



Alumni Newsletter

December 01, 2010



Fall 2010

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Alumni Newsletter

LETTER FROM THE CHAIR

Dear Journalism Alumni:

Welcome to our first *semi-annual* Journalism and Public Relations Alumni newsletter. As I noted at the end of my letter in the previous issue, we're using the new online-only format as a chance to try some new things—and publishing more often is one of them.

We're excited to be able to bring you news about the department, its faculty, its students and its alumni more often, and I'm grateful to our fabulous editor, Kelly Taylor, for taking on this additional work. It's also exciting to realize that we've got enough great things going on in the department to publish even more often, which is something we're considering as well.

For now, enjoy this issue, and we'll see you in the summer—if not sooner.

Sincerely,

Dr. Jim Foust, chair

Department of Journalism and Public Relations

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Alumni Newsletter

ALUMNI NEWS



Richard Hendrickson was sitting at his desk on Aug. 5 creating the syllabi for his fall courses when he received a phone call from the national office of the Society of Professional Journalists. Hendrickson had won the 2010 Distinguished Teaching in Journalism Award. [\[READ MORE\]](#)



In the more than 30 years since his graduation, **Patrick Mettes** has pretty much seen it all. After graduating in broadcast in 1978, Mettes began work at WTVG, Toledo's NBC affiliate. Since that time, he has only climbed to increasingly prominent positions, directing programs for networks as diverse as Home & Garden, VH1 and CNN. Mettes is currently Director of News for MSNBC. [\[READ MORE\]](#)



The earthquake in Haiti in January of 2010 affected many. **Roger Lowe**, the senior vice president of Communication for the Red Cross, went to Haiti following the quake and wrote of his experience for the Columbus Dispatch. In addition to his travels to Haiti, Lowe also met with BGSU PRSSA students during their trip to Washington D.C. in October for the national convention. [\[READ ROGER'S COMMENTARY\]](#)



Two alumni were honored with Touchstone Awards from the Press Club in Toledo. **Martha Vetter**, founder and CEO of R/P Marketing Public Relations, won the Touchstone Lifetime Achiever Award. **Bob Bortel**, director of student publications, won the Golden Touchstone Award. Vetter was nominated by Terry Rentner, director of the School, and Ben Marrison, alumnus and editor of the Columbus Dispatch, wrote a letter in support of Vetter's nomination. [\[LINK TO BLADE ARTICLE\]](#)



UPDATE: In the last newsletter, we reported that 2004 graduate **Rhonda Colvin** had been nominated for an Emmy for a 30-minute feature on Birmingham's "Honor Flight" program. She won in her category, Outstanding Achievement in Television News and Program Specialty, Historic/Cultural Program. Congratulations Rhonda!



Dick Maxwell, the recently retired Senior Director of Broadcasting for the National Football League, is partnering with BGSU to establish the Richard A. Maxwell Center for Sport Media on campus. Maxwell has also generously agreed to donate to BGSU his papers accrued from 36 years as an NFL executive. [\[READ MORE\]](#)



Gina Potthoff is a good example of where hard work, ambition and a great internship can lead. Potthoff, the former BG News editor-in-chief, graduated in May 2010 and is now interning as a reporter at the Columbus Dispatch. The internship, which was originally supposed to last three months, turned into a yearlong internship. [\[READ MORE\]](#)



ABC News Nightline added a new journalist, BGSU's own **Taurence Armstrong**. The December 2009 graduate moved to New York, and his recent late night Facebook page entry reflects his thoughts about his passion for television and working in the Big Apple. [\[READ MORE\]](#)

What's the real world of journalism like? **Seven recent graduates** in print, broadcast and public relations talk about how they found their jobs and what it is like in the real world. [\[READ MORE\]](#)





Alumni Newsletter

HENDRICKSON WINS SPJ TEACHING HONORS

| by *Emily Tucker, '12*

Richard Hendrickson, a 1981 Bowling Green State University journalism alumnus, won the 2010 Distinguished Teaching in Journalism Award.

He received a phone call Aug. 5 from a representative at the national office of the Society of Professional Journalists, the national organization, who told him he won the award. At the 2010 national conference in Las Vegas, he was honored at the Mark of Excellence annual luncheon.

"Anything with the word 'distinguished' in it is a pretty good award, and I feel very honored," he said.

Hendrickson has been teaching at John Carroll University since 2001. He and his wife Carol moved to Los Feliz, Calif., near Los Angeles, in 2009 to be closer to their grandchildren, but he still teaches online classes for JCU. He also lectures at California State University in Northridge and serves as a board member of the Los Angeles SPJ chapter.

Andrew Rafferty, a JCU alumnus who works for NBC News, and Katie Sheridan, the editor-in-chief of The Carroll News at JCU, were two of four students who wrote nomination letters for the award.

"I knew they had written letters to nominate me, but I didn't think that out of all the professors who would be nominated that I would be the winner," Hendrickson said. "They must've written great letters."

The award was not the first SPJ award he has received. In 2008 he earned the Howard S. Dubin Outstanding Pro Member Award for his services to SPJ, and in 2009 he won the Distinguished Service Award for the Cleveland Pro Chapter. In 1996, he was a member of the team who won the Casey Medal for Meritorious Journalism. The team wrote a series about Ritalin and children with attention deficit disorder. Hendrickson said the Casey Medal and the recent SPJ award are his two most prestigious awards.

Hendrickson's journalism career began when he was in the Navy aboard a guided-missile cruiser called the USS Galveston. He was 21 years old. One day, two men were working on a typewriter in the library, and Hendrickson found out they were the ship's journalists working on a story. He asked if he could help, and he delivered newspapers around the ship during the night.

"I was bitten by the journalism bug," he said.

In 1962, after he left the Navy, he joined SPJ when he was working for the Syracuse, N.Y., Post-Standard. He said he chose between joining the New York Press Club, a nonprofit organization, or SPJ, and SPJ "seemed like the right place to go."

Hendrickson began working for The Lorain Journal in 1966 and took classes at BGSU's main campus and at Firelands College. His senior year, 1981, he was selected to be a member of Kappa Tau Alpha, the journalism honorary society. Hendrickson continued his education at BGSU by earning a master's degree in political science in 1987 and a doctorate of philosophy in communication studies in 2000.

"I remember there were some great people at Bowling Green who encouraged me," Hendrickson said. "Dr. Dansker was a popular journalism professor and story teller who encouraged me and helped me with research. Dr. Cassara was my dissertation adviser."

Catherine Cassara, an associate professor of journalism at BGSU, said his dissertation was called "The Best Interests of the Children as an Argument for Media Access to Juvenile Courts." She said he had an interest in children, which was why she wasn't surprised he won the SPJ award.



"It's wonderful, and I wasn't surprised one bit that he got the award," Cassara said. "He goes out of his way to help students."

Emil Dansker, a retired BGSU journalism professor, and Hendrickson have remained close friends since the 1970s when they first met at BGSU. He said they still talk on the phone and e-mail when they have time. When Hendrickson held a mock press conference in one of his reporting classes at JCU, Dansker visited the class. He said Hendrickson is a "popular professor who had students who respected his experience." The students want practical journalism experience like Hendrickson had when he worked for The Lorain Journal.

"Not many people go into the field that have the practical experience that he had," Dansker said. "He's an amazing guy who does what needs to be done."

Dansker never saw Hendrickson fall behind in class or on the job. He said Hendrickson had an understanding family and editor, and he "always set up a schedule and kept to it." Dansker was not surprised when he heard Hendrickson won the award.

"He cares about his students and cares about journalism," Dansker said. "That's why they filled out the letters for him."

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Alumni Newsletter

METTES' 30-YEAR JOURNEY TAKES HIM FROM BG TO THE BIG APPLE

| by Kyle Schmidlin, '10

In the more than 30 years since his graduation, alumnus Patrick Mettes has pretty much seen it all.

After graduating in broadcast in 1978, Mettes began work at WTVG, Toledo's NBC affiliate. Since that time, he has only climbed to increasingly prominent positions, directing programs for networks as diverse as Home & Garden, VH1 and CNN.

Mettes is currently Director of News for MSNBC. His work in that capacity involves directing the daily programming between "Morning Joe" with Joe Scarborough and "Hardball" with Chris Matthews.

Growing up in Toledo, Mettes always had an idea that he would achieve success. "When you're 20 years old, you think you know everything. I was guilty of that," he said.

The journey from Toledo and the university to MSNBC truly began in one isolated moment, according to Mettes. He was working at an IGA grocery store in Toledo that was frequented by a Channel 11 weatherman.

Mettes asked him about his industry and was shown around the Channel 11 studio. Mettes was told he had to get a degree and was given a list of respectable journalism schools, local and affordable. Mettes drove his 1968 Volkswagon Bug to Bowling Green.

"College is one of those incredible points on your life continuum," Mettes said. He recalled shopping at Finders Records and attending concerts at Howard's Club H.

During his stay at the university, Mettes participated in more than just television, working at the university radio station and The BG News.

One day, a director at WBGU put a pair of headphones on Mettes and had him listen to the broadcast and the director's cues.

"I was hooked," Mettes said. His career since then has taken him through many realms of broadcast media.

"I have met a lot of people," he said, "famous people, from every walk of life. Presidents, big time athletes, I spent a day in the studio with Paul McCartney, I met George Harrison."

Though Mettes has been all over the map in terms of the kinds of shows he has directed, he returned to news – where he has been ever since – after the events of Sept. 11, 2001, directing "American Morning" with Paula Zahn for CNN.

Over his 30-plus years in the business, news has undergone significant changes, both in terms of technology and content presentation. Mettes describes the development of technology as a "fantastic" thing, having significantly shrunken the world. However, he expressed some concern over the increasingly editorialized slant of television news.

"It's pretty sensational stuff," he said. The real problem, though, in Mettes' eyes, is when the word "news" is attached to opinion programming.

Still, he regards the media as an important front line in delivering information to the public and is proud of his time at the university. Working in newsrooms full of Yale or Harvard graduates doesn't mean much of anything to Mettes.

"I've met people from city colleges who were brilliant and people from Columbia who were morons," he said. His own background, from a medium-sized blue collar city to a growing university in a small Ohio town called Bowling Green, only helps confirm his claim.



Mettes may now direct some the daily news for one of the largest media outlets in the country, but he began right here in Bowling Green and at the smaller local networks, and even earlier than that, in a store in Toledo.

"It was a long stretch from that to 30 Rockefeller Center in New York," he said.

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ROGER LOWE SHARES HIS EXPERIENCE IN EARTHQUAKE-RAVAGED HAITI

Roger K. Lowe commentary: Much done in Haiti, much still to do
Monday, May 24, 2010 2:52 AM

By Roger K. Lowe

Standing on a hillside in earthquake-ravaged Haiti, the view is of tarps and tents stretched out amid the rubble and destruction in the neighborhood, down the hill and up the ridge on the other side, and on the ridge after that, and the ridge after that.

Families were cooking meals, resting or moving about the small makeshift shelters, most no bigger than 10 feet by 10 feet. It felt like I and several others from the American Red Cross had wandered into their living rooms and were imposing in their lives, even though the Red Cross has been providing relief supplies to many of the 20,000 people in the Croix Deprez neighborhood of Port-au-Prince for more than four months.

The vast sea of these emergency shelters in this one neighborhood, like so many others throughout Port-au-Prince, shows how much has been accomplished since the Jan. 12 earthquake - and how so very much remains to be done over the months and years ahead.

In the hours after the earthquake, these hillsides were filled with debris, death and destruction, as concrete block buildings collapsed after the 7.0-magnitude earthquake killed more than 230,000 people and left as many as 1.5 million homeless.

In less than four months, the Red Cross and other relief groups provided tarps and tents to provide emergency shelter to most of the homeless. But it will be a long time before most of these families will be able to move into even transitional shelters with wood frames and metal roofs.

That's because virtually every open space of land in Port-au-Prince is filled with these tarps and tents, and there's no place to build the better temporary structures, much less more permanent housing. Work on the large numbers of needed shelters cannot begin until open land is identified by the Haitian government, which itself was directly impacted by the massive earthquake that severely damaged its offices and killed or injured many government officials.

There are promising indications of progress. The streets were filled with cars and lined with roadside stands where people were selling almost any kind of good imaginable: clothing, fruit, cooked food, soap, toothpaste and cookstoves. Children in school uniforms walked along the street in mid-afternoon, another sign of hope as some schools have reopened.

One Red Cross staffer told of a Haitian mother in her early 40s who brought her young child to a Red Cross clinic, where the mother commented that it was the first time her child had ever seen a doctor. And, she added, it was her first time, too.

Haiti was one of the poorest nations in this part of the world even before the earthquake, and aid groups are dealing with longstanding shelter, hunger and health issues. Ironically, some people are getting more food and better health care now than they were before the earthquake.

And that fact complicates the relief effort. The United Nations said last week that about 40 percent of the houses in Port-au-Prince are safe, but that only about half of them are occupied. Red Cross staff in Haiti believe that one factor may be that some Haitians believe they are more likely to get free food, water, health care and other relief supplies in a camp, so they don't want to leave to return to their homes.

The American Red Cross has raised more than \$450 million for Haiti relief and recovery, and that money, so generously donated by the American people, is helping Haitian earthquake survivors today. The Red Cross has spent \$112 million so far

as part of what we estimate will be \$200 million for emergency relief in the first 12 months. The rest of the money will be spent over the next several years on long-term recovery, with the priorities of shelter, water and sanitation, health, financial assistance to rebuild livelihoods and disaster preparedness.

Now, even as we wait for land to be freed up so we can begin building the sturdier shelters so desperately needed by Haitians, the Red Cross is working on disaster preparedness in the camps as hurricane season approaches, providing education materials on HIV and malaria, and distributing hygiene kits with enough soap, shampoo and other materials to last a family a month. We are also working with a Haitian micro-finance organization to give financial assistance to some women-owned businesses and families that have taken in others left homeless by the earthquake.

What took seconds for the earthquake to destroy will take the collective efforts of many aid groups and governments years to rebuild. And throughout that time, there will be the continuing contrast between the progress that has been made and the stark reminders of how immense the needs are in Haiti.

<http://www.dispatch.com/live/content/editorials/stories/2010/05/24/much-done-in-haiti-much-still-to-do.html?sid=101>

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MAXWELL CENTER BEING DEVELOPED FOR SPORTS MEDIA

MAXWELL CENTER BEING DEVELOPED FOR SPORTS MEDIA

Richard A. Maxwell, a graduate of Fostoria High School and Bowling Green State University (Bachelor of Science in Journalism), is the recently retired Senior Director of Broadcasting for the National Football League. "Dick" is widely known and greatly respected in the sport communication industry, having worked in public relations for the Denver Broncos, Tampa Bay Buccaneers, and subsequently as the NFL's Director of Information for the National Football Conference, and finally as Senior Director of Broadcast Services. Dick was instrumental in the production of 32 Super Bowls, numerous Hall of Fame games, AFC-NFC Pro Bowls, and international American Bowls including as overall coordinator for three games in London, England.

Dick has served as a member of the BGSU Journalism Advisory Board, and has given numerous guest lectures over several years in BGSU journalism, public relations, and sport management courses. During the lead-up to 2006's Super Bowl XL in Detroit, Dick arranged for seven NFL and Super Bowl executives to participate in a highly successful panel presentation held on BGSU's campus, sponsored by the undergraduate student pre-professional group, the Sport Management Alliance.

Dick is well recognized as a leader in the sport industry. He received the NFL's Val Pinchbeck Award in 2007, given in recognition for his role in the development of the Pro Bowl, the League's annual all-star game. He was inducted into the BGSU Kappa Tau Alpha Journalism Hall of Fame and the Fostoria (Ohio) High School Athletic Hall of Fame in 2008.

Since his retirement, Dick continues to serve as a broadcast consultant for the NFL. He also coordinates the faculty and curriculum for the annual NFL Broadcast Boot Camp, a program established in 2006 to help NFL players plan for a post-playing career in sports broadcasting. He also continues to make several lectures per year on American and European university campuses including, of course, BGSU.

Establishment of The Maxwell Archives

Mr. Maxwell has generously agreed to donate to BGSU his papers accrued from 36 years as an NFL executive. His career spanned the development of the NFL as the prototype upon which other professional sports leagues and teams modeled their own media expansion, licensing, logoing, branding, publicity, marketing, cause-marketing activities as well as their public and community relations strategies. The NFL is one of the most researched topics in sport-related scholarship and the Maxwell Archives will draw great positive attention to BGSU and the sport management and communication programs. In addition to scholars, the presence of the Maxwell Archives will be of great benefit in student and particularly in faculty recruitment.

In addition to donating his papers, Mr. Maxwell also proposes to help fund the "Bob Collins Scholarship" for students interested in studying sport media. The scholarship will honor Mr. Maxwell's father-in-law, the late Bob Collins, who was the highly regarded sports editor of the famous *Rocky Mountain News*.

For the above reasons, the faculty believe it is fitting to consider the Maxwell archival papers and the Bob Collins Scholarship as the basis to establish a comprehensive center with a mission of (a) educating future sport media professionals, (b) serving as a scholarly institute to critically evaluate the lasting and significant relationship between sport and the media, and (c) providing comprehensive consulting services to local and regional students and professionals. Such a center will place BGSU at the unconditional forefront of sport media education, scholarship, and engagement.

The Richard A. Maxwell Center For Sport Media At Bowling Green State University

The Maxwell Center will bring great abstract benefit to the BGSU sport management, journalism, public relations, and communications programs and curricula. The abstract benefits include advantages to the student body, faculty, and region. Thus, establishment of The Maxwell Center will align with the university mission to aspire to be a premier learning community and a national model for developing individuals and shaping the future through learning, discovery, collaboration and personal growth.

The Maxwell Center will place BGSU's sport management program and the major programs in the School of Media and Communication on the very top tier for undergraduate and graduate education and thus student recruitment. The Maxwell Center will be a forum for students to learn the craft of sports writing, reporting, broadcasting, announcing, public relations,

media relations, communication management, and production, as well as a place for scholars to study various aspects of sport media. In addition, the center will provide consulting to area and regional publics as they seek assistance with media interactions for their student-athletes, coaches, and other sport and event related personnel. Thus, the center will be a hub for teaching, research, and service as related to sport media.

In addition, recruitment of top-tier faculty will be enhanced with the establishment of The Maxwell Center. With fewer than 10 sport management doctoral programs in the U.S., it is going to become increasingly more difficult to draw new faculty to any sport management position. The Maxwell Center will enable BGSU to continue to attract the best faculty candidates in competition with Ohio University's Sports Business Academy and the University of Massachusetts' Mark H. McCormack Department of Sport Management. Note that BGSU, OU, and UMass are often cited as the top three American sport management programs. The Maxwell Center – and its proposed activities and thus opportunities for faculty and students -- will place BGSU on a higher plateau than those close competitors.

The School of Media and Communication will benefit from the center, as well, in terms of educational services and additionally in students and faculty recruitment. The school offers both masters and doctoral programs in media and communication, with several faculty members whose research focuses on sport and politics, sport and religion, and sport and popular culture. Currently, only Indiana University and The Pennsylvania State University sponsor centers for sport journalism, neither of which address the wider focus of sport media. Oklahoma State University and the University of Texas offer majors in sport journalism, yet neither program is associated with a named center. The Maxwell Center will serve a broader audience with a more far-reaching focus.

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GRADUATE GETS TASTE OF BIG CITY JOURNALISM THROUGH DISPATCH INTERNSHIP

| by Emily Kallenborn, '11

Graduate Gina Potthoff is a good example of where hard work, ambition and a great internship can lead. Potthoff graduated in May 2010 and is now interning as a reporter at the Columbus Dispatch. The internship, which was originally supposed to last three months, turned into a yearlong internship.

"I love the Dispatch," Potthoff said. "They have been nothing but good to me."

Her work there is a mix of cops and courts beats. It involves listening to police scanners, going to crime scenes, and attending court hearings and cases.

"It's real-life journalism," Potthoff said.

During Potthoff's time at BGSU she worked at the BG News, where she started off as a reporter and worked her way up to editor-in-chief.

"After all of the experience I gained through my work at the BG News, I have been able to hit the ground running," Potthoff said. "I am probably the biggest advocate for the BG News. I would definitely recommend it."

Brandi Barhite, who is writing coach for the BG News and a second-year master's student, describes Potthoff as a "hard-hitting" reporter.

"She asks the right questions in a way that puts people at ease," Barhite said. "That is a rare talent. She comes across as sugar, even though she is asking spicy questions."

The same hard work and talent that Potthoff showed at the BG News, she also showed in the classroom. At the spring awards ceremony, Potthoff was awarded the Waugh Trophy for top graduating student.

Nancy Brendlinger, one of Potthoff's journalism professors, said she was always hard-working and produced quality work. Not only did she care about her work, she also cared about helping others excel as well, Brendlinger said.

"She really cared about the younger, less experienced reporters," Brendlinger said. "She mentored them to make sure they had a good experience and learned a lot on the job."

Before coming to Bowling Green, Potthoff grew up in Leipsic, Ohio, a small village of 2,000 people. So, working in Columbus, a city of 700,000 people, was a big step for her. Potthoff said, "No matter where you come from, if you work hard enough, you can get to where you want to go."



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LATE NIGHT THOUGHTS FROM NEW YORK

| from Taurence Armstrong's Facebook Page as submitted by Assistant Professor Tori Ekstrand

It's my 12th or so time I've seen the clock say 2:25 a.m. being here in the New York City area... And still, I'm thinking, What on earth am I doing here?!

It's not a "Get me the 'F' out of here!" statement. It's more of a "What do I do, here?" What do I do to connect to the most visceral, real, true energy within myself that wants to get out, expand, invigorate, relate to others, change things...

I moved here because I believe this is the place I need to be, right now, to start whatever it is I'm supposed to start in media.

There are not many things I think know for sure, but I do know this: Media -- particularly television and film -- is my passion. Nothing excites me in the same way as coming up with a show idea, or having something on TV or in a movie envelop me, stirring my emotion. I work for ten hours, then I come home, and at some point I see the show I worked on, and the power of that just knocks me out. The work in this field touches people in a way no other field does.

I believe I was made for this work.

So here I am. In the Big Apple. Buildings are stacked on top of buildings, and then that mixture is loaded on top of more buildings. And then the mix is smashed next to even more buildings. Men dressed in suits fly past me on the sidewalk, itching to get to the office to make the next multi-billion dollar deal. Anna Wintour-looking women move as though they have three seconds to come up with a new idea and then inject it into our culture. I walk among them, and I don't know exactly where I am among them... All I know is that I'm here.

And though I've only seen the clock say 2:25 a.m. a mere 12 times, I've already realized a few things about my life here and what I'll need to do to survive:

1. Hold onto every dream I have lest someone poisons them. Not everyone dreams about things. I don't understand that. It really is simple. Just dream, write it down, and make a way for it to happen. Stop the bull. When the bulls*** stops -- the "I can'ts", "What ifs", "Maybe later's", "The world done me wrong's" -- there's room for blessings. Don't that ish smell bad enough? Why do we continuously rub our faces in it? Get over it!

2. Hold onto my Midwestern way of being. There IS a difference between Midwesterners and Manhattanites. We're slower than them in lots of ways. Slower to mistrust. A bit slower to judge, it seems. Normally I don't practice generalization, but I'm definitely seeing these traits in nearly every New Yorker with whom I've had semi-semi-deep conversations. And the second "semi" is not a typo. I haven't gotten deep with anyone, yet. I'm used to diving deep quickly. The people I have been in touch with don't seem to be that way. Something I need to adjust to.

3. I need to own myself fully. I've grown to accept myself 174%. The way I talk. Walk. Look. All of it. Luckily, I have had no overt objections to the way I am for a long time now. What I am learning is that some people are a bit taken aback by how I am. My voice, case in point, seems to shock every single person I meet. Even homeless people. One guy says to me, "I like your hat, man," and I say in my grand-canyon low octave voice, "Oh, thanks!" and he says, "What's up with the Barry White voice?" I laugh and walk away. Whatever, what do you say to that?!?

I'm taking all of that in, living each lesson in such a way that I get it the first time around, if at all possible. Who's to say.

I look at myself, what I've learned, what I get to experience everyday, and I am not unnerved by it at all. When it comes down to it, as I try to sum up what I'm learning, as I try to figure out what the fluff I'm doing, as I battle impatience, as I try to taper my sometimes extremely irrational entrepreneurial spirit that wants to quit my job and strike it rich without really learning my craft, all I really am doing is trying to stay true to my calling. To devote myself to what God wants for me. To honor that little kid



named Taurence who convinced his cousins to start a lemonade stand. Then, grew the lemonade stand to have cookies. Then lemonade, cookies, and smoothies. Then, who wanted to open up a second location, and went door-to-door selling stock in the stand! The little boy who convinced a Lake Tahoe builder and Beverly Hills, CA realtor that I had \$7.4 million to build condos on a 4-acre plot of prime CA property, complete with orange trees galore.

I'm working as hard as I can to remember that little boy who lived in Grandma's basement. Who felt, as I'm sure many a young boy in an all-woman household have felt at some point, trapped. Like I couldn't explore. Like I was misunderstood. This is by no means at all a woe-is-me moment, because my childhood was filled with loving family members. But as I remember that kid right now, and all the journal entries I wrote about how I couldn't wait to go to college, graduate, and really live, I think, Wow. I'm living in the time I wrote about. A time so different than what I could have possibly imagined. The clock says 3:37 a.m. I'm in New York City. December 11, 2010... Crazy. Who would have thought?

I may not know what this all means yet. But I'm going to keep going. I have to.

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Alumni Newsletter

RECENT GRADUATES



NAME: Tony J. Amormino

JOB TITLE: morning and noon meteorologist KTWO-TV Casper, Wyoming

GRAD YEAR AND SEQUENCE: 2008 Broadcast

HOW YOU GOT YOUR JOB: Amormino started working in May of 2008 at KTWO-TV. During the spring semester of 2008, he sent out 50 resume tapes to stations all over the U.S. He did not care where he was placed, just as long as he had a job. "I received offers from stations in Texas and Wyoming," he said. During the Process he got professional advice, he got the scoop on each place. "Ultimately, I took the offer which fit best with what I wanted to do in my career."

SKILL YOU MOST NEED TO HAVE: You need to be personable. Just be yourself, people know when your fake. Go to class, it will only hurt you in the long run if you don't.

WHAT IS THE REAL WORLD LIKE? The biggest difference is making sure you are reliable and responsible. Hone your craft and skill set. In school you get the second chance but not in the real world.

FUTURE PLANS? Actively searching for my next job, whether staying in Wyoming or moving elsewhere. Then pursue a master's and doctorate.

INTERVIEWED BY: Julius Thomas, '10



NAME: Kelly Day

JOB TITLE: reporter/photographer for The Star Press in Muncie, Ind. since May 2008.

GRAD YEAR AND SEQUENCE: 2008 Print

HOW YOU GOT YOUR JOB: I met the executive editor of The Star Press at a job fair at Ball State University in Muncie, Ind. I had about a dozen interviews that day. After the job fair, I sent thank you notes to the editors I met with at the job fair. The Star Press invited me to interview, and I eventually got the job.

SKILL YOU MOST NEED TO HAVE: I have really tried to make myself as versatile as possible since I started at the paper. Not only have I learned how to write a variety of stories, but I've also taught myself how to take photos with a professional camera and edit video. Now, if there's a house fire, for example, editors know they can send me to it and I'll come back with both the photos and the story. While that can be stressful at times, I think it is always beneficial to have a variety of skills.

WHAT SURPRISED YOU? I knew the newspaper industry was struggling when I went into the field, but I had no idea how badly. Things really started getting bad just a few months after I began working. I have only worked at the newspaper for about two years, and I've been through several rounds of layoffs and furloughs.

It's tough! The newspaper industry is changing, and it will be interesting to see what happens to newspapers in the future.

FUTURE PLANS? I haven't made any plans for the future, yet! I'm just taking advantage of this time to gain experience and learn new things.

INTERVIEWED BY: Becky Tener, '11



NAME: Jessica Dill

JOB TITLE: morning anchor, producer and reporter WLIO Lima, Ohio

GRADUATION YEAR AND SEQUENCE: 2008 Broadcast

HOW YOU GOT YOUR JOB: Dill started working in September of 2009 at WLIO. After going to graduate school, Dill spent two months job-hunting, "making it a full time job which meant forgoing sleeping in," she said.

SKILL YOU MOST NEED TO HAVE: Keys to success are to be respectful and stay positive. You need writing reading and producing skills. Most important is maintaining strong relationships with co-workers and the community.

WHAT IS THE REAL WORLD LIKE? No professor supervision, the stories I write are going live on air, if a mistake happens it's all on you.

FUTURE PLANS? I am absolutely obsessed with my job. I recently received a promotion so I am working on perfecting our morning show and bringing a little of my own personality to it!

ANYTHING TO ADD? I'm incredibly thankful for what the staff at BGSU did for me and the experience BG24 News gave me!

INTERVIEWED BY: Julius Thomas, '10



NAME: Lisa Halverstadt

JOB TITLE: public safety reporter for Arizona Republic in Glendale, Ariz., but we are based in Phoenix, Ariz.

GRAD YEAR AND SEQUENCE: 2008 Print

HOW YOU GOT YOUR JOB: I was an intern in the summer of 2008 and was hired in August 2008. Tracy Collins, who is one of the editors there, encouraged me to apply for the internship and I did.

SKILL YOU MOST NEED TO HAVE: The ability to be persistent.

WHAT SURPRISED YOU? That your boss might actually tell you to go home and stop working. At the BG News we worked really, really hard without anyone telling us to stop, but it's different now because they have to pay you if you keep working

FUTURE PLANS? I would like to continue improving as a reporter. I really like covering the public safety beat, but I have no idea what's next.

ANYTHING TO ADD? Hard work at internships and campus media pays off. Take advantage of those opportunities.

INTERVIEWED BY: Emily Kallerborn, '11



NAME: Tami [Herman] Brigle

JOB TITLE: reporter for The Bryan Times in Bryan, Ohio



GRAD YEAR AND SEQUENCE: 2008 Public Relations

HOW YOU GOT YOUR JOB: Brigle discovered that the skills she had learned in journalism as well as having lived her whole life in Williams County helped her find an unexpected career. "I got the job because they happened to be hiring a full-time reporter when I was finishing college," Brigle said. "I was having a hard time finding public relations or marketing jobs in our area, so I took a chance on the print world."

WHAT IS THE REAL WORLD LIKE? Experience in the real world has taught Brigle important lessons such as knowing AP Style and the reality of the workplace. "Your pieces will have a better chance of being used when the editor doesn't have to work so hard to fix them," Brigle said.

WHAT SURPRISED YOU? The little recognition and abundance of criticism given along with the trials of trying to please everyone when working in the public eye. "When you've done a great job, a few people will let you know. When you've screwed up, everyone will let you know," Brigle said. "It's hard to take the criticism and not let it get to you. Sometimes I get thank you cards from people or groups I've written about. I keep those in my desk drawer and look at them when I'm doubting myself."

FUTURE PLANS? Now married and loving the small-town country life, Brigle plans to remain with the paper for a while and someday move back to her PR roots. As of right now being close to family is more important to her and she advises all students to find a career that makes them happy. "Happiness doesn't always come from a job at a big company with a nice paycheck," Brigle said. "You have to think about your own priorities and what you want from life to find happiness."

INTERVIEWED BY: Hilary Thompson, '11



NAME: Tim Sampson

JOB TITLE: staff writer (reporter), Kerrville Daily Times in Kerrville, Texas from May 2009 to present

GRAD YEAR AND SEQUENCE: 2008 Print

HOW YOU GOT YOUR JOB: Mailing lots and lots and lots of clip packets to potential employers and working my contacts. I eventually got my job five months after I graduated, in part because I knew several BGSU alums who already worked there. But during the five-month lag, I worked an internship in Peoria, IL. The important thing is, even if you can't find a full time job immediately after graduation, never stop writing, taking pictures or sharpening your other journalism skills. Clips and experience get jobs

SKILL YOU MOST NEED TO HAVE: Building relationships with sources. I'm a Yankee carpet-bagger in a small Texas town which - as much as I love this place - is a good ol' boy kind of town. By establishing rapport and trust with my sources early on, I've gotten much better stories and information. The best tip I have in this regard, never stop trying to do in-person interviews whenever possible, don't do everything by phone... even if you're busy and juggling multiple beats.

WHAT SURPRISED YOU? That I could have fun stepping out of my comfort zone. I made a huge move after college, going from Ohio to Texas. I was just following the job and was hesitant to really immerse myself in Texas (a place that I honestly thought I wouldn't like that much at first). But once you embrace the inevitable changes that come after college, you'll find that post-graduate life can be as fun and adventurous as your time in Bowling Green.

FUTURE PLANS? Summoning up the courage to ask my boss for my first raise. It's almost been a year. That's Kosher, right?

ANYTHING TO ADD? "I'm a Yankee carpet-bagger in a small Texas town which - as much as I love this place - is a good ol' boy kind of town."

ANYTHING TO ADD? On the financial note. Let me be honest, the pay as a journalist will suck. I work primarily as an education reporter, so I know for a fact I make less than first-year teachers in the district I cover (ouch). But my job is way more awesome and fun than almost anyone else my age. I conducted a one-on-one interview with a man who once walked on the moon. I was able to fly in a fully restored WWII era B-17 bomber. And I got paid to do these things. Suffice to say, if you're a journalist, you'll always have the best stories to tell at parties.

INTERVIEWED BY: Becky Tener, '11



NAME: Megan Yodzis

JOB TITLE: account executive at GSW Worldwide in Columbus, Ohio

GRAD YEAR AND SEQUENCE: 2009 Public Relations

HOW YOU GOT YOUR JOB: Yodzis got the chance to interview with the company through a connection her father had. It was the lucky association that landed Yodzis an internship in 2009 which followed with a fulltime position

SKILL YOU MOST NEED TO HAVE: organization is the greatest skill to have when working for an agency. "You can have different clients and different jobs with each client," Yodzis said. "It took me a while to learn how best to keep track of everything I was working on and get myself organized in a way I could operate day to day."

WHAT IS THE REAL WORLD LIKE? The first job for Yodzis has also shown her that the real world is much different than the classroom material she studied. She has found that she is given more advertising work and is utilizing her degree in new ways she didn't expect.

FUTURE PLANS? Yodzis plans to continue on with GSW in the future, but will not forget the importance of networking and where she started out. "All the resumes sent out, all the interviews done and all the let downs I received served as only more motivation to find something that was a fit for me and I for them," Yodzis said. "I believe that BGSU prepared me for that in ways I didn't even realize until now

INTERVIEWED BY: Hilary Thompson, '11



Alumni Newsletter

FACULTY NEWS

Katherine Bradshaw. How much increase has occurred in the number of women reporters on network television news between 1971 and 2007? Did men and women network reporters cover similar stories? Did reporters' use of women sources change during the time period? Those are just a few of the questions Katherine Bradshaw was answering during her Fall 2010 faculty improvement leave. She was analyzing data from a 10,000 case data set created from the content of network television news. "I was surprised to find out that the number of men women and men network reporters were not just about equal in 2007," she said.

Bradshaw's data set included variables for story topics that are based on decades of research on newspaper and television news topic, but her data is the first to be based on a randomly selected, longitudinal sample of network television news. She will be able to compare topics to story length, reporter gender, source gender, and leads. Bradshaw said, "We discovered that, despite the increase in women reporters by 2007, the lead stories were on all three traditional networks were mostly reported by men."

Additionally, she expects to contribute knowledge about what states dominate coverage; how international news coverage has changed; and who gets an obituary on network news. Finally, can you guess the most frequently mentioned sport? It's baseball.



Oliver Boyd-Barrett. From May-June, Professor Oliver Boyd-Barrett spent two weeks in Moscow on a study visit to research the history and operations of the Russian news agency, Interfax. Interfax is the only independent national news agency of Russia. It covers political and economic news of Russia, the CIS and China. During his visit, Oliver Boyd-Barrett interviewed Mikhail Gorbachev for the purpose of finding out Gorbachev's views on the role of the media during the final days of the Soviet Union. In the photo at left are Mikhail Adelman, Interfax (US), Mikhail Komissar (Chair, The Interfax Group), Mikhail Gorbachev (the last President of the Soviet Union), and Oliver Boyd-Barrett.

In September, Boyd-Barrett presented at a conference of Media and the War on Terror, at the University of Westminster in London; and again in October at the World Congress of News Agencies in both Buenos Aires and in Bariloche, Argentina.

Don Emmons. Don Emmons, a sports writer for The Toledo Blade, joined the journalism and public relations faculty as an adjunct instructor this fall. Emmons taught the department's reporting class, Journalism 2500. [\[READ MORE\]](#)

Tori Ekstrand. The lights in Tori Smith Ekstrand's office will be dim next semester, but she'll still be hard at work. The assistant professor is planning a faculty improvement leave for the spring 2011 semester to study the cultural influences and origin of anonymous speech in U.S. law. Ekstrand plans to spend the next several months in the caverns of a law library studying how anonymity plays into the First Amendment and where anonymity fits into the growing trend of online writing and journalistic practices. The research will hopefully pave the way for a book proposal on the subject. According to Ekstrand, the research on the culture of anonymity is sparse and disparate. She is looking to pull together some of those threads in her studies.

Ekstrand based her faculty improvement leave proposal on work that she began studying during the fall 2009 semester when she worked as a fellow in residence at the BGSU Institute of Culture and Society to become more acquainted with the legal protections for anonymous speech in the state of Ohio. She hopes to delve deeper into anonymous speech in U.S. legal traditions and legal protection for anonymous speech. Ekstrand also hopes to examine anonymity as a cultural phenomenon in the online community.

"On the surface and to most outsiders, they [sabbaticals] might look fairly cushy and convenient. But particularly at an institution like BGSU -- where there's such a big emphasis on teaching and service, sabbaticals are a chance to catch up and advance faculty research agendas, which have the potential to draw more funding to schools and more prestige," Ekstrand said.

Ekstrand will return to classroom teaching in fall 2011. In the interim, she will also spend time developing the department's first online reporting course, which she plans to proctor in the summer of 2011. | *by Dan Sheehan, '10*

Sara Shipley Hiles. Journalist Sara Hiles has been appointed a Department of Journalism and Public Relations instructor beginning January 2011. She is assigned to teach Introduction to Journalistic Writing, Journalism Law & Ethics and Environmental Reporting in the spring semester. [\[READ MORE\]](#)

Seth Oyer. The assistant professor was quoted in an article and accompanying video titled "Advertising in the BP Oil Spill." Oyer, a specialist on crisis communication, commented about BP's advertising tactics for the article put out by his alma mater, The University of Florida. [\[LINK\]](#)

Terry Rentner. The director of the school and former public relations professor received a \$25,000 grant from the Ohio Department of Alcohol and Drug Addiction Services for her project BGSU High-Risk Drinking Prevention Program, which she is investigating with Faith Yingling of BGSU Wellness Connection. This grant brings her total to over \$800,000. Rentner has also published an article in one of the top two journals in the health communication field as well as two refereed book chapters.

As director, Rentner also has two achievements that directly impact the department. The first is Bowling Green State University Academic Challenge, a high school quiz program being taped in the studios with partner WNWO NBC24 in Toledo. Bowling Green State University Academic Challenge airs Saturday nights at 7:30 p.m. on NBC24 and at various time on one of the digital channels and on one of the PBS stations. The first taping was Oct. 24. BGSU will award a \$5,000 scholarship to the tournaments winning team, for that school to use as they deem fit. Twenty-two schools signed up to participate.

In her second initiative, Rentner is working to establish the Richard Maxwell Center for Sport Media. Maxwell, an alumnus, is recently retired senior director of broadcasting for the National Football League. He is widely known and greatly respected in the sport communication industry, having worked in public relations for the Denver Broncos, Tampa Bay Buccaneers, and subsequently as the NFL's Director of Information for the National Football Conference, and finally as Senior Director of Broadcast Services. Maxwell was instrumental in the production of 32 Super Bowls, numerous Hall of Fame games, AFC-NFC Pro Bowls, and international American Bowls including as overall coordinator for three games in London, England. [\[READ MORE\]](#)

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Alumni Newsletter

ADJUNCT'S REPORTING EXPERIENCE BENEFITS STUDENTS

| by Shena Stayden, '12

Don Emmons, a sports writer for The Toledo Blade, joined the journalism and public relations faculty as an adjunct instructor this fall. Jim Foust, chair of the department, hired Emmons to teach the department's reporting class, Journalism 2500.

Emmons has worked for the Blade for the past 11 years. At the Blade, Emmons has covered professional, college and high school sports.

"Adjunct teachers are important because they are current and up-to-date with the industry," Foust said. "All of our faculty members have journalism experience, but it has been quite a few years since we've worked in the business."

For the past 20 years, Emmons has worked for eight different newspapers in California, Ohio, Texas and Indiana. He has worked as an education reporter, a feature reporter, a sports writer and a sports columnist.

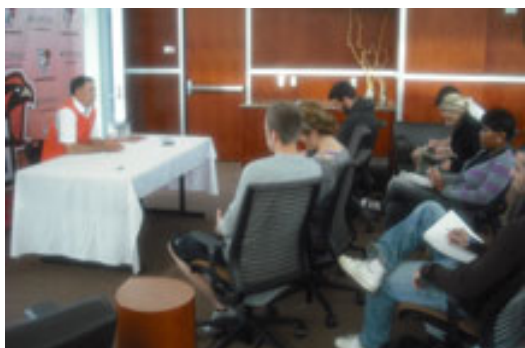
"There's not much I haven't seen or covered during my career," Emmons said.

Emmons first discovered his love for the journalism industry during his time at Indiana University. He was a member of the student newspaper, The Indiana Daily Student.

"I recognized then it was the career for me," Emmons said. "I realized I had a passion and commitment for working within the media, regardless of the medium."

"Mr. Emmons is a goldmine of journalism information," sophomore Alissa Widman said. "I think his background with The Toledo Blade definitely has a positive impact on our classroom. Everyone knows that Blade is one of the top newspapers in Ohio and in the country, so having someone with that type of expertise teaching at BGSU is a wonderful experience."

Sophomore Suzanna Anderson said: "I enjoy his class because of his experience at The Toledo Blade and other newspapers. He is always willing to stay after class to answer questions you may have. He is interested in his student's progress and always answers questions about his journalism career and his experiences as a journalist."



ABOVE. Don Emmons arranged for the students in his reporting class to take part in a mock press conference with head football coach Dave Clawson.



Alumni Newsletter

DEPARTMENT WELCOMES NEW INSTRUCTOR

| by Alexandria Litalien, '12

Journalist Sara Hiles has been appointed a Department of Journalism and Public Relations instructor beginning January 2011. She is assigned to teach Introduction to Journalistic Writing, Journalism Law & Ethics and Environmental Reporting in the spring semester.

During her 18-year journalism career, Hiles has worked as a staff reporter for The Courier-Journal of Louisville, Ky., The Statesman-Journal of Salem, Ore., The St. Louis Post-Dispatch, and The Times-Picayune of New Orleans.

She specializes in environmental and investigative reporting. She is skilled in creating effective media and public relations strategies. She has worked with a variety of new media, online and other multimedia tools.

Hiles obtained her bachelor's degree in communication from Loyola University in 1993. She did part-time faculty graduate work at Western Kentucky from 2006 to 2010. She will complete her master's degree in Journalism from the University of Missouri-Columbia by the end of 2010, before she starts teaching at Bowling Green.

She worked as a part-time teacher while studying at Western Kentucky. But now she is very excited to be at Bowling Green. "I've been teaching part-time for four years while working and finishing my graduate degree. I can't wait to start teaching and working with students full-time," Hiles said.

During her classes she tells students, "Work hard and have fun. It's no good having one without the other." She likes to dance, play games and sing songs in the classroom, and also turn on some exceptional journalism. She hopes her students will say, 'That was one of the best classes I've ever had.'

She and her husband, Thomas Hiles, who was recently appointed vice president for University Advancement and president of the BGSU Foundation, Inc., moved from Bowling Green, Ky. to Bowling Green, Ohio.

Since moving to Bowling Green in August they have experienced the welcoming community and growing campus. "It's an exciting time to be at BGSU with all the construction and the changes in the curriculum. I'm impressed that BGSU has been recognized in the U.S. News & World Report higher education rankings.

"The Journalism and PR faculty I've met so far have been very friendly and helpful and have impressive experience. I also enjoy reading the student paper every day. I'm looking forward to meeting the students," Hiles said.

Over the past several years Hiles has received multiple awards and recognitions including; the Part-Time Faculty Award from Western Kentucky University, the Inter American Press Association In-Depth Reporting Award, a second place finish for the Society of Environmental Journalist Kevin Carmody Award for Investigative Reporting and a finalist for the Livingston Awards for National Reporting.

"Perhaps most importantly, I really love what I do. I see journalism as essential to a healthy, informed society," Hiles said. "Even with all the changes in our profession, I am optimistic about the future. The journalism students of today are the ones who will build that future."

You can check out her website (<http://www.sarashipleyhiles.com/>) and her twitter account (www.twitter.com/saraship.)

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Alumni Newsletter

MAXWELL CENTER BEING DEVELOPED FOR SPORTS MEDIA

MAXWELL CENTER BEING DEVELOPED FOR SPORTS MEDIA

Richard A. Maxwell, a graduate of Fostoria High School and Bowling Green State University (Bachelor of Science in Journalism), is the recently retired Senior Director of Broadcasting for the National Football League. "Dick" is widely known and greatly respected in the sport communication industry, having worked in public relations for the Denver Broncos, Tampa Bay Buccaneers, and subsequently as the NFL's Director of Information for the National Football Conference, and finally as Senior Director of Broadcast Services. Dick was instrumental in the production of 32 Super Bowls, numerous Hall of Fame games, AFC-NFC Pro Bowls, and international American Bowls including as overall coordinator for three games in London, England.

Dick has served as a member of the BGSU Journalism Advisory Board, and has given numerous guest lectures over several years in BGSU journalism, public relations, and sport management courses. During the lead-up to 2006's Super Bowl XL in Detroit, Dick arranged for seven NFL and Super Bowl executives to participate in a highly successful panel presentation held on BGSU's campus, sponsored by the undergraduate student pre-professional group, the Sport Management Alliance.

Dick is well recognized as a leader in the sport industry. He received the NFL's Val Pinchbeck Award in 2007, given in recognition for his role in the development of the Pro Bowl, the League's annual all-star game. He was inducted into the BGSU Kappa Tau Alpha Journalism Hall of Fame and the Fostoria (Ohio) High School Athletic Hall of Fame in 2008.

Since his retirement, Dick continues to serve as a broadcast consultant for the NFL. He also coordinates the faculty and curriculum for the annual NFL Broadcast Boot Camp, a program established in 2006 to help NFL players plan for a post-playing career in sports broadcasting. He also continues to make several lectures per year on American and European university campuses including, of course, BGSU.

Establishment of The Maxwell Archives

Mr. Maxwell has generously agreed to donate to BGSU his papers accrued from 36 years as an NFL executive. His career spanned the development of the NFL as the prototype upon which other professional sports leagues and teams modeled their own media expansion, licensing, logoing, branding, publicity, marketing, cause-marketing activities as well as their public and community relations strategies. The NFL is one of the most researched topics in sport-related scholarship and the Maxwell Archives will draw great positive attention to BGSU and the sport management and communication programs. In addition to scholars, the presence of the Maxwell Archives will be of great benefit in student and particularly in faculty recruitment.

In addition to donating his papers, Mr. Maxwell also proposes to help fund the "Bob Collins Scholarship" for students interested in studying sport media. The scholarship will honor Mr. Maxwell's father-in-law, the late Bob Collins, who was the highly regarded sports editor of the famous *Rocky Mountain News*.

For the above reasons, the faculty believe it is fitting to consider the Maxwell archival papers and the Bob Collins Scholarship as the basis to establish a comprehensive center with a mission of (a) educating future sport media professionals, (b) serving as a scholarly institute to critically evaluate the lasting and significant relationship between sport and the media, and (c) providing comprehensive consulting services to local and regional students and professionals. Such a center will place BGSU at the unconditional forefront of sport media education, scholarship, and engagement.

The Richard A. Maxwell Center For Sport Media At Bowling Green State University

The Maxwell Center will bring great abstract benefit to the BGSU sport management, journalism, public relations, and communications programs and curricula. The abstract benefits include advantages to the student body, faculty, and region. Thus, establishment of The Maxwell Center will align with the university mission to aspire to be a premier learning community and a national model for developing individuals and shaping the future through learning, discovery, collaboration and personal growth.

The Maxwell Center will place BGSU's sport management program and the major programs in the School of Media and Communication on the very top tier for undergraduate and graduate education and thus student recruitment. The Maxwell Center will be a forum for students to learn the craft of sports writing, reporting, broadcasting, announcing, public relations,

media relations, communication management, and production, as well as a place for scholars to study various aspects of sport media. In addition, the center will provide consulting to area and regional publics as they seek assistance with media interactions for their student-athletes, coaches, and other sport and event related personnel. Thus, the center will be a hub for teaching, research, and service as related to sport media.

In addition, recruitment of top-tier faculty will be enhanced with the establishment of The Maxwell Center. With fewer than 10 sport management doctoral programs in the U.S., it is going to become increasingly more difficult to draw new faculty to any sport management position. The Maxwell Center will enable BGSU to continue to attract the best faculty candidates in competition with Ohio University's Sports Business Academy and the University of Massachusetts' Mark H. McCormack Department of Sport Management. Note that BGSU, OU, and UMass are often cited as the top three American sport management programs. The Maxwell Center – and its proposed activities and thus opportunities for faculty and students -- will place BGSU on a higher plateau than those close competitors.

The School of Media and Communication will benefit from the center, as well, in terms of educational services and additionally in students and faculty recruitment. The school offers both masters and doctoral programs in media and communication, with several faculty members whose research focuses on sport and politics, sport and religion, and sport and popular culture. Currently, only Indiana University and The Pennsylvania State University sponsor centers for sport journalism, neither of which address the wider focus of sport media. Oklahoma State University and the University of Texas offer majors in sport journalism, yet neither program is associated with a named center. The Maxwell Center will serve a broader audience with a more far-reaching focus.

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Alumni Newsletter

DEPARTMENT NEWS

HOMECOMING 2010 EVENTS:

BG24 News Workshop. Joe Stoll, who graduated in 2005, held a training seminar on television reporting with the student at BG24 News. [\[READ MORE\]](#)

PR Jobs Panel. Julie Frase Brown, Megan Justice, Greg Kohlrieser and Jillian Roach, all graduates in public relations, returned for a panel discussion about the job market for recent graduates. [\[READ MORE\]](#)

Environmental Conference with North African Educators. Associate Professor Catherine Cassara organized a weeklong workshop titled "Partners for a Sustainable Future." The workshop provided BGSU students and faculty an opportunity to interact with educators from Algeria and Tunisia who were visiting for the week. [\[READ MORE\]](#)

New Jobs Blog. Signs all over West Hall and an e-mail blast to students in the department of journalism and public relations heralded a new website designed to more efficiently help students find internships and jobs. In the past, notices for jobs and internships would come to various faculty members and then get forwarded to students through e-mail. These e-mails were in addition to e-mail notices sent to students about other department and school business like schedule changes, speaker announcements and course offerings. "We found that students were being inundated with e-mails from the department as well as the university," lecturer Kelly Taylor said. "As a result, students were ignoring much of what was in their in-boxes. Faculty members were also expressing concern about the number of questions they were fielding from advisees about finding internships." Beginning in the spring, department chair Jim Foust and Taylor set up a blog through the university system to centralize internship and job notices as well as scholarships and travel abroad opportunities. Faculty members can post directly to the site, or information can be forwarded to Foust, who has his graduate assistant add to the site. "The biggest thing now is getting students to the blog," Taylor said. "Eventually, we would also like to see students commenting on the site about their experiences to help other students select internships more tailored to their interests or needs." To view the blog go to <http://blogs.bgsu.edu/journalismjobs/>.

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Alumni Newsletter

ALUMNUS SHARES BROADCAST EXPERTISE WITH BG 24 NEWS

| by Hilary Thompson, '11

Getting involved in student organizations can make a difference after graduation, which is why alumni Joe Stoll is committed to helping current students at BG 24 News.

Stoll, who graduated in 2005 from the broadcast sequence, held a training seminar over Homecoming weekend for journalism students about television reporting. The seminar focused on a broad range of skills and topics such as production, websites, and interviews. Stoll taught lessons on photography so journalists can shoot their own video.

"Having those skills is a way to set yourself apart. This gave them the beginning steps to succeed," Stoll said. "I also talk to classes and attend BG 24 meetings to encourage students to get involved. It's important for them to know how BG 24 helped me. I'm a positive pusher."

Stoll said involvement in BG 24 News is what prepared him the most for the field. BG 24 News, a campus student organization, offers journalism students hands on experience and opportunities to hear from professionals in the field. When students approached WTOL last year looking for help with the organization, Stoll jumped at the opportunity to give back.

"I was involved in BG 24 News from day one. BGSU's journalism program and the organization is one reason I decided to transfer from Owens," Stoll said.

Now a video journalist for WTOL, Stoll's position requires him to act as both the reporter and photographer; a "one man band." Since graduating, Stoll has learned a lot about the business and the expectation for journalists to "do more with less," such as shooting their own video. The business is often changing and can be a stressful field to work in that requires journalists to be prepared for many different situations. Starting out in the business can be a big adjustment for some, but Stoll's experience at BGSU and Channel 13 Toledo during college helped ease the transition.

"No one is trained exactly the same or has the same experience. You don't think about certain things while you're in school," he said. "As journalists, we really hold a critical role in informing people. It's important to know you're making a difference in people's lives every day."

Stoll is considering moving to a larger market where he can return to anchoring on the weekends and continue reporting during the week. He also keeps in contact with professors and networks with friends all over the country, discussing the field and getting ideas. Through BG 24 News and the journalism program, Stoll gained lifelong friendships and experience that he now wishes to pass on.

"I had so many people help me and now I'm paying it forward. I have to stop and remember that I was that student sitting there in the BG 24 newsroom needing help and those people gave me the tools to succeed," Stoll said. "I've committed myself to coming back to help."



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Alumni Newsletter

RECENT PR GRADS TALK ABOUT THE JOB MARKET

| by Ashley Eddie, '11

If hindsight is 20-20, then why not invite hindsight back for a visit?

Four recent public relations alumni shared the wisdom of hindsight with current students at a special homecoming panel titled, "10 Things I Learned Since Leaving BGSU." Julie Frase Brown of Consona Corporation, Megan Justice of Gaylord National Resort and Convention, Greg Kohlrieser of the American Trucking Association, and Jillian Roach of GSW Worldwide, joined a class of about 25 students and four faculty members on Oct. 1.

The panel was organized by assistant professor Victoria Ekstrand. "Recent graduates provide our students with a unique perspective that no one else can," she said. "They've made the transition from student to employee. And they're doing it in tough times. They often reinforce what we say in the classroom every day, but they make it more real to students. I love having our recent grads back."

Bowling Green students were eager to ask about job hunting, resume preparation and keeping a positive outlook in the face of a bad economy. They were reminded by the panelists to know their AP style, practice their writing skills and seek as many internship experiences as possible.

"I feel current students need to understand the job market is competitive in the communications field and creative ideas, networking, enthusiasm and passion all help you sprint ahead of your competition," Brown said. "Students need to know that experience is number one in this job market. If you can demonstrate you have experience in a certain industry or skill set, your odds of landing a job greatly increase."

Students were happy to receive first-hand information from those so close to their age. "It's easier to believe something someone said when they've recently gone through it," senior Ashley Wilson, said.

After the panel, students spoke one-on-one time with the panelists, who offered business cards and contact information for follow up.



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Alumni Newsletter

BGSU OFFERS ENVIRONMENTAL CONFERENCE WITH NORTH AFRICAN EDUCATORS



Keynote speaker Henriette Lowisch



BGSU associate professor Catherine Cassara

The School of Media and Communication recently hosted a weeklong workshop, "Partners for a Sustainable Future."

The workshop provided BGSU students and faculty an opportunity to interact with educators from Algeria and Tunisia who were visiting for the week.

Communication major Brandy Smith attended the Oct. 19 presentation by North African and Ohio professors who talked about their experiences in environmental journalism programming.

"Communication plays such an important role in our everyday society, not only in the U.S. but in the whole world," Smith said. "Our environment is the only one we have and unfortunately, it is linked to our everyday problems."

The weeklong workshop also included a trip to Ann Arbor where the group listened to speakers from the Great Lakes Commission and the Great Lakes Fishery Commission. The speakers discussed how college educators can prepare the next generation of journalists and public relations practitioners for a career in environmental conservation.

The group also traveled to Cleveland for a boat tour of the Cuyahoga River, which caught on fire in 1969 because of pollution. Jim White, executive director of the Cuyahoga River Community Planning Organization, served as the tour guide. White talked about conservation and reclamation projects along the Cuyahoga River and the importance of educating journalists about environmental issues in Northeastern Ohio.

One of the field trips included a visit to Maumee Bay State Park [[READ MORE ABOUT MAUMEE BAY TRIP](#)], where naturalists spoke on conservation efforts at the park and their outreach efforts. Their efforts were discussed when keynote speaker Henriette Lowisch, who is an associate professor and graduate program director at the University of Montana School of Journalism, did not make it in time for her scheduled workshop. Her plane was delayed.

"I learned the importance of having journalists write about issues that are not only currently happening, but also about issues that may become apparent if individuals do not control the issue now," said Becky Miadock, a middle childhood education major who attended the conference as part of her journalism techniques for nonmajors class.

Stefani Franks, who came as part of the same class, said journalists need to communicate important topics to help or prevent harmful situations in the environment. She also liked hearing from the North Africans.

"I found it most interesting just to learn that there are countries that do not have the same journalistic freedoms that we do and admire and want to emulate areas of our system of journalism," she said.

Catherine Cassara, BGSU associate journalism professor who organized the weeklong workshop, said when Lowisch eventually arrived at BGSU, the North Africans embraced her message.

"She spent a lot of time with them and she came on the whole trip to Cleveland and she did some really instructional stuff on Sunday morning about how the blowout on the Gulf got covered," Cassara said.

The October workshop was the latest in a three-year exchange. Most recently, BGSU students visited Tunisia in March 2010. These travel and workshops are made possible through a program assisted financially by a \$388,800 grant from the Bureau of Educational and Cultural Affairs of the U.S. Department of State under the authority of the Fulbright-Hayes Act of 1961, as amended.

"Environmental journalism is very important, but the culture exchange is also very important," Cassara said.

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Alumni Newsletter

STUDENT NEWS

HOMECOMING 2010 COURT included Rob Martin, a junior majoring in public relations. [\[LINK to BG Views\]](#)

PRSSA TRAVELS TO U.S. CAPITOL

| by Scott Bilbrey, '11

BGSU Public Relations Student Society of America members hit the Capitol Oct. 16-19, when they traveled to Washington, D.C. for a networking trip and to attend the National PRSA conference.

At the conference, students went to a session conducted by the CW Television Network hosted by Paul McGuire, executive vice president of Network Communications. Students in attendance were Scott Bilbrey, Ashley Eddie, Mike Hays, Joe Lepone, Brittany Norton, Ashley Ruffing and Hannah Stout.

While in D.C., the students met with alumni including Roger Lowe, senior vice president, American Red Cross, and Judith Pryor, communications director for the Office of External Affairs Overseas Private Investment Corporation.

Lowe talked about his job and how he got started in the professional world. "Good and clean writing is the price of admission," he said.

Along with Lowe, the students met Gloria Huang, one of the Red Cross social media coordinators. She discussed about how social media is changing how the organization interacts with its customers, as well as with the local branches of the agency.

Pryor's advice mirrored that of Lowe in that writing was important. Along with Lowe, they both offered more advice for the students when applying for jobs.

"It was a wonderful experience. I learned so much from Roger and Judith," senior Joesph Lepone said. "They gave us wonderful career advice that I will use the rest of my life. I am very grateful for their knowledge and wisdom they shared."

The group also met two recent alums for a casual dinner. Greg Kohlreiser, communications director with the American Trucking Association, and Sara Fortner, Edelman account executive, joined the students to talk about what it is like in transitioning from college student to young professional. Both talked about the hardships of starting a job, as well as looking for a place to live.

"I think that it was an amazing experience," senior Ashley Eddie said. "Speaking with the recent alumni helped ease my frustration about graduating and starting a job."

The students time in D. C. wasn't all work. The group spent downtime visiting such places as the Washington Monument, Arlington Cemetery, The White House and Pentagon.

"These trips are an equally important part to the student's in-class experience. To be able to see BGSU grads in a variety of top-level positions in big markets is a great tribute to the quality of education BGSU has to offer," trip coordinator Julie Hagenbuch said.

The next PRSSA outing will be a day trip in the Spring to the Detroit area. If you are an alum in that area and are willing to host a group of public relations students, we would love to hear from you! Email Julie Hagenbuch at hagenjk@bgsu.edu. It

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SENIOR TRAVELS TO SEJ CONFERENCE IN MONTANA

Bowling Green State University Department of Journalism and Public Relations Associate Professor Nancy Brendlinger and senior Allison Borgelt traveled to the 20th annual Society of Environmental Journalists Conference at the University of Montana in Missoula, Mont., Oct. 14-16.

Brendlinger told Borgelt, a print journalism major, about the conference last spring, and they planned the trip over the summer. Borgelt's trip was supported by funds from the Department of Journalism and Public Relations' Florence and Jesse Currier Foundation.

The four-day conference, themed "Wild Rockies and the Changing West," attracted journalists from around the world who engaged in discussions about environmental issues and the craft of journalism. The conference also included a day of field trips during which the SEJ members split up and visited nearby environmental sites; Brendlinger and Borgelt traveled to Glacier National Park in the northwest corner of the state.

While at the park, the journalists heard from speakers including Jon Jarvis, director of the National Park Service; Jack Potter, the park's chief of the Division of Science and Resources Management; and Amy Vanderbilt, the park's public affairs officer. Topics included climate change and its effects on the park; the number of glaciers there has decreased from around 150 in 1850 to 25 today, and "ongoing research suggests that number is dropping due to climate change," according to the speakers and the park's "Park Facts" and "Global Climate Change and Melting Glaciers" leaflets.

"The trip taught me a lot about environmental issues and journalism in general," Borgelt said. "It provided a great opportunity for networking and expanding on what I've learned in my classes."



LIN MEDIA INTERNSHIP CAPS HILL'S JUNIOR YEAR

| by Hilary Thompson, '11

As the editor of the Obsidian and the 2010 LIN Media Intern, journalism major Alesia Hill found success and a hands-on internship experience all within her junior year.

In her first year as editor, Hill, now a senior, has been able to combine her passion for diversity and journalism through her work. The experience of being editor has allowed Hill to use what she learned as a scholar in the President's Leadership Academy. She has found the position to be very rewarding.

"Being the editor of a publication has made me utilize a different style of leadership than I am used to because it is different from many any other leadership position I have had on campus," Hill said.

With help from alumnae Tiffany Tarpley, Hill submitted an application and was selected out of more than 50 applicants as the 2010 Lin Media Intern. LIN Media's Minority Scholarship and Training programs are awarded to students pursuing a field relating to broadcast television and digital media. Students are selected based on academic achievement, passion for broadcasting and desire to contribute to the overall advancement of the industry. Hill received a two-year scholarship and broadcast training through a paid internship program at WDTN-TV in Dayton, Ohio.

"I cried, then called my parents, and thanked God. Then I was in shock for a while because I couldn't believe I was chosen to receive such an amazing opportunity," Hill said.

This past summer Hill completed the internship at WDTN where she learned about television news. Hill was able to spend time in each department and realized the amount of teamwork that goes into making a television station succeed. She credits her learning to her mentor Kennan Oliphant and Lisa Barhorst, the general manager.

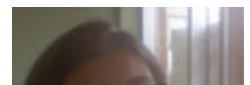
"Kennan pushed me really hard and helped me see my potential," Hill said. "Lisa is one of the most phenomenal women I have ever met, and I really admire her passion for her job and her commitment to excellence."

Hill will graduate in May and will work for a station owned by LIN Media. Hill hopes to be a reporter and looks forward to starting her career. "In whatever I do I want to give back and help people," Hill said. "God has blessed me with such amazing opportunities I want to be able to share the blessings He has given me one day."



PRINT STUDENT COMPLETES SUMMER INTERNSHIP AT MS MAGAZINE

| by Hannah Nusser, '10



Upon returning to Bowling Green from an internship in Los Angeles, senior Kate Noftsinger was psyched to share tales of her “awesome feminist summer” at the Sept. 1 Brown Bag Lunch at the Women’s Center on campus.



The topic of discussion: her dream-come-true internship blogging for feminist publication Ms. Magazine in L.A.

Noftsinger is a journalism major, women’s studies minor and self-proclaimed feminist activist. She’s loud, opinionated and friendly. She carries with her a delightfully energetic won’t-take-no-for-an-answer attitude.

She applied for the internship at Ms. Magazine, her first choice, because it would allow her to forge her two passions for writing and feminism into a once in a lifetime opportunity. She called friends and advisers shrieking with delight after receiving the phone call inviting her to LA for the summer.

“It doesn’t get any better than writing for Ms.,” Noftsinger said. “That was my dream and it happened, so it was pretty magical.”

Working on the summer issue, Noftsinger fact-checked incoming blog material, read and reviewed the latest feminist literature and wrote for the debuting Ms. Magazine blog, which started in May. It was a whirlwind adventure. She had only two weeks after spring exams to pack and fly out to LA. She dove head first into work the day after arrival and worked up until two weeks before the start of fall semester.

Jessica Dennis, University instructor and Society for Professional Journalists adviser, said she never doubted Noftsinger’s potential.

“As soon as I heard that [she got the internship] I said, ‘I’m never going to see her again. You’re not going to come back, Kate. They’re going to get a hold of you and not let you go,’ because she’s just that talented,” Dennis said.

“When I first met her she stood out from everyone else, not only because she has a very boisterous nature, but her writing is just phenomenal. She is no holds barred,” said Dennis, who met Noftsinger two years ago in a journalism class and has supported the student’s journey ever since.

The crowning moment of Noftsinger’s summer adventure was covering the press conference at Lilith Fair, an all-female music festival celebrating women in the music industry, co-founded by country artist Sarah McLachlan. The press conference came to a screeching halt when Noftsinger asked McLachlan if she considered herself a feminist.

“I really felt like I had arrived, like I deserve to be here, and I got a really great story out of it, and I made Sarah McLachlan nervous,” she said. “That was incredible.”

She recounted her experience, giving McLachlan some credit for “shaping my feminist adolescence, or at least being a part of it” in her July 15 blog, “Is Lilith Fair Feminist? Sarah McLachlan’s Not Sure.”

She arrived back in Bowling Green in August, having fulfilled a dream. But it wasn’t the first time the senior had seen her dreams play out before her eyes. Last May, feminist author and blogger Jessica Valenti held a seminar on campus – an idea Noftsinger conceived and pursued for nine months, raising enough money to fund the event.

She was also inducted into highly honored academic fraternity Phi Beta Kappa last spring. Juggling responsibilities such as president of the Organization for Women’s Issues, president of the Society for Professional Journalists, and weekly columnist for the BG News, some may wonder where she finds the time.

“I’m unhappy if I’m not busy,” Noftsinger said. “I like routines, I like schedules. I have an agenda that breaks every day down into 15-minute increments, and it’s just making the most of every second. And if you’re excited about something and you enjoy doing it you’ll find time.”

She was 21 years old at the start of her college career, but her late start only fueled her drive to succeed.

“I was there because I wanted to be, which I think made all the difference,” Noftsinger said. “I was really motivated, I wanted to learn ... I used to do my readings and keep a dictionary next to me and it’s like, every word that I don’t know I’m going to know what it means, just super ambitious.”

Mary Krueger, director of the Women’s Center and adviser for Organization for Women’s Issues, attributes Noftsinger’s confidence to a few extra years of life experience. She said other students look up to Noftsinger as an “older sister.”

“I see OWI really on the upswing under Kate, she just has a lot of energy and she’s committed and she gets people motivated,” Krueger said. “She’s a very confident person and for the most part she has a lot to be confident about.”

Although travelling as a professional freelance journalist is her dream job, Noftsinger desires to be an opinion leader. She continues to write mostly feminist and social issues columns for the BG News and is thinking about starting her own blog, but Noftsinger said she’s unsure of where her path will lead her after graduation this May.

"I go back and forth because with journalism you're just watching what other people are doing for the most part and writing about it, and that's huge because the world needs to know," Noftsinger said. "But, I also like to be worthy of being written about."

Based on her more than 20 years teaching experience at the University, Krueger said Noftsinger is also an uncommonly articulate, persuasive writer.

"She's one of the top five writers I've ever encountered as a faculty person," Krueger said. "She knows the rhetoric, she puts together an argument, she's funny. If journalism is a calling she's called to be a journalist."

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GUEST SPEAKERS



Sept. 1, 2010

"How to Build Your Personal Brand Online"

Stephen Jenkins

PhD student who runs his own web consulting business



Nov. 5, 2010

Kristin Volk

Video Journalist from the Washington Times

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