

**Department of Journalism
College of Letters and Science
University of Wisconsin Oshkosh**

**Multimedia Journalism
Public Relations
Advertising
2019-20**

Annual Report

HIGHLIGHTS IN REVIEW

The Department of Journalism made progress toward the department's goals, as well as strategic initiatives for the college and university, in 2019-2020. It was a challenging year, especially with the COVID-19 situation. Highlights for this year, including efforts to lessen the impact of COVID-19 on our students and operations, include:

- Next steps toward the authorization stage to evolve the advertising emphasis into a BA and BS major, with future collaboration potentially with the Marketing Department in the College of Business for a BBA version.
- Implementation of the culminating experience to enhance senior portfolios and market readiness upon graduation, as well as measure assessment outcomes based on Accrediting Council on Education in Journalism and Mass Communications accreditation values and competencies. Creation of five Quest courses to assist COLS.
- Assessment results of nearly 97% of students having an internship or educational experience prior to graduation.
- A first-place award for The Advance-Titan as "Best of the Midwest" in the Associated Collegiate Press, along with 19 other regional and state college media awards.
- An honorable mention award for public relations student work in the national Bateman Case Study Competition from the Public Relations Society of America, and third place nationally for the department's PRSSA chapter for its National Organ Donation Awareness Campaign.
- Continued outreach to support diversity, including LGBTQ support on campus and ongoing focus on broad diversity activities in class and student life.
- Increased faculty communication and training to improve online course instruction with COVID-19 uncertainties for Spring 2020 and onward.
- Enhanced retention and recruitment initiatives, especially with COVID-19 crisis: including online j-department presence on Canvas, faculty and alumni videos of support, Facebook ads, extended outreach to CAPP instructors and weekly emails and social media content for students.

- Progress to expand recruitment capabilities through the Northeastern Wisconsin Scholastic Press Association for high school students hosted annually at UWO.
- Dr. Vince Filak received the Friend of Kettle Moraine Press Association award, connected to his high school journalism outreach.
- Community engagement with more than 50 intern employers through the work of Internship Coordinator Barb Benish (also adviser for The Advance-Titan), who won the COLS Excellence in Mentorship Award; community reporting through the work of Miles Maguire, who earned the gold award for best online public service story or series in the Milwaukee Press Club’s annual Excellence in Wisconsin Journalism Contest; and work with about a dozen other community organizations through courses.
- Alumni and student engagement through a professional development session “Digital Content Development and Analytics” in November 2019, featuring DealerSocket, a digital marketing agency in Oshkosh. DealerSocket is a supporter of the department, and has hired many journalism graduates. Three UWO alumni were speakers for the event. The department also actively engaged with alumni through its Facebook group, including support dialogue during the COVID-19 crisis.
- Updates for the department’s strategic plan were approved.
- A COLS award of permanent property funding to upgrade all of the computers for one of the journalism labs to a very grateful department.
- After more than 20 years on the faculty, Miles Maguire announced his retirement, effective August 2020. With his departure, two faculty lines in writing and editing are open for the upcoming 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

- With system approval of the Notice of Intent (NOI) for the advertising major in 2019, deeper-level planning for curriculum was underway during the academic

year. In that process, the Marketing Department and the Department of Journalism were navigating structural barriers and then the uncertainty of the COVID-19 situation. The decision was made for Journalism to proceed with the BA and BS versions of the advertising major to the authorization stage starting in Summer 2020. Both departments expressed interest in a potential future collaboration for the BBA but it is not proceeding at this time.

- The department completed a full implementation of the culminating experience to enhance senior portfolios and market readiness upon graduation, as well as measure assessment outcomes based on Accrediting Council on Education in Journalism and Mass Communications accreditation values and competencies. Efforts were made to fine-tune the process to ensure clarity for students and map toward assessment outcomes. The Journalism Advisory Board added insight for this curriculum update.
- Five faculty members created five courses to assist COLS with provision of additional Quest I, II and III courses for the University Studies Program (USP).
- The department's Tested Experience Policy was approved by the COLS Faculty Committee and COLS Dean's Office in Fall 2019, and applied in Spring 2020 for a group of CAPP instructors to determine compliance.
- The department shared knowledge among faculty members and through CETL training to improve online course instruction with COVID-19 uncertainties for Spring 2020 and onward. The department also focused on retention and recruitment to engage students, for which activities are detailed later in this report.
 - Faculty regularly communicated during the spring term and into summer to support enhanced instruction and planning.
 - Efforts were made to engage with students to understand their situations and support their academic and personal goals with the crisis.
- The department keeps a regular focus on diversity and inclusion initiatives, including an annual review of diversity activities in classes and student life.
 - More than a dozen classroom activities during the academic year were underway, including speakers on diversity, such as alumna Alicia Ly from Publicis Media. Some students have asked for more diversity in courses, which is a positive sign.
 - The department sponsored the UWO LGBTQ Ally March in Spring 2020; the UWO Food Pantry food drive in Spring 2020; and the hygiene drive for LGBTQ in Fall 2019.
- The department updated its strategic plan based on initiatives ahead with considerations for uncertainties with COVID-19. The faculty approved the plan in June 2020.

Research and Professional Productivity

- Faculty members had a productive year of conference presentations and academic publications, including textbooks. In addition, professional contributions included breaking news in community journalism.

Student and Graduate Success

- [Public relations students won honorable mention in the national Bateman Case Study Competition through the Public Relations Society of America \(PRSA\)](#). Students in the department's PRSSA chapter won third place nationally for the National Organ Donation Awareness Campaign.
- Students at the Advance-Titan won 17 awards from the Wisconsin Newspaper Association Foundation Better Newspaper Contest awards, including four first-place and seven second-place finishes. Awards spanned multiple categories with writing, photography, page design, infographics and advertisements. They also won three awards regionally, including first place for The Advance-Titan as "Best of the Midwest," third place for website and fifth place for special edition.
- Advertising students produced a strong campaign for District 8 for the National Student Advertising Competition but had to pull out of the competition when campus closed on March 13 due to COVID-19.
- Spring assessment numbers from our internship coordinator indicate nearly 97% 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: Clarity Care, Cumulus Media, Devil's Head Resort, iSportsWeb.com, Oshkosh Convention Bureau, Oshkosh Corp., Oshkosh United Way, Paine Art Center and Gardens, Stellar Blue Technologies, WBAY-TV, Walt Disney Co. and Wisconsin Herd.
- 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.

- In addition to internship employers, service learning and consulting outreach was underway with community organizations through class projects and faculty work, including:
 - 4imprint
 - Congregation B'nai Israel, Oshkosh
 - First Five Fox Valley
 - FIXED with the Winnebago County Drug & Alcohol Coalition
 - Kettle Moraine Press Association
 - Northeast Wisconsin Scholastic Press Association
 - Oshkosh Herald
 - St. Andrew's Lutheran Church, Oshkosh
 - UWO 150th Timeline
 - UWO Biogas Systems
 - Wild Ones, Appleton

- The department sought to continue engagement with its students and alumni through professional development sessions that had resonated well during the 50th anniversary celebration. On a smaller scale, the department hosted a professional development session for alumni and students. [The session, "Digital Content Development and Analytics," was held in November 2019, featuring DealerSocket](#), a digital marketing agency in Oshkosh. DealerSocket is a supporter of the department, and has hired many journalism graduates. Three UWO alumni were speakers for the event. The department also actively engaged with alumni through its Facebook group, including support dialogue during the COVID-19 crisis. The department's blog includes [stories shared among alumni about work and life during the crisis](#).

- Dr. Vince Filak received the Friend of Kettle Moraine Press Association award, indicative of his efforts toward outreach to high school journalism students and CAPP instructors. The department arranged for a Google training session for students, faculty and CAPP instructors for learning how to use Google Tools such as Google Dataset Search and interactive graphics and maps with Google Flourish.

Alternative Delivery of Spring Classes and Plans for Fall Classes

- The department shared knowledge among faculty members, and through collaborative resources and CETL training, to improve online course instruction with COVID-19 uncertainties for Spring 2020 and onward. A benefit in the department was that more than half of the faculty and staff had online teaching experience before the crisis and were willing to share best practices. Faculty approached the situation with positivity.
 - Faculty met regularly to specifically discuss instructional approaches and gauge student responses. This communication aided the sharing of ideas to

improve instruction. Several j-faculty surveyed students in their classes, which provided shareable insight on student concerns, technology and wifi access, and other dynamics toward understanding varying student situations.

- Faculty contributed to an online resource folder with instructional resources.
- Several faculty members attended CETL training, often sharing resources with colleagues about teaching as well as helping students cope during this challenging time.
- Support resources were created to enhance retention and recruitment initiatives, especially with the COVID-19 crisis. All faculty met to provide insight and some content for these efforts, with significant contributions from Chair Sara Hansen and Assistant Professor Kristine Nicolini. These retention and recruitment efforts included:
 - Online j-department presence on Canvas
 - Faculty and alumni videos of support
 - Facebook ads
 - Extended outreach to CAPP instructors
 - Weekly student emails and social media content
- Plans for fall will focus on best practices to deliver instruction in this environment, and direction from COLS and UW System. The faculty discussed online and hybrid version of courses at the June 2020 faculty meeting. The faculty understands that some courses will be fully online, and others may be a blend of in-person but with access to full online content if students request it.
 - Class instructional approaches will vary and are subject to change.
 - Plans at this time include moving large enrollment courses online; offering at least half of journalism courses online; accommodating some lab-based courses with students in reduced in-person lab time (and splitting labs so less students are in lab sessions) with a shift to more online resources; offering staggered office hours in-person among faculty to allow some face-to-face component for student learning and meeting as possible. Details are still being determined by instructors and in faculty discussions.
 - One gap that has been difficult to resolve is availability of the Adobe Creative Suite via student equipment vs. access through our journalism computer labs. One issue is access to Adobe products, and a second issue is having a computer that can run Adobe remotely if students are not on campus.

FACULTY AND STAFF ACCOMPLISHMENTS

Vince Filak published one book, with progress underway for three more and an active blog related to his books. He also led two professional presentations, participated in high school outreach and received an award for his media work with high school students.

Published

V. Filak, *Convergent Journalism: An Introduction*: 3rd Edition. Routledge Publications. 2020

Contracted books underway

V. Filak, (In Press). *Dynamics of News Reporting and Writing*: 2nd Ed. Sage Publications. (Expected date of publication: Jan. 2021)

V. Filak, (Editing Phase). *Dynamics of Media Writing*: 3rd ed. Sage Publications. (Expected date of publication: Aug. 2021)

V. Filak, (Contract Signed; Writing Phase) *Exploring Mass Media*. Sage Publications. (This is a new book that will be published in 2021-22 and will be used for Intro classes like J-141.)

Book-related blog

In support of the “Dynamics” textbooks, SAGE publications requested the development of an ongoing digital presence titled “DynamicsOfWriting.com,” with regularly updated blog posts.

Professional presentations

- How to get personality into your profiles. Panel presented at the Kettle Moraine Press Association convention, Whitewater, WI. Oct. 2019
- Management and Editing: How to get past, “This sucks. Change it.” Panel presented at the Kettle Moraine Press Association convention, Whitewater, WI. Oct. 2019

Professional activity

Assisted Kettle Moraine Press Association with multiple high schools for in-class field trip presentations to student media outlets.

Awarded

Received the Friend of Kettle Moraine Press Association award.

Timothy R. Gleason published one article, a book chapter and two encyclopedia entries, and presented one conference paper. He was named a distinguished professor.

Published

Timothy R. Gleason. "H.H. Bennett: Trailblazer and Commercial Photographer, 1865-1907." *Visual Communication Quarterly* (Volume 26, Issue 4, 2019).

Timothy R. Gleason. "Photography." Ed. by Vincent F. Filak, *Convergent Journalism: An Introduction*, 2019.

Timothy Roy Gleason. Published two pieces, one each on *Clueless* and *Point of No Return*, in *The Encyclopedia of Sexism in American Cinema*, edited by Salvador Jimenez Murguia et al, Rowman and Littlefield, 2019.

Presented

Timothy R. Gleason. "The Yom Kippur War as Reported in Milwaukee's Newspapers." *Association for Education in Journalism and Mass Communication, History Division*. August 9, 2019, Toronto, Canada.

Awarded

Named a Distinguished Professor by UWO.

Sara S. Hansen published an article and a book chapter, and received a grant.

Published

Hansen, S.S. & Nicolini, K.M. (2019). No Longer Just a Protest: How Women's March Strategic Messaging for Collective Action Aims to Mobilize a Movement. *Public Relations Journal*, 13(1) doi: <https://prjournal.instituteforpr.org/wp-content/uploads/WomensMarch.pdf>

Hansen, S. S., (2020). Social Media. In V. F. Filak Ed., *Convergent Journalism: An Introduction*. NY: Routledge.

Grant

Faculty Development Research Grant for Summer 2020 with Nicolini (3.75% CAS each). Project title: From Protest to Social Movement Organization: Women's March Structural Evolution Alignment with Strategic Messaging for Collective Action.

Kimberly Kelling published one article and had three papers accepted for presentation at a national conference. She was approved for a three-year contract renewal through the 2022-2023 academic year. Of note, Kelling was on medical leave for the Fall 2019 semester.

Published

Bent, E., Kelling, K., & Thomas, R. J. (2020). Electoral reckonings: Press criticism of presidential campaign coverage, 2000-2016. *Journal of Media Ethics*, 35(2), 96-111. doi:10.1080/23736992.2020.1736079.

Presented

Wolfgang, J. D., Vos, T. P., Kelling, K., and Shin, S. (2020, August). Political journalism and Democracy: How journalists reflect political viewpoint diversity in their reporting. Association for Education in Journalism and Mass Communication, Newspaper and Online News Division, San Francisco, CA (Virtual).

Tham, S. and Kelling, K. (2020, August). The dynamics of problematic gaming in FIFA 20. Association for Education in Journalism and Mass Communication, Entertainment Studies Interest Group, San Francisco, CA (Virtual).

Kelling, K. (2020, August). Thinking, feeling, and reporting: An exploration into emotionality in U.S. political journalism. Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division, San Francisco, CA (Virtual).

Shu-Yueh Lee published one article, presented a conference paper and received a grant.

Published

Lee, Shu-Yueh (upcoming), "Media Use and Materialism" In J. V. den Bulck Ed., *The International Encyclopedia of Media Psychology*. Publisher: Wiley

Presented

Lee, Shu-Yueh, "News Coverage of the 2017 Wisconsin and Foxconn Investment Deal: A Framing Analysis of Wisconsin Daily Newspapers" Paper accepted by the Central State Communication Association, Chicago, April 2020. (Conference canceled due to COVID-19).

Grant

Faculty Development Research Grant for Summer 2020 (7.5% CAS). Project Title: A Comparison Study of News Framing Strategies between the National and Local News in the News Coverage of the 2017 Wisconsin and Foxconn Investment Deal

Miles Maguire covered local news provided to the community through the Oshkosh Examiner and Oshkosh Herald, and received an award.

Published and awarded

Maguire received a gold award for best online public service story or series in the Milwaukee Press Club's annual Excellence in Wisconsin Journalism Contest. Maguire was cited for "The Coroner Who Conned a County," a series of 14 articles that examined the erratic behavior, including allegations of sexual misconduct, of former Winnebago County Coroner Barry Busby. The articles led to an investigation of Busby by the Board of Supervisors, Busby's resignation from a position he had held for more than two decades and a decision by the county to adopt a new approach to reviewing suspicious or unexplained deaths. The articles appeared in the Oshkosh Examiner, as well as the Oshkosh Herald.

Kristine M. Nicolini published two articles and one conference presentation, along with professional activity through the Public Relations Society of America and the Center for Customized Research and Services. She also received a grant. She was approved for a contract renewal through the 2022-2023 academic year.

Published

Nicolini, K.M. & Cole, A.W. (2019). Minimizing the Gap: A Theoretical Thematic Analysis of Student Peer Feedback Perceptions in FtF and Online Speech Workshops. *Communication Teacher*, doi: <https://doi.org/10.1080/17404622.2019.1653487>

Hansen, S.S. & Nicolini, K.M. (2019). No Longer Just a Protest: How Women's March Strategic Messaging for Collective Action Aims to Mobilize a Movement. *Public Relations Journal*, 13(1) doi: <https://prjournal.instituteforpr.org/wp-content/uploads/WomensMarch.pdf>

Presented

Moore, J., Pritchard, R.S., & Nicolini, K.M. (March 2020). *Corporate Social Media Mourning: Toward a Framework for Organizations Wishing to Sympathize with Publics Following Man-made or Natural Disasters*. Paper presented at the International Public Relations Research Conference, Orlando, FL.

Professional Activity

Nicolini provided consulting for personal branding for 4imprint, through the Center for Customized Research and Services. She also partnered with First Five Fox Valley to create and implement a public relations and communication strategy and worked with five student interns to create a robust social media presence for the Northeast Wisconsin Scholastic Press Association (NEWSPA). Through the PR Campaigns course, Nicolini mentored four students working to create a public relations

campaign to support the U.S. Census efforts in conjunction with national Bateman competition. The team earned an honorable mention for their campaign.

Grant

Faculty Development Research Grant for Summer 2020 with Hansen (3.75% CAS each). Project title: From Protest to Social Movement Organization: Women's March Structural Evolution Alignment with Strategic Messaging for Collective Action.

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 on the COLS Promotion Committee (2019) and the COLS Search Committee for the new COLS dean (2019-20; search suspended due to COVID).
- He served as a reviewer for the following publications and organizations:
 - Scholarship Reviewer, Howard Journal of Communication
 - Scholarship Reviewer, Mass Communication and Society
 - Scholarship Reviewer, New Media and Society
 - Scholarship Reviewer, Journalism Studies
 - Scholarship Reviewer, Journalism
 - Editorial Advisory Board Member, Journalism and Mass Communication Educator
 - Article Review Board, Atlantic Journal of Communication
 - Editorial Review Board, Newspaper Research Journal
 - Reviewer, BEA: Annual National Conference: (2019)
 - Reviewer, Office of Grants and Faculty Development research panelist
- He served as a judge for the following publications:
 - Judge, several categories for the annual NEWSPA convention
 - Judge, Missouri Collegiate Media Association
 - Judge, Education Writers Association contest
 - Judge, Kansas Collegiate Media Association contest
 - Judge, Arkansas College Media Association annual contest

- He served as an external promotion reviewer for a private Texas university.

Timothy R. Gleason

- Gleason served the second year of a three-year term as the director of Interactive Web Management.
- He reviewed seven article submissions for academic journals, with five reviews for Journalism History and two reviews for the Howard Journal of Communications.
- He served as an external review for an application of promotion to full professor at a private Chicago college.
- Gleason served as a judge of photography for NEWSPA.
- Gleason'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:
 - UWO Biogas Systems
 - St. Andrew's Lutheran Church, Oshkosh
 - Congregation B'nai Israel, Oshkosh

Sara S. Hansen

- Hansen led a student independent study that focused on advertising strategy for the Oshkosh Herald, as well as projects with students (journalism and IWM) in Application of New & Emerging Media who successfully completed website, social media content and digital strategy work for organizations in the Oshkosh and Fox Valley community. These organizations included:
 - UWO 150th Timeline
 - Wild Ones, Appleton
 - UWO Biogas Systems
 - FIXED with the Winnebago County Drug & Alcohol Coalition
- Hansen served as:
 - A panelist for the Constitution Day panel "Facebook, the First Amendment and You: How Digital Media Are Threatening Our Democracy"
 - A member of the Provost Advisory Committee on University-Wide Academic Structure (PACUAS), and co-chair of the COLS Tenure and Renewal

Committee, in addition to work on the Environmental Health and Safety Committee

- A reviewer for the Howard Journal of Communication and the Journal of Computer-Mediated Communication
- Organizer, as department chair, for fall and spring meetings for both the Journalism Advisory Board and the Advance-Titan Advisory Board

Kimberly Kelling

Kelling was on medical leave for the Fall 2019 semester. Service information provided below reflects service duties from Spring 2020.

- Kelling served on the Curriculum Committee and worked with other committee members on the advertising major proposal and efforts to improve retention and recruitment for the department.
- She served on the Assessment Committee and provided recommendations to the Curriculum Committee grounded in alumni feedback. These recommendations reflected the themes and patterns present in the annual assessment report from Barbara Benish.
- She served as a judge for the NEWSPA conference, evaluating high school student submissions into the advertising competition. She was slated to present in the conference, but the conference was canceled due to COVID-19.

Shu-Yueh Lee

- Lee created and taught a new course J452 Selected Topics: Body Image in the Media, and created a new USP course, J259 Body Image in the Media, which will be taught in the upcoming year and is cross-listed with Women's and Gender Studies.
- She served as the adviser of Kappa Tau Alpha.
- Lee served as a reviewer for the *Atlantic Journal of Communication* and *Asian Women* and as a judge for NEWSPA's video division.

Kristine M. Nicolini

- Nicolini served in several roles at the department, local and national level:
 - Faculty adviser for organizing the Certificate for Principles of Public Relations for graduating students, including holding study sessions to help students prepare for the exam and collaborating with the Public Relations Society of America on the implementation of the certificate program

- Faculty adviser for the UW Oshkosh Public Relations Student Society of America chapter, for which its National Organ Donation Awareness Campaign earned third place nationally
 - Judge for the PRSA National APR Panel
 - Member of the PRSA National Leadership Team
 - Judge for the national PRSA National Anvil Awards
 - Leadership Assembly Delegate for PRSA – Northeast Wisconsin, traveling to San Diego to represent the chapter and vote on their behalf and on behalf of the PRSA Madison chapter
- Nicolini's students in PR Techniques and PR Campaigns successfully completed social media plans, content creation, promotional videos and digital strategy work for nonprofit organizations in the Oshkosh and Fox Valley community. These organizations included: U.S. Census Bureau, First Five Fox Valley, Northeast Wisconsin Scholastic Press Association and UW Oshkosh University Marketing Communications.

Cindy L. Schultz continued to contribute significantly to the department and university.

- Schultz served as a senator on the University Staff Senate (USS) and is in year three 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.
- She managed 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 UWO. In Fall 2019 the second scholarship was awarded to Ashley Fick.
- Schultz served as a voting member on the PACUAS Committee this year.
- She assisted with recruiting efforts – enhancing preview days presence, working with fellow departments for 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.
- She helped keep student's spirits up during this time of COVID-19 by providing adult coloring pages online, and submitting a quote a day to our Facebook group, UWO email list and on the Canvas departmental following.

ISSUES TO CONSIDER FOR PLANNING FOR NEXT ACADEMIC YEAR

Lab Modernization

The department is grateful for COLS permanent property funding received this year to support updated computers for one of its three journalism computer labs. Writing and many multimedia, public relations and advertising courses happen in these 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. Two labs also will need updating in the near future, but given the financial costs facing the university at this time, we understand the challenge of any further immediate modernization.

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 and New Instructional Demands

Faculty members were required to teach an additional course for the 2019-2020 year, and the 2020-2021 year. On top of this, the new instructional demands with online, hybrid and accommodations for students with the COVID-19 crisis are time-consuming. The journalism faculty members are productive with active research projects and perform high-quality teaching and service, including service learning with community partners, that require investments of time. It is difficult to see relief for this situation in the near term.

Cuts to Budget and Annual Payment of Accreditation Fees

Last year, the annual payment of \$2,000 for accreditation fees had to be covered from a greatly reduced department budget. We got through the year but it has been difficult, and the budget remains a serious concern for next year. The budget problem is widespread across campus. Our accreditation is highly valued and we appreciate support from COLS for this ongoing initiative.

Internship Support

We helped 50 employers and many students with one IAS Internship Coordinator, a position that COLS maintained for the coming academic year, and for which we are appreciative. Though the work for this role amounts to more hours than the pay – the coordinator is 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. IWM has continued to pay for an additional half of a class since our coordinator serves IWM students and journalism students. We believe that 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. Given the challenges our interns and graduate will face during this time, it would be ideal to put more resources in this opportunity but realize that it is a challenge as well.

Faculty Line for Multimedia Journalism

With the retirement of Miles Maguire, and the unfilled faculty line from Michael Cowling's retirement in 2016, the department has two faculty lines that need to be filled for writing and editing foundational across the three program areas, and specifically for multimedia journalism. We realize it is a difficult year, but this need remains important.

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. The department took initiative for training opportunities but would appreciate further support if available in this area.

Revised Bylaws Held Up

The revised bylaws, previously held up by Faculty Committee and Faculty Senate because of a debate about SOS requirements, made some progress but are not resolved. We are hoping to resolve the bylaws in the coming academic year.

OBJECTIVES FOR THE YEAR AHEAD

The department seeks to advance the university's goals and the department's strategic plan with focus on key objectives in this challenging environment for the next year.

Progress with Advertising Major

The department will work to advance the new advertising major through the authorization of the BA and BS degrees, starting in Summer 2020.

Policy Updates

The department is awaiting approval of its bylaws and updated renewal-tenure-promotion policy for tenure-track faculty.

Engagement Through Partnerships, Recruitment and Retention

The department will look for opportunities to partner with alumni and partners in our community to 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, such as efforts with DealerSocket and our active alumni group. We also will expand recruitment and retention. The department has started conversations with CAPP and Admissions about positioning NEWSPA as a Titan Preview Day in order to better connect high school students with opportunities in journalism and other fields at UWO.

INTEGRATION OF FACULTY AND COURSES FROM ACCESS CAMPUSES

We are open to possibilities of expanding collaboration with the access campuses. We do not have specific initiatives at this time but will respond to opportunities that arise with the access campuses or with partner programs like Radio-TV-Film.

COLS PLANNING PROCESS: EXAMINATION OF PROGRAMS

Work Toward an Advertising Major

The new advertising major, as detailed earlier, is in the authorization stage for a BA and BS degree. We will continue to move forward in this process.

COLS PLANNING PROCESS: COLLEGE PROGRAM ARRAY

Strategic Efforts with Other Departments

The Department of Journalism values collaboration and communicates with multiple departments in which there is complementary or related courses or career path outcomes. The department will continue conversations with the Department of Marketing and Radio-TV-Film about opportunities for collaboration.

COLS PLANNING PROCESS: STUDENT SUCCESS AND RECRUITMENT

Student Success

The department assesses student success in the classroom and 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 2020 graduates, nearly 97% 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:

- Honorable mention for students competing nationally in the PRSA Bateman Competition, third place for public relations students for the National Organ Donation Awareness Competition (2019) and a STAR Chapter Award for the UW Oshkosh Chapter of the Public Relations Student Society of America.
- Twenty awards for the Advance-Titan at regional and state college media events, including first place for “Best of the Midwest.” [The A-T continued to publish online this spring despite the closing of campus with COVID-19.](#) Senior Leo Costello took third place as Collegiate Journalist of the Year, with the Wisconsin Newspaper Association Foundation judge writing, “What an inspiring story! Leo shows the marks of an excellent journalist.”
- The Advance-Titan, for the first time, also has continued breaking news coverage online during the summer.
- [Costello, a Fall 2019 multimedia journalism graduate, was selected as commencement speaker for the UWO commencement.](#)
- [Gabrielle Fischer, a Spring 2020 multimedia journalism graduate and intern at Oshkosh Corp., was named to the national Top 100 Interns of 2019,](#) a competition sponsored by WayUp and Chegg.
- Several students qualified for Kappa Tau Alpha nominations, with senior Amber Brockman completing initiation into the journalism honors society.
- Increased participation in the Hearst Competition for students in nationally accredited journalism programs to enter multimedia, writing, photography and other created work.

Retention and Recruitment

The department expanded its retention and recruitment efforts with broad concern about decreasing enrollment across UWO that will impact our program, as well as the uncertainties brought on by COVID-19:

- Faculty participated in preview days, two department open houses (standing room only in our reading room – we will have to move the next in-person event to a larger venue) and USP open house. Events to recognize student achievement typically are held in fall and spring, with the spring one being missed with campus closed. Online recognition was provided for all graduating seniors with images on our website and features on social media posts.
- Enhanced retention and recruitment initiatives, especially with COVID-19 crisis, included an online j-department presence on Canvas, faculty and alumni videos of support, Facebook ads, extended outreach to CAPP instructors and weekly emails and social media content for students.
- The department has started conversations with CAPP and Admissions about positioning NEWSPA (which draws 400 high school students for a one-day journalism conference) as a Titan Preview Day in 2021 in order to better connect high school students with opportunities in journalism and other fields at UWO.
- Despite not being able to hold its spring conference, NEWSPA awarded a \$500 scholarship to incoming freshmen Katie Pulvermacher, of Hartford Union High School, who will be majoring in multimedia journalism at UWO.
- The department has increased communication with CAPP instructors, and will continue efforts in this area to better connect high school students with career paths in media fields. The department also reaches out via email to incoming freshmen.
- Website information will continue to be updated for prospective students. Facebook ad outreach through a student project was put forward in Spring 2020 to increase awareness locally.

COLS PLANNING PROCESS: FACULTY AND STAFF EXPERIENCE

Faculty continue to be positive despite an overwhelming situation brought on by continued budget cuts, enrollment declines and COVID-19 uncertainty for classroom instruction. The

department has aimed at making the faculty experience as good as can be given these challenges and the unprecedented moment in history that we are working through. The Department of Journalism faculty are working together to approach our challenges thoughtfully.

ALUMNI ACCOMPLISHMENTS

Patti Purcell '89, founder of Writing by Design of Appleton, was selected to receive the UWO Distinguished Alumni Award in October 2020.

Alicia Ly '15, paid media manager at Publicis Media (third largest media company in the world), was selected to receive the UWO Outstanding Young Alumni Award in October 2020.

Kerry Shaw Brown '85, award-winning film director and brand consultant and UWO Distinguished Alumni Award winner, won a Gold Telly Award for video and television excellence.

Jeff Griffith '87, one of our Outstanding and Distinguished award winners, produced another compelling video series for the American Battlefield Trust featuring war photographers.

Jim Vandehei '95, co-founder of Axios, welcomed students for a tour of his news company while in Washington D.C. for the ACP/CMA Fall National College Media Convention.

Mike Fredrick '96, chief creative officer at Nelson Schmidt and UWO Distinguished Alumni Award winner, and Diana Bagley '97, creative director at Hoffman York, hosted advertising students at their agencies (and Bader Rutter) in Milwaukee in Fall 2019, and assisted students with information for research as part of the National Student Advertising Competition.

Pat Zietlow Miller '90, award-winning children's author, published a book, *Be Kind*, which became a New York Times Bestseller.

Margaret Brill '08 joined EAA as Major Gift and Stewardship Officer.

Mariah Haberman '10, host of Discover Wisconsin and director of brand development for Discover Mediaworks, delivered the virtual keynote for NEWSPA in Spring 2020.

Jordan Clark-Mand '10 was promoted to EMEA Program Manager with Amazon's Engineering Excellence Program in the United Kingdom.

Brody Karmenzind '14, client solutions manager at Facebook, worked with students in Advertising Media for digital advertising campaigns and analytics.

Christina Thor '15 is communications and development director for the Boys & Girls Club of Greater Green Bay and a board member for the Hmong American Partnership of the Fox Valley.

Corissa Mosher '16 is director of constituent service for the office of Wisconsin Governor Tony Evers.

Carissa Brzezinski '17 is assistant manager for brand communications at Wisconsin Athletics.

And three spring graduates (so far) landed jobs: Abby Reich, marketing manager of H.J. Martin and Son, Green Bay; Lauren Reidinger, marketing director of Plae Bistro, Green Bay; and Lydia Westedt, proposal coordinator at SEH, Madison.