S.L., Pierce, M. & Rasmussen, H. (2019, April). *Dialogues of Communication Ethics, Activism, and Social Justice Research*. Panel presented at the annual convention of the Central States Communication Association, Communication Ethics, Activism, and Social Justice Interest Group, Omaha, NE.

*Awards and grants*

Accredited in APR in Public Relations, Public Relations Society of America (2018).

Public Relations Society of America, Northeast Wisconsin Chapter Grant.

Faculty Development Research Grant for Summer 2019 (7.5% CAS) with Hansen. Project Title: Exploring Impacts of Framing Processes and Message Strategy for Motivating Participants in Women's March Activism.

Sustainability Institute for Regional Transformation Grant (2019) with Bublitz, M., Hansen, S.S., & Novotny, M.

Research Assistantship Grant - University of Wisconsin, Oshkosh (2019) - one student research position.

## **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 served as a team fellow for the UWO women's volleyball team, a component of the athletic department's Academic Game Plan. The Academic Game Plan (AGP) is a collaborative approach to supporting and recognizing excellence in student achievement, academic success and personal growth.
- He served as a scholarship reviewer for the following publications:
  - Mass Communication and Society
  - New Media and Society
  - College Media Review
  - Newspaper Research Journal
  - Journalism and Mass Communication Educator
  - Atlantic Journal of Communication
  - Newspaper Research Journal
  - AEJMC Scholastic Journalism Division
  - AEJMC Sports Communication Interest Group
- He served as a scholarship reviewer for the following publications:
  - Judge, Associated Collegiate Press Newspaper and Web Critiques (2010-Present)
  - Judge, National Scholastic Press Association Newspaper and Web Critiques (2010-Present)
  - Judge, Arkansas College Media Contest
  - Judge, Indiana Collegiate Press Association Contest
  - Judge, Education Writers Association Contest
  - Judge, Missouri College Media Association Contest
- Filak oversaw CAPP instructors Jeff Carter, Shannon Kuehmichel and Matt Smith, who were running versions of Journalism 221 at their respective high schools.
- He developed a graduate-level "fake news" course for deployment in the summer of 2019, thanks to CAPP funding.

## **Timothy R. Gleason**

- Gleason served the first year of a three-year term as the director of Interactive Web Management. He previously served as interim director.
- He reviewed conference papers for AEJMC's Visual Communication Division, a submission to *Visual Communication Quarterly*, and a book proposal for Polity Press.
- Gleason was one of the instructors to trial the Canvas learning system in Spring 2019, using it to teach Foundations of Multimedia Storytelling for the first time.

## **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:
  - Salute the Troops
  - St. Andrew's Lutheran Church
  - Feeding America Eastern Wisconsin
- Hansen worked with Cindy Schultz and STEP students to coordinate the two-day 50<sup>th</sup> anniversary event in October 2018, which included a Friday of professional sessions and keynote with Jim VandeHei and a Saturday evening event for alumni with featured speakers. Work in this realm included event logistics, corporate sponsors, 50 speakers for professional sessions and panels, website historical and event content, media relations and a great deal of attention to detail to ensure a successful event.
- Hansen served as:
  - A speaker for the Provost's Summit in October 2018, discussing course strategies to connect learning to real-world applications for community organizations, as in Application of New & Emerging Media.
  - Solo speaker for a half-day professional development workshop for PRSA Northeast Wisconsin, "Digital Analytics + Social Listening + Content Curation."
  - A co-leader for SIRT event helping professors explain science and research to the public and media professionals.
- She advised the winning National Student Advertising Competition team and Ad Club.
- Hansen served on the Provost's Academic Structure Exploration Team (ASET), the COLS Tenure and Renewal Committee and two university committees.

## **Kimberly Kelling**

- Kelling created and led an interactive conference session, "Creating Memorable Advertisements," for the 2019 Northeastern Wisconsin Scholastic Press Association Conference.

- Kelling served as a reviewer for both a highly-referenced journalism-centric journal and the Media Ethics Division of the Association for Education in Journalism and Mass Communication annual conference.

### **Shu-Yueh Lee**

- Lee served as the adviser of a student club, Boxing Workout Club.

### **Miles Maguire**

- Maguire hired and supervised interns for the Oshkosh Examiner online news site. Because of the site's emphasis on exclusives and investigations, student interns gain a taste of working under professional conditions and report that the experience helps to build their confidence.

### **Kristine M. Nicolini**

- Nicolini served as a COLS New Faculty Orientation Speaker. She also served on the University Resource Alignment Evaluation Panel, Academic Council for Interdisciplinary Studies, IT Advisory Committee and as a faculty research grant reviewer.
- She continued service in many professional associations including: PRSA, NEW Chapter - Leadership Assembly Delegate; CSCA Ethics, Activism, and Social Justice Interest Group Chair; CSCA Conference Planning Committee; PRSA ICON Paper Reviewer, Educators Academy; PRSA National Leadership Team; PRSA/PRSSA Task force, PRSA, NEW Chapter; Membership Engagement Task force, PRSA, NEW Chapter; BEA Research Symposium on media analytics paper reviewer; CSCA Paper Reviewer - Public Relations Interest Group; ICA Paper Reviewer - Health Communication Division; ICA Paper Reviewer - Instructional and Developmental Division; NCA Paper Reviewer - G.I.F.T. Division; NCA Paper Reviewer - Feminist and Women Studies Division.

She advised the UWO PRSSA Chapter, which received several national awards during the 2018-2019 academic year including NODAC First Place (nationally), STAR Chapter Award and the Gold Key Award for Alicia Kahl.

- Nicolini participated in two community service panels:
  - Nicolini, K.M. (2018, December 11). *Leadership Fox Cities Media Panel Discussion*. Presented to Leadership Fox Cities.

- Nicolini, K.M. & Streed, J. (2018, September 18) *Ethics and Social Media*. Presented to the Public Relations Society of America - Northeast Wisconsin Chapter.
- Nicolini's students (journalism and IWM) in Public Relations Techniques and Public Relations Campaigns successfully completed website, social media plans and public relations campaigns for several non-profit organizations nationally and in the Oshkosh/Fox Valley community during Fall 2018 and Spring 2019. These organizations are listed below:
  - PRSA Foundation (national organization)
  - Northeast Wisconsin Scholastic Press Association
  - UWO Journalism Department - 50th Anniversary Celebration
  - Oshkosh Convention & Visitors Bureau

**Cindy L. Schultz continues to contribute significantly to the department and university.**

- Schultz was recently honored at the Length of Service luncheon for her over 35 years of service to this institution.
- Schultz serves as a senator on the University Staff Senate (USS) and is in year two of a three-year term. She continues to serve on the Administrative Support Team and chair the USS Grants Committee and Sally Margis Grant Fund.
- Schultz manages the Ellie Maslowski Memorial University Staff Scholarship. Schultz was integral in the building of this scholarship to the point of making it an endowed fund. This scholarship supports University Staff members pursuing a degree or certificate at UW Oshkosh.
- Schultz was instrumental and essential to prepare the department for our successful, two-day professional development and 50<sup>th</sup> anniversary celebration in Oct. 2018. Due to the sheer amount of planning, work and management of this event, she took limited time off during the summer and fall semester. She proves time and again that she values the department and works extremely hard to allow us to succeed with our values, mission and goals for the department.
- Schultz assists with recruiting efforts – enhancing preview days presence, working with fellow departments for the USP open house, and creating a welcoming atmosphere within the department when prospective students visit.

- Schultz managed NEWSPA contest entries electronically to save NEWSPA and the department significant money from having entries submitted and judged online and returned to adviser electronically as well.
- Schultz also served on the IRT and the Alumni committees for the department.

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

*Several of these issues were raised in previous annual reports.*

### **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 2018-19, which puts our labs, particularly our oldest lab (eight years old), in jeopardy for not working with these programs appropriately. Replacement cost is \$33,000 per lab. Upgrades are necessary to support multimedia journalism. Two years ago we invested \$1,300 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.

### **Concerns with Faculty Workload**

Faculty members are required to teach an additional course for the 2019-2020 year. The journalism faculty members are productive with active research projects. They also perform high-quality teaching and service. As an example, our department is proud of the campaign wins for public relations and advertising but the reality is that they are time-consuming endeavors for faculty. There are other examples among our courses. The additional teaching load in most cases involves a new course to prep, which limits time currently dedicated for teaching, research and service. Is there more that can be done to help faculty?

## **Cuts to Budget and Annual Payment of Accreditation Fees**

Like many COLS departments, our budget was cut significantly this year. On top of this cut, the annual payment of our \$2,000 accreditation fees is now part of our slashed budget and not covered by COLS. We got through the year but it has been difficult, and the budget remains a serious concern for next year.

## **Internship Support**

We helped 50 employers and many students 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. On a bright note, IWM has continued to pay for an additional 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. However, we would like to keep this need on the radar.

## **Professional Development Opportunities**

Professional development has been lacking for travel funds and training. 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. We are one of two departments in this situation according to April Dutschek in the Faculty Senate office.

## **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 New Advertising Major**

The department will work to advance the new advertising major, which requires collaboration outside of journalism and is therefore going to take additional time and insight.

### **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 completed a tested experience policy for HLC compliance, and will look at ways to help CAPP instructors with compliance.

### **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. We will continue to work with corporations and organizations, building on examples from this year, to look at opportunities for our program.

## **INTEGRATION OF FACULTY AND COURSES FROM ACCESS CAMPUSES**

We worked with RTF to create a new course to replace a version taught at the access campuses, Introduction to Mass Communication, which will be equivalent to the initial courses for our programs (Jour 141 and RTF 115). That course was successfully completed. We have started initial discussions with faculty from the access campuses to align content with Journalism and RTF. We created the course Jour 299, to allow access campus independent study in our area, Intermediate Independent Study. We subsequently changed the title of our Jour 446 course to Advanced Independent Study. Both changes were fully approved during the year.

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

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

As mentioned earlier, the new advertising major is in the NOI stage. We will continue to move forward in this process, and plan to have more advanced discussions about courses this year in collaboration with Marketing.

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

### **Graduate Courses**

The department offered one graduate course that did not fill for Summer 2019, and has two other graduate courses that were approved in May 2019 at the COLS Curriculum Committee. One or more of these courses may be offered in Summer 2020. We are not sure how to sustain these courses as we had some CAPP instructors sign up but not enough to run the course this summer. We understand that these courses are marketed broadly but do not have a view of this, and would like more insight here in order to plan for future courses.

### **Quest Courses**

Five faculty members in the department participated in training for development of Quest courses in Spring 2019. The department is working to assist COLS with offering additional Quest courses.

### **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 department communicated extensively with the College of Business regarding the new advertising major, which will include inclusion of Radio-TV-Film in discussion of potential courses for the major. Communication was underway as well as with IWM departments and potential integrations with Marketing, including 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 2019 graduates, 95% 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:

- First place for public relations students for the National Organ Donation Awareness Competition (2018) and a STAR Chapter Award for the UW Oshkosh Chapter of the Public Relations Student Society of America.
- Second place for advertising students at District 8 for the National Student Advertising Competition.
- Fifteen awards for the Advance-Titan at regional and state college media events.
- Hannah Thorn’s honors thesis presentation “Framing the NFL players’ national anthem protests: Alignment and/or opposition to organizational messaging” was selected for presentation at the Council on Undergraduate Research’s National Conference on Undergraduate Research.
- Whitney Wender’s honors thesis presentation “Exploring influencer marketing and the e-cigarette industry” was presented at Celebration of Scholarship.
- The Chancellor’s Award for Excellence and Outstanding Greek Senior Award for Frankie Rabas. She was among our students recognized as Students with Outstanding Academic Recognition (SOAR) scholars: Jessica Bukielski, Karli Cox, Kyla May, Billy Piotrowski, Taylore Radtke, Alex Ratliff, Zach Simonson and Joshua Woolwine.
- Five students were inducted into Kappa Tau Alpha: Natalie Dillon, J. Lance Gulotta, Jordyn Schraeder, Ryan Taylor and Heather Tice.

## **Recruitment**

The department continued its recruitment efforts:

- Faculty participated in preview days, two department open houses and USP open house, NEWSPA, emails to incoming freshmen and two recognition events (fall and spring) for student achievement.
- The department updated its website primarily for prospective students to get more information about dynamic learning and career opportunities in our program. Pictures, videos and rewritten content were developed with launch in late spring. The website includes user-friendly access to degree requirements, ways to sign up for tours and information, tips for advising and many other helpful additions.
- The department continued to partner with Admissions to build a campaign for NEWSPA, which draws 400 high school students for a one-day journalism conference. We collected contact cards for the Admissions systems via this event and would like to build on this for next year.
- Efforts were made to engage with high schools for outreach, such as with CAPP, NEWSPA, The Advance-Titan and department overall. This year there were several high school visits, chair meetings with CAPP instructors and increased outreach efforts with NEWSPA. We will continue to focus on this area for next year.

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

In what has been a challenging year, with uncertainties with budget and courses, faculty and staff have made the best they could of the situation in being required to take on an additional course to teach for the 2019-2020 year. The journalism faculty members are productive with active research projects. The additional teaching load in most cases involves a new course to prep. With this situation, the department focus has been on doing whatever is possible to alleviate the burden we will experience next year. That focus started in Fall 2018 when news of this situation became known, and continues as we plan accordingly for the coming year. The more we can manage and plan, the better the situation will be for our employees.

On a lighter note, the 50<sup>th</sup> celebration provided an opportunity for professional development and engagement among the faculty, alumni, professional community and other colleagues on campus. The event was a positive experience for faculty and staff, who all participated in some way with activities including speaker sessions, media relations and photography.

## ALUMNI ACCOMPLISHMENTS

Mariah Haberman '10, host of Discover Wisconsin and director of brand development for Discover Mediaworks, was honored with an Outstanding Young Alumni Award in Fall 2018. She was a speaker at the department's 50<sup>th</sup> celebration.

Paige Bonano '14, associate producer for Disney ABC Television Group, a communications major with journalism and RTF minors, was honored with an Outstanding Young Alumni Award in Fall 2018. She was a speaker at the department's 50<sup>th</sup> celebration.

Jeff Griffith '87, one of our Outstanding and Distinguished award winners, worked through the American Battlefield Trust to produce a Medal of Honor video series and national database. It brought Medal of Honor recipients from three wars to battlefields in the U.S. and had them talk about Medal of Honor recipients from the Civil War and their incredible acts of bravery. The campaign kicked off on Capitol Hill among congresspeople, senators and two Medal of Honor recipients. He was a speaker at the department's 50<sup>th</sup> celebration.

Rebekah Pepler '08, an Outstanding award winner, was nominated for a James Beard award for her book *Aperitif: Cocktail hour the French way*.

Paul Cashman '10, was promoted to national enterprise sales manager for DealerFire at DealerSocket. He is among about 20 alumni working at the digital agency.

Carissa Brzezinski '17, is social media strategist for the Wisconsin Department of Tourism, working under direction of Craig Trost '01, communications director for the agency.

Taylor Radtke '19, landed a job at Kohl's Corporation before graduation, joining about a dozen journalism alumni working in public relations, advertising and copywriting roles. She reports to Ben Bissett '14, senior communication coordinator.

Alicia Ly '14, is a social analyst for ad firm Spark Foundry in Chicago, part of Publicis Media, the third largest communications group in the world. She recently led a panel on Asian American stereotypes during Asian-Pacific Heritage month.

Kirsten Strom '08, was named manager of customer success at Glassdoor in Chicago.

Sheng Lee Reichers '12, was promoted to president/CEO of Candeo Creative. She also serves on the Journalism Advisory Board.

Ross Mollett '04, was named heritage content and storytelling manager at Kohler Co.