



Alumni Newsletter

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Fall 2011

School of Media and Communication
Department of Journalism and Public Relations
Bowling Green State University
302 West Hall
Bowling Green, OH 43403-0233
419.872.8349
419.372-0202 FAX
www.bgsu.edu/departments/journalism/

Terry Rentner
Publisher

Jim Foust
Department Chair

Kelly Taylor
Editor

[More News]

ALUMNI NEWS

The Terry Goodman Memorial Journalism Scholarship has been established to honor the alumnus and award-winning journalist who died from cancer in 1996 at the age of 40.

[\[READ MORE\]](#)

FACULTY NEWS

Two new faculty members joined the department in the fall. Mike Horning brings expertise in the field of multimedia journalism, and Ken Garland advises BG24 News.

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STUDENT NEWS

The PRSSA students attended the national conference in Orlando, and the BG News won a national award for its website as the staff members work to increase the paper's online presence.

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Alumni Newsletter

LETTER FROM THE CHAIR

Dear Alumni:

Near the end of October, NPR's "Fresh Air" featured an interview with *New York Times* media writer [David Carr](#). As a reporter who embraces both new technologies like Twitter and old-school shoe leather reporting, Carr was a prominent figure in the documentary [Page One: Inside the New York Times](#), which chronicled the paper's efforts at adapting to—and shaping—the new media landscape. He has also been critical of media executives who have presided over mass layoffs at their companies and then taken generous retirement packages, asking rhetorically whether the "Occupy Wall Street" protesters shouldn't seek to [occupy newsrooms](#) as well.

At one point "Fresh Air" host Terry Gross asked Carr if he felt that as a reporter who covers the business of media he was actually chronicling "the dismemberment of [his] own profession." Carr answered:

No, I think we are entering a golden age of journalism. I do think there have been horrible frictional costs, but I think when we look back at what has happened—I look at my backpack that is sitting here, and it contains more journalistic firepower than the entire newsroom that I walked into 30 to 40 years ago. It's connected to the cloud, I can make digital recordings of everything that I do, I can check in real time if someone is telling me the truth, I have a still camera that takes video that I can upload quickly and seamlessly. . . . I think that the ability to sit at your desk and check everything against history and narrative, it's part of how newspapers ended up becoming . . . daily magazines. All the analytics are baked in because the reporters are able to check stuff as they go.

I thought Carr's response was an apt assessment of the potential new technologies are bringing to today's journalists. To be sure, new technologies and changing consumer habits have presented serious challenges to individual journalists and to the profession as a whole. But these new technologies also have tremendous potential for use as journalistic tools. And as Carr points out, these tools provide both new ways of finding information and of presenting content to the audience. In fact, the audience is no longer a singular entity (such as the people who buy that day's newspaper or who watch that evening's newscast) but—potentially—a varied group who consume journalistic content from a variety of sources at a variety of times and in a variety of places. So, some people read Carr's articles in the newspaper, some read him in the online version of the paper, some follow his [Twitter feed](#) and some read his [blog postings](#). Some, of course, do more than one or perhaps all of these. I actually listened to this episode of "Fresh Air" more than a month after it originally aired (and, in fact, "Fresh Air" unfortunately is not even carried on Toledo's public radio station) in my car with my iPod.

Carr, of course, is not the only journalist who can speak to the opportunities new technologies are bringing to the profession. Almost every week, it seems, I hear from a former BGSU student who is working in some manner with online journalism, social media, mobile technology or a combination of all three. The good news is that they usually say the basics of journalism they learned while in our program allowed them to adapt to changes as they came along. Ideally, that is what we have always strived to do in the Department of Journalism and Public Relations—provide graduates with the basic skills of journalism and the ability to apply these skills in a wide variety of situations.

Our newsletters over the past few years have reported on many of our efforts to adapt ourselves to the changing media landscape so that we can continue to graduate skilled and adaptive journalists. Our [new curriculum](#), as I reported in my [chair's letter](#) last spring, is now in place, and new technologies now play an important role in all of our classes. We're not stopping here, of course; the media landscape continues to change, and we will have to continue to change so that our graduates remain competitive and relevant in the future. This "golden age" of journalism is likely just beginning.

As always, I'm interested to hear what you think. We're always looking for alumni to visit classes and [become mentors](#) to our current students. I look forward to hearing from you.

Sincerely,

Dr. Jim Foust, chair

Department of Journalism and Public Relations



Alumni Newsletter

ALUMNI NEWS



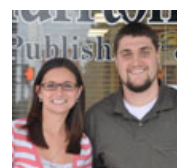
The Terry Goodman Memorial Journalism Scholarship is a new student scholarship honoring the alumnus and veteran sports journalist. The scholarship was founded by the BG News Alumni Society to honor the late Terry Goodman, whose career spanned from covering sports at the BG News to becoming an editor at the Morning Journal. At the Dec. 18 endowment recognition event, fellow alumni Phillip Wilson and Dennis Sadowski remembered a passionate Goodman. [\[READ MORE\]](#)



Bob Bortel's Rolodex is overflowing with contacts. As director of student publications, he celebrates 30 years on this campus in December. Beginning as a student in the '70s, he became director of student publications in 1981. The times may have changed through his three decades, but his dedication to students and the connections he builds with alumni are his hallmark. [\[READ MORE\]](#)



Craig Wagner, a 1988 graduate, traded his busy lifestyle at The Blade for the peaceful rhythm of a monastery in southern Indiana. Now known as Brother Francis de Sales, Wagner blogs and writes for Abbey Press, the monks' publishing house. "I don't look at it as I once was a journalist, now I'm a monk ... I'm still a journalist because I'm writing and editing every day," Wagner said. [\[READ MORE\]](#)



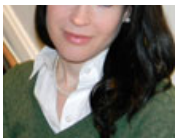
Ashley Brugnone and Austin Arnold both graduated with print journalism degrees in spring 2010. Unaware that the other was applying at the same local newspaper, they found themselves together in top positions at the Bluffton News. Working at a local paper has proven to be tougher than they expected. [\[READ MORE\]](#)



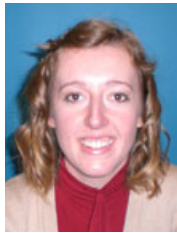
Owens Corning senior corporate communications leader **Matt Schroder** was invited back to campus in September to speak at a meeting for Public Relations Student Society of America. Schroder gave tips on landing the first job and talked about his success as in public relations. [\[READ MORE\]](#)



Since graduating in 2004, **Michelle Ruhlin Nicholson** earned her graduate degree from Indiana University and completed an internship at Partners of the Americas where she landed a job as a senior communications officer. Nicholson takes on many roles for this non-profit organization located in Washington, D.C. [\[READ MORE\]](#)



Kelly Nightingale gets to do public relations and help people at the same time. Nightingale works at Nationwide Children's Hospital in Columbus, Ohio, on the video sequence communication team. In this position she interviews doctors, patients, the patient's family about procedures and their experiences. She credits her time at BGSU for her success. [\[READ MORE\]](#)



May 2011 journalism graduate **Angie Burdge** has traveled to so many countries that she has lost count. "I'm guessing high 20s," she said. Traveling throughout her college career helped Burdge in her minor of international studies. Now it helps her with her job as a secretary for the International Studies Program at BGSU. [\[READ MORE\]](#)



It's 8 a.m. on a sticky Saturday morning in August. The sun is just beginning to peek out from behind a few clouds, but the streets are booming with cheering onlookers, dressed in their favorite jerseys. It's Football Hall of Fame weekend in Canton, Ohio, and the parade is almost under way. While the Football Hall of Fame explodes with visitors and locals for one weekend, for **Jason Rentner** the whole year holds excitement. [\[READ MORE\]](#)



Maia Belay graduated with a broadcast journalism degree in May. After several months of searching, she took a part-time job as an assignment editor at WTOL-11, a Toledo television station where she had an internship as an undergraduate. Maia returned to BGSU Sept. 21 to speak to current students as part of a broadcast journalism panel about the importance of internships. [\[READ MORE\]](#)



After graduating BGSU in 2008, broadcast alumnus **Matt Maynard** has been breaking into both the corporate and entertainment market. Maynard has been an entertainment reporter for the hit CBS reality show "Big Brother." While reporting for "Big Brother," Maynard has also made his mark in the corporate world, recently taking a position at LexisNexis in Dayton with the communications team. [\[READ MORE\]](#)



Author and 1949 graduate **Harold Flagg** recently penned a book that shows readers how to travel like kings but on an average person's paycheck. "Affordable Luxuries: Caviar Living on a Tuna Diet" is an account of how one man experienced the world through ordinary means during and after his tour of duty in World War II. [\[READ MORE\]](#)



Chad Stebbins, a professor at Missouri Southern State University and a 1995 doctoral graduate, has lived through five tornadoes while living in Tornado Alley. The most recent was the May 22 tornado that hit Joplin, Mo. [\[READ MORE\]](#)





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Alumni Newsletter

NEW MEMORIAL SCHOLARSHIP FOR JOURNALISM STUDENTS HONORS SPORTS JOURNALIST

_| by Bri Haller, '13

The Terry Goodman Memorial Journalism Scholarship is a new student scholarship honoring the university alumnus and a veteran sports journalist.

The scholarship was founded by the BG News Alumni Society to honor the late Terry Goodman, whose career spanned from covering sports at the BG News to becoming an editor at the Morning Journal.

The scholarship is actually two awards — a non-renewable \$500 scholarship for an incoming freshman planning to major in print journalism and work for the BG News, and a \$1,000 renewable scholarship for a upperclassman majoring in print journalism working for the BG News.

Dennis Sadowski spoke at the scholarship ceremony. Sadowski worked alongside Goodman at both the BG News and the Journal. He emphasized how passionate Goodman was about both his family and the sporting events he covered.

“Terry was of course a family man, a journalist, and a sports fan. He was a true human being that could take and make people feel comfortable,” Sadowski said.

Goodman’s passion and dedication for sports drove him to go the extra mile throughout his life, whether it was driving from BGSU to Cleveland for a Cavaliers game on a school night or hoping he could still make deadline when his wife was in labor.

This perseverance helped him become the youngest sports editor in Ohio at age 24 at the Morning Journal, where he went on to earn 39 awards in journalism.

While sports coverage was the main focus of his career, Goodman strived to find the stories behind the athletes and coaches that brought them to life.

“He was always looking for that personal story behind people,” his wife, Nadine Goodman, said.

Sadowski said, “He insisted on keeping his phone number in the paper so he could keep in contact with people, so they could give him scoops, they could complain, they could tell him real stories he could follow up on.”

Part of the scholarship ceremony included guest speaker Phillip Wilson, an alumnus and sports writer for the Indianapolis Star. He also remembered this about Goodman.

“It’s about the reader,” Wilson said. “Terry loved to write about people for other people.”

Like any other news story, covering sports poses has its difficulties. Wilson talked about the struggle with repetition and the reluctance of athletes to talk to him after brutal losses.

“It’s not what you cover, it’s how you cover it,” Wilson told the audience of students, faculty and alumni. “Even if it’s a challenge, don’t give up. Dig.”

Goodman also believed in getting the most out of his stories, but he always managed to keep his family a priority, his wife recalled.

“Romantic evenings consisted of Terry taking notes, getting the basics of a story ... compiling stats and talking to coaches,” Nadine said. “He was dedicated to the craft and seriously upheld the principles of an unbiased, pure journalism.”

Though Goodman’s life was cut short, the scholarship will help keep his passion for journalism alive.

“In his work, in his life, in his family, (Goodman was) showing the example of how to be a good person, for all of us,” Sadowski

Publications director celebrates 30 years

BOB's BIO



EDUCATION:

Bachelor of Science in Journalism Magazine Sequence Bowling Green State University, 1977

Master of Business Administration Marketing/Market Research Bowling Green State University, 1983

PROFESSIONAL AWARDS:

The Golden Touchstone Award 2011 from Press Club of Toledo

PROFESSIONAL MEMBERSHIPS:

Society of Professional Journalists

Society of News Design

College Media Advisers and First Amendment Committee member

College Newspaper and Business Managers

Treasurer of BG News Alumni Society

BG NEWS AWARDS:

Best College Daily in the Nation by the Society of Professional Journalists (1988-1989)

Second, Best in Show Website by the College of Media Advisers 2011

Bob Bortel's Rolodex is overflowing with contacts.

Bortel, who celebrated 30 years on campus in December, has created an extensive network of people. And while the times may have changed

through the director of student publication's three decades, his dedication to students and the connections he has built with alumni remain his hallmark.

"I've spent most of my life working in some capacity with BGSU. You obviously see a lot of change," Bortel said. "Following [the] success of former students over their professional careers has been [a] special joy of this job."

As the director of student publications since 1981, Bortel works with the BG News, Key magazine and other publications.

"He does so much. [He] is an immeasurable asset for the department," Nancy Brendlinger, associate professor and mem-

ber of the student publication board, said.

Bortel surpasses his job description to help the students.

Asia Rapai, editor-in-chief of the BG News, often goes to Bortel with questions. "Whatever random stuff we're talking about, he'll question it and how [we can] turn it into a story, make it relevant to readers," Rapai said. "You always get something out of it."

Gina Potthoff said, "Every conversation with Bob is memorable." Potthoff, former editor-in-chief of the BG News, graduated in 2010.

Key magazine editor-in-chief Emily Tucker started on the magazine as a reporter and photographer as a freshman in 2008. She said Bortel was helpful in the smallest tasks, like when she needed a key to the magazine's office.

Her most notable impression, though, is how Bortel presents himself with his leather jacket and fedora.

"He looked like Indiana

Jones walking down the hallway," Tucker said.

Like Indiana Jones, Bortel takes his professional knowledge and extends it beyond everyday teaching.

"He's been in academics for 30 years but hasn't lost what it's like to be in the professional journalism field," Rapai said.

Bortel has helped generate revenue for the program.

He created the following products or directly managed them to raise revenue for media education at the university: Our Town—Your Town magazine, First Year Insight magazine, University Student Planner, BG Bucks Couponing service and the BG News website.

"They're niche products to support what we do here educationally," Bortel said.

Bortel cares about the revenue, but more importantly he cares about supporting students.

"He's just an awesome person," Max Filby, news editor of the BG News, said. "He's just like a parent to all of us. He's passionate about what he does and that comes across."

Relationships with Bortel don't end with graduation.

Bortel tries to stay connected to alumni, Rapai said. "I'm always impressed by how much he remembers of past students."

Potthoff wanted to move to California after graduating, and Bortel connected with alumni to help her realize her dream. She is now the education reporter at the Santa Maria Times in California.

"It's like once you graduate you don't leave," Potthoff said. "You have a connection."



photo by Suzanna Anderson, '12

Critiquing the current issue of the BG News, Bob Bortel, the director of student publications, talks with James Bero, a senior print major, about improvements.

Vocation Combination

Alumnus applies journalism to new lifestyle as monk

To Craig Wagner, St. Francis de Sales was nothing more than a church near the spot where he parked his car for work.

For several years the former (Toledo) Blade wire editor walked past the church, noting its presence, but never stepping inside.

Wagner never realized its name would stick with him.

Now he is no longer Craig Wagner, but Brother Francis de Sales Wagner, a full and permanent member of a Benedictine monk community in southern Indiana.

Life in the newsroom greatly differs from life at St. Meinrad monastery — but if you ask Wagner, he wouldn't have it any other way.

"It's a good, peaceful rhythm," he said. "I'm doing things now I never would have imagined trying to do before, with a sense of peace, fullness and purpose that was missing before."

Wagner graduated in 1988 and worked as a journalist for nearly 20 years.

He worked at newspa-

pers in Springfield, Bowling Green and Galion, Ohio, before taking a job at The Blade as a copy editor in 1999 and eventually moving up to wire editor.

"I moved up, got various jobs and did fairly well," Wagner said. "But I knew there was something more than I was supposed to be doing."

After his father died in 2003, Wagner said he began to question the direction his life was headed.

"Looking back, I think the process started long before that, I just didn't recognize it," Wagner said. "My life was unfulfilled in many respects, and I wanted to know why. It was really only at that point that I sincerely asked and told God 'I can't do this anymore, please take it from here.'"

Wagner grew up Catholic, but said he drifted away from the faith throughout high school and college. After his father's death, however, Wagner began attending Mass, reading scripture and discerning the possibility of religious life, which re-awakened his faith.

"It's difficult

to put into words because it's not something I ever envisioned or imagined would happen to me," Wagner said. "But when I visited [St. Meinrad], it started to make sense."

Wagner left The Blade soon after and moved to the monastery in 2006.

When his life took this new direction, Wagner's former coworkers were supportive and said they weren't entirely surprised by the conversion.

"I wouldn't say it was shocking; I thought it was really remarkable and courageous, in a way, because it's something that regular society probably doesn't think about much," Tony Durham, news editor at The Blade, said. "He seems to be exceptionally happy there. He's doing what he feels like he was called to do and I couldn't be happier for him."

That Wagner took on the new name Francis de Sales — the patron saint of journalists and writers — didn't surprise his colleagues, either.

Jim Sielicki, a copy editor at The Blade, traveled to St. Meinrad this January to witness the ceremony where

Wagner took his solemn vows. The ceremony was the final step in a five-

year process of Wagner's conversion into Brother Francis de Sales Wagner.

"At first, it was hard to understand how someone who was such a news junkie could drop all that and adjust to a monk's lifestyle," Sielicki said. "But when I got there and saw the ceremony, it totally makes sense to me. He wanted to find his role — his life mission — and he found it."

Although he adopted the monk lifestyle, Wagner didn't have to give up journalism in the process.

At St. Meinrad, Wagner has been able to use his journalism skills at the monks' publishing house, Abbey Press, where he is a writer and an editor. He also regularly writes about spirituality on his blog, The Path of Life, and continues to communicate with his former colleagues at The Blade over email.

"I don't look at it as I once was a journalist, now I'm a monk," Wagner said. "In many respects, I'm still a journalist because I'm writing and editing every day."

Wagner also doesn't consider his spiritual journey over now that his solemn vows have been made.

He is currently studying for a master's degree at St. Meinrad Seminary and School of Theology and considers every day a learning experience, both in and out of the classroom.

"Nobody knows what the future holds," Wagner said. "The monastic life at its essence is all about conversion. Making your solemn vows is a milestone, but it doesn't mean you've arrived — it's just the beginning." †



Brother Francis de Sales Wagner makes his solemn and perpetual vows in January.

photo provided by St. Meinrad Archabbey

Visit Brother Francis de Sales Wagner's blog, The Path of Life, at pathoflife.blogspot.com.

THEY DO IT ALL

Recent graduates run the show at the Bluffton News

Imagine making all the decisions for the production of a weekly newspaper only three months after graduating college. This is an everyday expectation for print journalism graduates Austin Arnold and Ashley Brugnone, who run the entire news operation the Bluffton News.

Although Arnold and Brugnone knew each other while attending BGSU, they never imagined that they would end up working together in top positions at the same local newspaper.

"I applied for almost 30 jobs following graduation," Arnold said. "The search was long and nerve-racking."

Brugnone also applied for many jobs and encountered rejection due to lack of experience.

Neither knew the other was applying for a position at the Bluffton News. Once Arnold and Brugnone secured their positions, they began their new careers less than a month apart.

"I feel that my biggest responsibility as a journalist is keeping the people informed," Brugnone said. "There is such a strong sense of community in the town of Bluffton."

Arnold and Brugnone feel a connection to the city of Bluffton as a result of attending and covering local events. "The people are welcoming and appreciative for

the Bluffton News and what it does in the community," Brugnone said.

The city of Bluffton, which has a population of a little less than 4,000, is located about 40 miles south of Bowling Green off Interstate 75. The Bluffton News, a weekly newspaper distributed on Thursdays, covers town news, sports and updates about Bluffton University.

Brugnone and Arnold are in changeover mode. Brugnone is transitioning from managing editor to a graphic design position, and Arnold is shifting from assistant editor to the acting editor position.

Because of the small size of the Bluffton News, Arnold and Brugnone are in charge of a multitude of tasks ranging from writing articles, responding to customer concerns, and finding their own potential leads for new stories. "Working at a small newspaper has proven to be tougher than either of us could have expected," Arnold said.

Brugnone said, "Every Tuesday, I feel like I can't breathe all day. I work almost a 10 hour day and still feel overwhelmed and unprepared for publication when I get home that evening."

Despite the stress and taxing feeling associated with the deadline, Arnold and Brugnone said they feel very accomplished when they see their creation on newsstands.



Austin Arnold

“Working at a small newspaper has proven to be tougher than either of us could have expected.”

- Arnold



Ashley Brugnone

CORPORATE PR PRACTITIONER

networks his way to career success

Schroder shared tips for a student's post-graduation job search during the September PRSSA meeting.

SCHRODER SAYS...

① ALWAYS MAKE CONNECTIONS AND STAY IN TOUCH

In the public relations world, it's all about who you know.

② SET YOURSELF APART FROM THE COMPETITION

Don't be afraid to be different.

③ PROOFREAD!

Before you send anything out have someone look over it first. Typos will get you eliminated first.

④ BE CREATIVE

It's okay to add a little personal flare to your cover letter and resume but...

⑤ DON'T OVERDO IT

Length is not always better. Make your ideas clear and to the point.

Owens Corning senior corporate communications leader Matt Schroder was invited back to campus in September to speak at a meeting for Public Relations Student Society of America.

"I asked Matt to speak at our PRSSA meeting because he is really down to earth and truly cares about helping students achieve success," faculty adviser Julie Hagenbuch said.

During his talk, he spoke about the importance of networking and compiling your best attributes on your resume that will stand out to future employers.

"I walked away with a lot of helpful tips about building an impressive resume and cover letter," member Anna Chistoff said.

Schroder told the story of the time when he came back after graduation to visit the campus and ran into his former

adviser, Ray Laakaniemi.

Laakaniemi stopped him in the hallway, walked to his office and made a phone call to get Schroder an interview for a newspaper where he later accepted a job.

Schroder credits both Laakaniemi and Terry Rentner for making the first positive impressions on him at BGSU. "Doc Laak was my adviser and Dr. Renter was my first professor in the journalism sequence," he said. "They both really got me excited about pursuing my major."

Schroder began working for the BG News as a freshman and continued through his senior year, publishing his last piece a few weeks after graduation.

"Matt was always a very focused student who was dedicated to his writing," Director of Student Publications Bob Bortel said. "He started off as a sports writer and worked his way up to editor by the time he was a senior. His career

success doesn't surprise me in the least."

Schroder said it was the hands-on experience that he gained at BGSU that was the most valuable. "Bob Bortel had a huge influence on me and my career," Schroder said. "My classroom work and degree were the prerequisites that helped me be successful with my internships with the BG News and Sentinel Tribune."

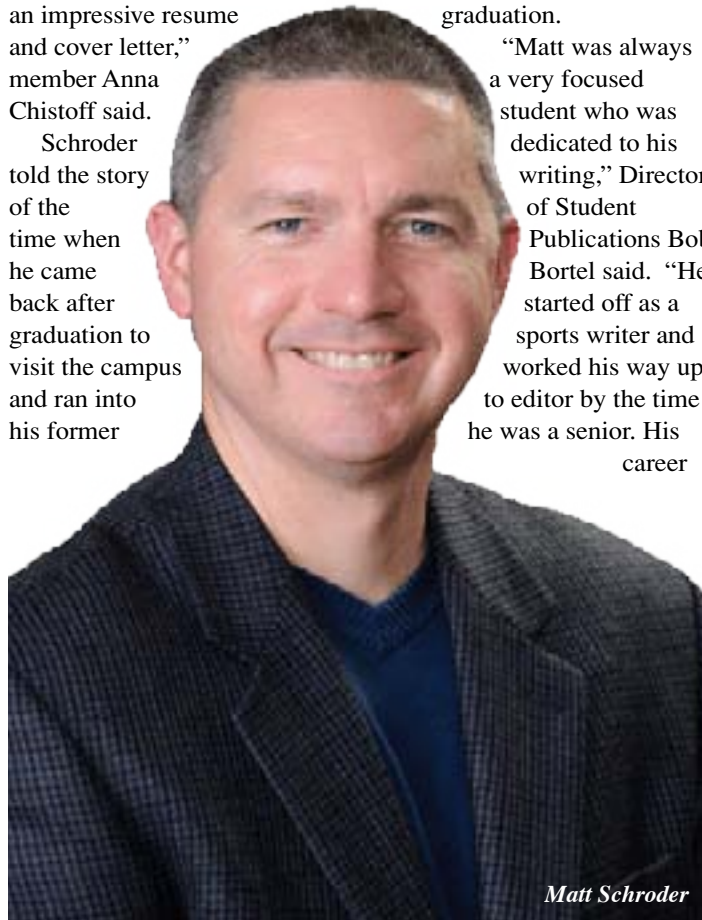
After graduating in May 1992, Schroder began his career as a newspaper journalist. A few years into his career he discovered his knack for public relations and decided to make the switch.

Schroder honed his skills and worked his way up through three major PR/marketing agencies in Toledo, Ohio.

Today, Schroder said he is proud to be the senior corporate communications leader for Owens Corning, a market-leading innovator of glass-fiber technology and Fortune 500 Company for 57 years.

Geographically, Schroder has stayed in northwest Ohio. "I've been fortunate to come across multiple opportunities for rewarding work in Ohio with successful companies led by first-class people," he said. "The personal and professional relationships I've built both at BGSU and in my professional career are what I value most."

Schroder said much of his career success is attributed to the connections he made and fundamentals he learned while at BGSU. "The location, academic reputation and social scene in Bowling Green made my decision to be a Falcon very easy."



Matt Schroder

photo provided

Being a communications specialist requires **JUGGLING ROLES**

PARTNERS OF THE AMERICAS

■ The non-profit organization is headquartered in Washington D.C.

■ It was founded in 1964 as the people-to-people component for the Alliance for Progress, which was a program initiated by U.S. President John F. Kennedy in 1961.

■ Their mission is to connect individuals, volunteers, institutions, businesses, and communities to serve and to change lives through lasting partnerships.

■ Partners believes that investing in youth is critical to the social, economic and political stability of Latin America and the Caribbean.

■ Through donations and unrestricted fundraising, the Partners of the Americas Foundation provides grants to their network of chapters and affiliates to support, promote and foster long-term relationships.

From www.partners.net

Partners of the Americas is a non-profit organization that has grown to 120 volunteer chapters and has touched the lives of over 200,000 people. Behind this successful organization lies a team of leaders running the day-to-day operations, with the vision to promote social and economic development in the Americas.

One of these leaders is alumna Michelle Ruhlin Nicholson, who currently works as a senior communications officer.

Nicholson, from Perrysburg, Ohio, earned her undergraduate degree in Public Relations and Spanish in 2004.

"My intention with studying both journalism and Spanish as an undergraduate was always to combine the two into one position somewhere down the line, and I'm very fortunate that I get to live out those plans today," Nicholson said.

Nicholson said she references materials from her Media Publication and Design class taught by Kelly Taylor.

"Professor [Kelly] Taylor's class really awakened me to the importance of good design, and I use the eye for detail I picked up in her classes all the time," Nicholson said.

Taylor said she was not surprised by Nicholson's responsibilities and success.

"[Michelle] was very attentive in class, she was never absent, and she always acted very professional," Taylor said. "She was a double major, which required her to be conscientious about staying on top of things and always having her work done on time."

At Partners of the Americas, Nicholson finds herself having to take on multiple jobs.

"I find myself wearing a lot of hats," Nicholson said. "My position involves overall management of communications for our network of volunteers, associates, affiliates, programs and projects throughout the Western Hemisphere, and recently I've also been doing a lot of event planning as we produced one global and one regional event in November."

Nicholson started out as an intern at

Partners of the Americas following graduate school at Indiana University and moved into the position she holds today.

"I do feel like most people would consider my job to be very demanding, but I'm lucky in that I love my work, so that makes it much easier," Nicholson said.

Nicholson said she is always trying to find new ideas that are creative yet effective.

"The biggest thing that makes non-profit communications unique is that you really have to develop multiple skill sets, because you might be the only communications staff person in your office," Nicholson said. "You also necessarily become very resourceful and develop quite the knack for accomplishing your project objectives on tight budgets."

Working for a non-profit also means educating her co-

workers on communication skills used throughout the organization as well.

"Another interesting facet of non-profit communications is that every organization wants to have great communications, but not everyone understands the effort that goes into communicating well," Nicholson said. "You may be responsible

for educating other members of your staff about all the work behind the scenes that goes into developing a campaign or set-

ting a policy."

Nicholson's work requires her to juggle a mixture of priorities.

"The hardest part of my job is managing expectations," Nicholson said. "When you have a lot of different parts of your organization looking to you on a daily basis for communications support, it can be difficult to tell them that their highest priority was displaced by an urgent situation."

Despite the pressure, Nicholson said meeting and talking to multiple volunteers is a very rewarding bonus.

"Many Partners volunteers have devoted a large part of their lives to helping others and solving problems in communities several thousand miles away from their own," Nicholson said. "Their creativity and commitment is truly unique."

**"I find myself
wearing a lot
of hats."**

Michelle Ruhlin Nicholson

"I think it's important for everyone to strive for a role in their career that benefits the community in which they live."

›Kelly Nightingale



PR grad works at Nationwide Children's Hospital

Kelly Nightingale gets to do public relations and help people at the same time.

"I think it's important for everyone to strive for a role in their career that benefits the community in which they live," Nightingale said. Nightingale works at Nationwide Children's Hospital in Columbus, Ohio.

According to Nightingale, the hospital focuses on providing care for all children whether the families have funding or not. The hospital is also nationally-ranked in many fields including its medical care and cutting-edge research.

Nightingale's duties as part of the video sequence communication team consist of on-camera interviewing of doctors, patients and families about procedures and their experiences. She then edits the stories and pushes them through various media outlets.

"It's been about a year and I still look forward to going into work every day," Nightingale said in an email. "I still get butterflies when I sit down to interview a patient's family. I'm pretty lucky."

Co-worker Erin Green, who is on the consumer events marketing team, worked with Nightingale this summer to produce an event that released new brand information to hospital employees.

"Kelly truly sees the value in her work, and she

Promoting with a passion

makes her time in the office count," Green said. "You see her passion in every video that she makes and posts on the Web."

Lindsay Ferguson, another co-worker, said, "She is energetic and passionate about her work and is thoughtful in her approach to assignments."

Nightingale did not start out as a journalism major. "It's funny because I spent all of my time in high school dead set on architecture," Nightingale said.

After much research, she decided architecture was not for her and declared journalism as her major. She began her journalism degree in the print sequence but switched to public relations her sophomore year.

"I liked picking sides and being able to be an advocate for an organization I believed in," Nightingale said.

Nightingale said she gained a lot of experience through involvement with the Public Relations Student Society of America. While in PRSSA she worked with the Red Cross.

She said the public relations writing course also provided a lot of practical experience because the students work with a real client.

One of Nightingale's favorite courses in the public relations sequence was campaigns with Victoria Ekstrand. She said the course made her think about how to work with clients and meet their needs.

"She's a professor's dream," Ekstrand said. Ekstrand described Nightingale as enthusiastic, pleasant and reflective of her work.

As for the future, Nightingale said, "I'm just taking it day by day, focusing on what I'm doing right now because really, I absolutely love what I'm doing right now."



Siem Reap, Cambodia, in June 2011



Zadar, Croatia, in July 2010



Paris, France, in March 2010



Pisa, Italy, in March 2009

Globe Trotter

Traveling throughout her time at BGSU helps alumna with her new university job

May 2011 journalism graduate Angie Burdge has traveled to so many countries that she has lost count. "I'm guessing high 20s," she said.

Traveling throughout her college career helped Burdge in her minor of international studies. Now it helps her with her job as a secretary for the International Studies Program at BGSU.

As the secretary for the International, Asian and Africana studies programs, Burdge monitors emails; sets up class schedules; plans, coordinates, and publicizes events and programs; attends meetings; and works with the directors and budgets of all three programs.

Burdge is not new to the International Studies Program. She completed a public relations internship with the international studies program during her final semester at BGSU.

During the internship, she worked closely with the secretary, which is how Burdge learned of the job opening.

"I got the email on my birthday when I was in Bali [Indonesia]," Burdge said.

"It just said 'Want my job?'"

Professor Catherine Cassara said, "She is extremely well-rounded in her international interest."

Cassara chose Burdge to travel to Tunisia for a week-long environmental communication workshop when she was a student here.

"We needed students that could reflect back on the trip and benefit from the experience," Cassara said. "They needed be open to cultural differences."

Professor Nancy Brendlinger, who Burdge said was one of her memorable mentors, said Burdge was very independent and concerned with the broader world.

"She had a real love for international sorts of things," Brendlinger said. "She really wanted to see the world."

Brendlinger also said Burdge was well organized and very involved on campus as a student.

As a student, Burdge wrote for the BG News, acted as the peer facilitator for Brendlinger's class, belonged to the Public Relations Student Society of America, served as vice

president in the Italian club, and participated in Stand. Stand is a student activist group about issues relating to Africa.

She also maintained a blog when she studied abroad in Italy her sophomore year.

The one thing Burdge wishes she had done differently in her time as a student would have been to take and stick with a foreign language.

"Maybe I'd make that my minor or a double minor," she said. "Now I feel like I'm at a disadvantage not really knowing [a foreign language] fluently."

Burdge sees her current job as another stop on her international journey. She is gaining professional experience, but continues to travel.

"In five years... maybe I'll be in the Peace Corps," she said.

Her dream job, though, would be to do public relations for a non-governmental organization such as Human Rights Watch.

"If that fails, I could just be a travel writer," she said. "That'd be pretty cool."

photos provided

*“I still
can’t believe
I get to be
a part
of something
I enjoy every day.
It doesn’t feel
like I am
actually
at work.”*

JASON RENTNER



Jason Rentner stands outside of the Football Hall of Fame, located in Canton, Ohio, where he is web production specialist.

P.R. at the H.O.F. Rentner shows how dedication, early dreams pay off in big ways

It's 8 a.m. on a sticky Saturday morning in August. Birds are chirping, the sun is just beginning to peek out from behind a few clouds, but the streets are booming with cheering onlookers, all dressed in their favorite jerseys. It's Football Hall of Fame weekend in Canton, Ohio, and the parade is almost under way.

While the Football Hall of Fame explodes with visitors and locals for one weekend, for Jason Rentner the whole year holds excitement.

“Working at the Hall of Fame is a dream come true,” Rentner said. “I still can’t believe I get to be a part of something I enjoy every day. It doesn’t feel like I am actually at work.”

Rentner landed the position as web production specialist at the Hall of Fame in May 2011. He said most of his work consists of writing and editing content for the website, updating the social media websites and occasionally taking pictures and creating videos.

“My title as a web production specialist seems like it has nothing to do with public relations, but it is actually very similar to what I thought I would be doing after

college,” Rentner said. “Websites today play such a vital role in PR and how we connect with our audiences.”

With strong competition in today's job market, how is it that Rentner landed such a high-profile position? He said Bowling Green helped him sharpen his skills in PR, but also offered him opportunities to learn other skills, such as photography. Rentner shot sports and events for the BG News.

“That was a big reason I landed my job,” Rentner said. “I made myself into a well rounded journalist without even knowing it, which separated me from the rest of the applicants.”

As for his time on campus, Rentner said getting involved in groups and networking helped him the most, as well as taking advantage of events, such as guest speakers that the university had to offer.

“When I was in seventh grade I attended a speech in the BGSU Union. The speaker was a PR director for a Major League Baseball team. After hearing him speak I was inspired, and it was then and there I decided my future career.”

After graduation Rentner attended another guest speaker night on campus and

that lead to his current position. The speaker was from the Hall of Fame.

“I ended up hitting it off with him and gave him my résumé even though I had a job. He is now my boss.”

Tori Ekstrand, one professor who Rentner worked closely with as an undergraduate, said in a world of competition, he showed early on that he had what it took to do well after graduation.

“He’s got much more of a competitive instinct to him, and I think that’s a really great thing to have in this market,” she said. “You have to have a lot of desire to succeed, and Jason has that.”

Ekstrand also said that Rentner put a big focus on doing well in the classroom and always looked for ways to improve his work.

Journalism instructor Julie Hagenbuch worked with Rentner in class and in the Public Relations Student Society of America, where he served as president.

“Jason was a solid student and very ambitious, and he did great work as PRSSA president,” Hagenbuch said. “I always knew he was going to land something big and in the sports world.”

SEARCHING FOR WORK...

The first few months after graduation may have been more stressful for Maia Belay than any of the four years she spent at Bowling Green State University. While others still in school were enjoying

summer break, Belay, a May graduate, was looking for work in a stifling job market.

"I was pretty much just floundering around trying to find a job," Belay said.

She sent out more than 100 resumes and showed clips to anyone who would watch her DVD. She spent \$80 on subscriptions to online job-finding services. Belay, who is still receiving inquiries about her availability, only ended up getting a few interviews, she said.

"I was under the impression that I would easily get a job," Belay said. "It's not easy at all. In three months, I got two interviews. I was sweating bullets. I had student loan payments, and I was freaking out."

With pressure building to keep up with loans, she continued spending \$1.99 per envelope to send out information.

Her persistence paid off, and Belay landed a gig at WTOL-11, a Toledo TV station where she had an internship as an undergraduate.

The real key for Belay was staying in contact with friends, colleagues and mentors from her undergraduate days. She met people through extracurricular activities, especially BG 24 News, the university's

broadcast news organization.

Belay joked that she probably did "just about every job they have."

Sophomore Johnathan Keilholz was a BG 24 News reporter during the time Belay served as news director her senior year. Keilholz said he valued her willingness to provide honest criticism and constructive help.

"Maia always has a level head," he said. "She's never flustered or crazy. She keeps a consistently positive attitude, even under intense deadlines."

Belay contacted her former internship supervisor when she saw a part-time opening at WTOL-11. That connection recommended her work to a hiring news director.

Belay has been an assignment editor since August. "It's not glamorous," she said.

She's a part-time employee, and her "weekends" are Monday and Tuesday, because nine-hour shifts make up Saturday and Sunday.

At 22 years old, Belay is responsible for taking charge of a professional newsroom. She decides who goes where and for what story. She pairs photographers with reporters, develops story ideas from



Photo by Jim Foust

Maia Belay speaks to a group of students about the importance of internships and participation in student media. Belay appeared as part of a Sept. 21 broadcast journalism panel that included fellow alumni and WTOL-11 coworkers Joe Stoll and Colleen Wells.

tips, news releases and wire stories and fields a tremendous amount of phone calls.

"I'm sure they saw her grace under fire," Keilholz said. "She has to order people around, and they're (almost all) older than her. She's able to keep the pressure down and manage very well."

Belay said she's happy to be working, but she has bigger long-term goals.

"Right now I have a managerial-type job," she said. "It's not as creative as reporting or writing."

Belay said she admires the careers of Anderson Cooper and Diane Sawyer, so it's not surprising that one of her dream jobs would be hosting "Good Morning America."

Long-term, Belay would like a more stimulating job that involves travel or relocation, she said.

"I'm so happy I have a job, especially after struggling so much during the summer," Belay said. "But I don't want to be complacent with something I don't want to do the rest of my life."

Corporate meets Entertainment

PR professional makes a name for himself in the world of TV reporting

"I think of it as getting the best of both worlds. I'm a PR and marketing professional by day and an entertainment reporter by night. Who wouldn't want that?"

 **Matt Maynard**

For the past eight years, Matt Maynard '08, has been an entertainment reporter for the hit CBS reality show "Big Brother." "Big Brother" is a popular reality television show that places 15 young adults in a house that is under constant video surveillance and separated from the outside world.

While confined, the house mates will periodically participate in events and challenges to win cash prizes.

Maynard interviews talent and producers and covers any additional media in relation to the show for the online fan site.

He also had the opportunity to live inside the "Big Brother" house for 12 hours alongside 10 other media representatives from outlets including People, The Associated Press, and "Entertainment Tonight."

The media reps got the opportunity to see the house first and participate in what is normally a week's worth of filming and competitions.

Maynard has also attended multiple finale specials in Los

Angeles where he gets exclusive interviews with the contestants in the backyard of the infamous "Big Brother" house.

"I think of it as getting the best of both worlds. I'm a PR and marketing professional by day and an entertainment reporter by night. Who wouldn't want that?" Maynard said.

By day, Maynard, a broadcast alumnus, works at LexisNexis in Dayton as part of their communications team.

However, getting the best of both worlds did not come easily, Maynard said. He has been working with the official "Big Brother" fan site since high school and managed to balance his time with studies at BGSU, involvement in Kappa Tau Alpha National Honors Society, and now with his full time job.

"If you're eager to learn and work hard, you'll find that it is well worth the effort," Maynard said. "I've found as long as you're doing something that you enjoy and that you're naturally good at, the other things will just fall into place."

Through working with "Big Brother" and his professional positions, Maynard has realized the importance of networking and exposure.

He's found that being a BGSU alumnus has certainly helped.

"The greatest thing about being a BGSU graduate is that you'll find us all over. From coast-to-coast and field-to-field, it's amazing where you'll find a fellow Falcon," Maynard said.

"In this day and age, when it's all about who you know, that can be a great resource. I've found utilizing my BGSU connections can be useful when seeking career advice and in some cases career opportunities."

Maynard said he hopes to find his dream job, one that combines his two passions, public relations and entertainment.

"I think of it like a set of Legos. I'm always looking for a new experience or block that I can add to my skills. In the end, I want to have a solid foundation of experience, so when I find my dream job, they won't be able to say no!"

Big Brother Interviews:

 **Finale Night**



To watch this interview go to:
<http://bit.ly/pIT1j3>

 **Contestant exclusive**



To watch this interview go to:
<http://bit.ly/qR3iCW>

Traveling the World Without Breaking the Bank



Alumnus author publishes new book about world travels

Author and 1949 graduate Harold Flagg recently penned a book that shows readers how to travel like kings but on an average person's paycheck.

"Affordable Luxuries: Caviar Living on a Tuna Diet" is an account of how one average man experienced the world through ordinary means, during and after his tour of duty in World War II.

Flagg said the book reflects "bygone days when our travel hearts were young and gay—and that word meant happy."

"Affordable Luxuries" will appear on bookshelves in December and will be available in eBook form.

Broken into four sections—"Cheap Thrills for Travel Junkies," "The Queen of England's Scotch," "How To Look Younger Longer," "Checking Out Cuba"—and written in 112 pages, Flagg shares his personal experiences abroad.

These experiences include meeting her majesty Queen Elizabeth II of Britain, as well as working as the ambassador

to the Bahamas for a number of years.

"Affordable Luxuries" is only one of three books Flagg has written.

In the second, titled "Roosters, Rebels & Royals" and published in July 2002, the author described his travels first as a G.I. then later as an avid explorer of the world.

His third novel, a World War II memoir published in December 2007, is called "GI Odyssey."

Flagg also has a book in progress. The working title is "The Velvet Coffin." Flagg described it as "a dark humor along the lines of Henry Thoreau's theory that most Americans lead lives of quiet frustration."

Flagg was inspired to write after spending 10 years writing tourism promotions and books in the Bahamas. After retiring to the U.S., Flagg said he took full use of what he calls the new era of effortless book writing.

"Thanks to the free of charge library computers, I can write a book in as little as a month," he

said. "Best of all, my books are online forever. In theory, many generations in the future will read my works."

Flagg's first interest in traveling came while serving in the military.

He said Paris was by far his favorite spot and the defining moment in his travels. In that moment, Flagg said he realized that he could never be happy simply as a farmer in Ohio.

"I went while still in my teens from hoeing weeds and slopping hogs on a farm in Richfield Center, Ohio, to the Champs Elysees in Paris," Flagg said. "To this day, the Parisians can do no wrong."

Flagg attended BGSU thanks to provisions laid out in the GI Bill.

As a journalism major with a French minor, Flagg's best memory as an undergrad was the opportunity to study abroad for six months at Laval University in French Canada and immerse himself in the language.

Flagg also served as editor of the BG News for two semesters.

Book Excerpt

"To meet and chat with Queen Elizabeth II has to be a major highlight of my Conch Republic ambassadorial and journalistic happenings.

Actually, 'chat' is a stretch. One does not talk to the Queen. She talks to you. She generally inquires, 'And what do you do?' In any case, we were briefed not to speak to the Queen unless she spoke to us.

Actually, it wasn't necessary to score a conversation. It was enough just to stand before 1,000 years of British history as embodied in Her Majesty."

—Affordable Luxuries, p51



Photo provided by Harold Flagg.

Flagg is properly dressed and be-medalled for a West Indies garden party thrown by Queen Elizabeth II and Prince Philip.

May 22 Joplin Tornado Facts

- EF5 multi-vortex tornado
- 1-mile wide tornado
- 3rd tornado in Joplin since 1971
- Costliest in U.S. history (rebuild cost could reach \$3 billion)
- 7th deadliest in U.S. history
- 27th deadliest in World history
- 2,000+ buildings destroyed
- 25 percent of Joplin destroyed according to Red Cross estimates
- Tornado peaked in intensity at Range Line Road, one of Joplin's main streets.
- A EF2 tornado touched down near Wentworth, 25 miles east of Joplin.



May 24, 2011- Hundreds of homes were reduced to rubble from the force of the Joplin Tornado's 200 mph winds. Many government agencies have coordinated to help with the relief efforts. -Photo by Jace Anderson/FEMA

Rebuild process begins in wake of devastating tornado

Chad Stebbins, a professor at Missouri Southern State University and a 1995 BGSU doctoral graduate, has lived through five tornadoes while living in Tornado Alley. The most recent was the May 22 tornado that hit Joplin, Mo.

Stebbins said none compare to the most recent.

The EF5 tornado, with winds of 200 mph, hit Joplin that Sunday at 5:41 p.m. The death toll reached 162 people, making the tornado the deadliest in the U.S. since 1947.

"I have taken numerous out-of-town visitors on driving tours of the damaged area," Stebbins said. "Everyone says it's much worse seeing it in person than in pictures or on television. It's unbelievable that nearly 8,000 homes were destroyed. It reminds me of a heavily bombed war zone."

Stebbins also said that Missouri Southern State University lost one faculty member and one student.

Stebbins' mother lost her house in the tornado, but she was uninjured.

Stebbins said his son Brennan was driving with his friends, Isaac Duncan and Corey Waterman, that day. They were casually listening to a Kansas City Royals baseball game on the radio. There was a severe weather broadcast, but Stebbins said none of them thought anything of it because it was summertime in Tornado Alley, where weather warnings are broadcast frequently.

That quickly changed when one of the men saw the tornado. They frantically decided to pull off at a gas station, where the three friends took refuge in a store's walk-in beer cooler with 23 others.

Duncan recorded a haunting video of the experience and uploaded it to YouTube. Over 4 million people have watched the video.

"The tornado drew the city of Joplin and Missouri Southern State University much closer together," Stebbins said. "The community really appreciated MSSU's leadership role in the aftermath."

AmeriCorps set up a cen-

ter for volunteer efforts at The Billingsly Student Center in the wake of all the destruction. "About 10,000 volunteers had been registered as of Memorial Day," Stebbins said.

The center also served as temporary barracks for President Obama's military advance group, a call center about missing people, and a disaster morgue-processing center for the State Department of Public Safety, he said.

MSSU's residence halls housed the police and the fire and rescue teams that came pouring into the area to help.

"Our food service provider, Sodexo, took over feeding the rescue workers and the ARC shelter clients and many other volunteer workers," Stebbins said. "Taylor Auditorium served as the location for the memorial services hosted by Gov. Nixon at which President Obama spoke to victims and

their families. About 10,000 people were drawn to campus for that service."

Stebbins said that while the devastation is almost unimaginable, the rebuilding process is underway.

"Stores are being rebuilt and some have already reopened along Range Line Road, which is Joplin's main artery," Stebbins said.

While some places have already opened, officials

predict it's going to take St. John's Regional Medical Center at least two years and Joplin High School nearly three to be rebuilt.

Stebbins said he believes in the people of Joplin's resolve and their ability to rise out of the rubble.

"Joplin will make it back," Stebbins said. "Although 30 percent of it was devastated, it's a tough old town full of gritty and determined people."



Chad Stebbins



Alumni Newsletter

FACULTY NEWS

Kathy Bradshaw. Associate professor Kathy Bradshaw is serving on the Board of Directors of the Association for Education in Journalism and Mass Communication as Chair of the Professional Freedom and Responsibility Committee for 2011-2012. The organization supports journalism educators' teaching, research and connection to the industries. As vice-chair of PF&R she presented the AEJMC First Amendment Award to Michael Kirk at the annual convention in St. Louis in August. Kirk's company, Kirk Documentary Group, produces films for the PBS series FRONTLINE (photo at right).



OLIVER BOYD-BARRETT. While in Beirut in October as evaluator for the new graduate program in Media Studies at the American University, Oliver Boyd-Barrett addressed a panel of the 16th annual conference of the Arab US Association of Communication Educators, on Globalization and the Financial News Agencies. Additionally, Boyd-Barrett now sits on the Academic Committee of Xinhua, China's major national and international news agency. Boyd-Barrett also traveled to Brazil and China during the summer to lecture and teach. [\[READ MORE about his summer travels.\]](#)

JIM FOUST. Jim Foust, associate professor and chair, has published the third edition of his textbook, "Online Journalism: Principles and Practices of News on the Web." His text is also set to be translated into both Dari and Pashto for use at Kabul University in Afghanistan. This came about through the University of Nebraska-Omaha's School of Communication and a grant they received to help build a journalism program at Kabul University. Foust also has an article, "The 'Atomic Bomb' Of Broadcasting: Westinghouse's 'Stratovision' Experiment, 1944-1949," in the December 2011 issue of "Journal of Broadcasting and Electronic Media."

KEN GARLAND. After working as an instructor at Virginia Tech for 15 years, Ken Garland joins the journalism department as the new BG24 News adviser. Garland hopes to improve the quality of BG24 broadcasts by cleaning up technical mistakes and improving the journalistic content of the shows. [\[READ MORE\]](#)

JULIE HAGENBUCH. Seven years ago, Julie Hagenbuch joined the faculty as a full time instructor. She was previously a communications specialist at Owens Corning. Besides teaching public relations courses, she advises the Public Relations Student Society of America, which includes accompanying students on trips to conferences and visits with alumni working in the field. [\[READ MORE\]](#)

MIKE HORNING. Hired fall semester as an assistant professor, Michael Horning brings multimedia expertise to the department. He is teaching reporting, copy editing this semester while finishing up his dissertation at Penn State. [\[READ MORE\]](#)

SETH OYER. Assistant professor Seth Oyer taught JOUR 4950: Social Media and Public Relations during fall semester. This was the first solely social media-focused class offered in the department.

TERRY RENTNER. Associate professor Terry Rentner is completing her fourth year as director of the School of Media and Communication. She is a co-investigator on a \$514,500 grant titled "High-Risk Drinking and Prescription Drug Abuse Prevention Program." The goals of this three-year grant are to decrease the number of 18-25 year olds engaged in high-risk use of alcohol and decrease the number of 18-25 year olds misusing prescription medications. This is a collaborative effort with the BGSU Wellness Connection, BGSU Counseling Center and the Wood County Prevention Coalition. This brings her grant total to over \$1.3 million. She also has five recent or upcoming publications related to public relations.

Summer Abroad

Professor travels to Brazil, China to make presentations, teach

Shortly after professor Oliver Boyd-Barrett arrived in Recife, Brazil, in May, the city was blasted with torrential rains, leaving villages half submerged in water. Boyd-Barrett was staying outside Recife as the rain continued the day he was to make the four-hour drive into the city.

On the way to make his presentation, he came into heavy traffic, making some roads impassable, and the drive took over twice as long.

"I'm going to say it was nine hours. That was a long trip in quite a small car," he recalled with a laugh.

When it came time to leave, traffic had become so heavy that now all the roads leading out of Recife were impassable, forcing Boyd-Barrett to stay overnight in a hotel.

The next morning Maria Cleidejane Esperidião, his host on this trip, met him for the drive back. By this time she was able to explain the cause of the traffic problems, which Boyd-Barrett had assumed were because of the heavy rains. That wasn't the case.

"There had been a Twitter-based rumor going around the city that a huge dam quite close to the city was in the process of breaking," he said. "And if it did, then the city would be submerged."

Recife falls below sea level and Boyd-Barrett said that a similar event had actually happened in the city sometime in the 1970s.

"There was some kind of collective memory of such an event and people were naturally scared. Everyone at the same time just wanted to get out, hence, the impassability of the roads," he said.

"We talk a lot about the wonders of the social network media, but here is a very interesting example of one of the negatives," he said.

But what really caught his attention was not the social media aspect but rather the lack of coverage this massive traffic event would receive.

Esperidião, who works for Globo, the large Brazilian newspaper and television



Boyd-Barrett, center, poses with a group of Chinese and Indian scholars at the Summer Palace in Beijing during his trip.

photo provided

conglomerate, said despite the impact of the event, it would not make the news in the country.

"For Globo, Recife and northeast Brazil is of absolute no interest. That is the most impoverished part of this country," Boyd-Barrett said. "The professional people just look down on the poor and indigenous. [Esperidião] said they're just not interested."

In addition, he said, because Globo would not cover that event, it would not be international news either. Other western international news businesses like Associated Press rely on local news media around the world for stories.

"People think AP in Brazil, they're going to have dozens of correspondents. No, they don't," he said. According to Esperidião, they have only a few full time people in addition to a secretary or two and an intern.

"There is no way that can cover this enormous half continent of Brazil. They rely on the local media, and if it's not covered in the local media, forget it," Boyd-Barrett said.

This whole event illustrated what Esperidião's dissertation was about and why Boyd-Barrett made the trip to Brazil.

Boyd-Barrett had flown to Sao Paulo, Brazil, to serve as an examiner for Esperidião's dissertation defense at the Universidade Metodista de Sao Paulo, a Methodist university. Her dissertation focused on

the role of international news agencies.

Boyd-Barrett also gave presentations around the city on the role and influence of those news agencies at different universities around Sao Paulo, including the trip to Recife, to help fund his trip.

After returning from Brazil, Boyd-Barrett traveled to Beijing, China, where he gave multiple presentations and taught a two-week class.

He had been invited to provide a keynote presentation for a conference titled "The Changing Landscapes of International Communication" at the School of Journalism at Renmin University. Boyd-Barrett's presentation focused on the international coverage of the crisis of Fukushima.

To help fund this trip, Boyd-Barrett taught a two-week course at Renmin, which is also the largest university in Beijing. The graduate class was about national and international news agencies.

"They were smart," he said. "They had good English, strong English. They were engaged with the class. Not all of them, but many of them I knew were following what was going on and understanding it and asking me questions about it."

Boyd-Barrett repeated the Renmin lecture at The Chinese University of Communication.

"I was so glad I did that because I've put in quite a lot of work actually preparing for

that; some original research," he said.

He was also invited to give a third presentation with help from a Chinese scholar who previously worked for Xinhua, an enormous media conglomerate and international news agency in Beijing. She was able to get Boyd-Barrett an invitation to present for an audience of around 100 managers and journalists from Xinhua.

"It was a wonderful opportunity to go to Xinhua; a really very humbling experience," he said. "Here, [a news agency scholar like myself] lecturing these people. That really made the trip for me more than anything else."

Boyd-Barrett is back at BGSU for the school year but has applied for a sabbatical in 2012-2013 to do more international lectures and study. Particularly, he would like to spend some time at the Chinese University of Hong Kong.

"We live in this globalized world, so I'm thirsty for as much international experience as I can get," he said. "And I seize these opportunities because I just enjoy the additional standing and knowledge that comes about as a result of this kind of travel. And for someone whose research specifically incorporates international media like the news agencies, all the more reason therefore why I need to proactively seek out international experiences."

A FRESH FACE

New BG24 adviser brings plenty of media experience



photo by Ryan Satkowiak, '13

Ken Garland, new BG24 News adviser, sits at his desk in West Hall.

Many people grow up following in their parent's footsteps, picking up on their habits and the way they do things and going into the same line of work.

That has not been the case for Ken Garland, the new BG24 News adviser.

"If I had done things the way my father wanted me to do them – which would have been the way he did them – I would have gotten a job and stayed with it the rest of my life," Garland said. "I've done just the opposite. I think I'm on my sixth job now."

After working in broadcast for 18 years in five different media markets, Garland spent 15 years teaching. He was a broadcast instructor at Virginia Tech, where he oversaw the broadcast journalism program and taught courses in broadcast writing, broadcast management and video field and studio production.

After years spent working in the classroom, Garland felt that he was ready to take the next step in his career, which he said was to help students in a more professional setting.

"When you look at teaching, that is more based on lesson plans and textbooks," he said. "In this role, you get to work with students in a real-life setting, working with something that they hope to be doing someday. I think that is

what appealed most to me about this job."

Garland graduated in 1978 from the University of Wisconsin-Milwaukee with a degree in broadcast journalism.

He earned a master's degree in counseling of psychology in 1995 from Alaska Pacific University. He worked toward that degree while working for a television station in Anchorage.

While working in Alaska, he was part of a team that was nominated for a Northwest Region Emmy Award for a documentary he helped write and produce on the Iditarod dogsled races.

"We finished second, so we fell short; but we were still nominated. It was kind of exciting in that regard," Garland said. "It was a lot of work because we were following the race and were out there for about two weeks, and there was a lot of preparation.

"We were competing against some big TV stations, so it was really satisfying."

Garland's main responsibility here is to be adviser for BG24 News. He also teaches one course per semester in the journalism or telecommunications departments.

"The main thing that he is here for is to establish more of a structure for BG24 News," James Foust, journalism department chair, said. "We've always wanted someone to be, in essence, what Bob Bortel is to the BG News, where it would sort of be like adult supervision on more of a full-time basis."

Garland said that his goal for BG24 is to improve the product of the broadcasts. Part of that, he said, is cleaning up technical mistakes, as well as improving the journalistic content of the shows.

He said he is trying to make the shows more informative through better writing and better production.

BG24 ran its first live show on Oct. 4. While Garland has been pleased with how the staff has

developed in its first couple of shows, he said that one of the problems he faces is teaching the students within a semester time frame.

"The writing is getting better every week, and some of the technical mistakes, fortunately, are becoming less and less," he said. "But, it really is a slow process. We've only got 15 weeks and when we get to that 15th week, we're good, but unfortunately we're also done [for the semester]."

Garland was very complimentary of the BG24 staff, saying they have picked things up quicker than the groups of students he taught at Virginia Tech.

The BGSU students have responded well to what Garland has been teaching them. Part of that, Garland said, has been because of his proactive form of addressing problems, as opposed to reacting when something goes wrong.

BG24 anchor and reporter John Subtirelu, who is in his second semester at BG24, said: "Ken's a very friendly, yet professional adviser. He's very approachable and focused. He has really helped organize the newsroom operations, and already this year we've seen an increase in the quality of our content."

Subtirelu has also individually benefited from Garland's advice.

"He has helped me specifically with writing my package scripts," Subtirelu said. "He's very good at broadcast-style writing and offers a lot of constructive criticism."

While Garland knows that his role is important in helping the students develop a craft that they may one day take with them into a professional setting, he wants them to be able to have fun while they are learning.

"I think having a good time is a pretty important thing," he said. "Obviously, you want to make sure that you are productive and get things done, but at the same time it helps if you are enjoying what you are doing."

KEN GARLAND SNAPSHOT

- Involved with the National Press Photographer's Association and the Radio and Television Digital News Association
- Taught for 15 years at Virginia Tech. prior to arriving at BGSU
- Nominated for a Northwest Region Emmy Award in 1995 for documentary on Iditarod dogsled races.

more than good PR



Corporate experience enhances teaching

Story by Joe Lepone, '11

Julie Hagenbuch loves teaching and she's not just saying that for good PR.

In the past 10 years, Julie Hagenbuch has worked in various aspects of the communications field including the government, advertising and health care industries. Most recently, she was a senior communications specialist at Owens Corning, where she managed their global publication for 20,000 employees, as well as speech writing for the CEO.

In October of 2000, she had to deal with a huge PR disaster at the Fortune 500 Company. The company filed for Chapter 11 bankruptcy in response to a growing mountain of asbestos liability claims.

As the senior communication specialist, she worked on the company's bankruptcy filings relative to employee communications and how to respond to all the media attention that was focused on the company.

The bankruptcy filing was a big challenge for me, Hagenbuch said.

After spending almost three years at Owens Corning, she left the company in 2003 to spend more time with her family and pursue a new career, teaching PR at BGSU. She began teaching full time in 2004.

"I was working for Owens Corning when I had to go to China, during the SARS outbreak which started in 2002. I didn't want to leave my firstborn child, so I talked to Terry Rentner, chair of the Department of Journalism, about a job opening here at BGSU," Hagenbuch said.

Hagenbuch said she was tired of the lifestyle of the public relations industry and she wanted to teach.

"I was an adjunct professor here and so I wanted to continue my teaching career. I love it; it is great exposure and I love to interact with students."

Today, she spends her time teaching students how to prepare for the real world. She wants them to be able to combat the challenges they will experience in the public relations sector.

"Julie has given me the basic understanding of public relations; what it is and how it works," said Ashley Ruffing, a public relations major. "I think the biggest thing she taught me is that PR is not all about textbook definitions and examples; it's about real world experience. Julie has helped me form an idea of what to expect in the real world after graduation."

Brittany Norton, a telecommunications major, said Hagenbuch prepared her for the PR field by advising her through her Principles of Public

Relations class and through the Public Relations Student Society of America.

"This is helpful to make contacts, as well as, getting a helpful insight on how the PR field is currently and what PR students have to look forward to," Norton said.

Besides teaching public relations classes, Hagenbuch also gives students hand-on experience dealing with crisis communications, which she had to deal with at Owens Corning.

"Crisis is not bad. It's an opportunity. When you work in the crisis PR, you may think it's the end of the world, but it's not. When you are working on damage control, the outcome will be better than before where you stood in relation to the company," Hagenbuch said.

Ruffing and Norton said the biggest challenge that Julie prepared students for is crisis communications. Both were required to do a mock press conference in Hagenbuch's class. They were assigned a fake company, were required to make up several fake crises, then real reporters questioned them about the event.

"This was a very nerve-wracking experience, especially because we really had no idea what to expect," Ruffing said.

Norton said when dealing with crisis communications, one must be on the ball and to be prepared to expect anything that the media throws out at you.

"I was surprised at how unprepared I felt during the mock press conference, but as a result I learned a lot from the experience," Norton said.

In addition to crisis communications, Hagenbuch shares her most crucial tip to students; knowing how to write proficiently. Even alumni have commented on her key tip.

"Students must learn how to write. If you can't, don't go into the field. You need to practice as it's a key to your success," Hagenbuch said.

According to Ruffing, Julie taught her that writing and communicating are crucial to surviving in the world of PR.

Hagenbuch also suggested to her students to make sure they stay up with the technology; social media in the PR field is huge.

"When I was working in PR, this was before the Internet, so we would have to fax press releases one by one. Internet today is vastly different than when I was in the field," Hagenbuch said.

Two alumni said technology has influenced the PR field.

"Employers are looking for media savvy, self-starting individuals with a strong drive to go above and beyond the required. Being detail-oriented and able to creatively think outside the box doesn't hurt, either," said Greg Kohlreieser, who works as a PR specialist for the American Truckers Association.

Alumna Sara Fortner said, "Staying on top of what is the new thing. Clients expect you to be the social media, technology, and media guru, and it's important that you keep up with the ever changing landscape of the media worlds."

Hagenbuch said she is glad to make an impact and is confident that the students have received a healthy dose of PR and are prepared for the PR field after graduation.

2000
>> At Owens Corning, Hagenbuch deals with the company filing for Chapter 11 bankruptcy.

2002
<< Hagenbuch begins talking to Terry Rentner, then department chair, about a job at BGSU.

2003
>> Hagenbuch leaves Owens Corning to begin

2004
<< Hagenbuch joins the faculty as a full-time instructor.

2011
>> Hagenbuch marks her seventh year of teaching at BGSU.

Multimedia professor proves
he is more than just

THE NEW GUY

Fun Facts about Professor Horning

- He has trained in the martial arts, citing Ralph Marccio as his inspiration.
- Horning built all seven computers in his home.
- Horning harbored a pot bellied pig in his undergraduate dorm room.



Now that journalism is delivering news in a multitude of ways, journalism faculty members completed a curriculum revision and needed a professor who could teach multimedia journalism.

"We unofficially called it a converged journalism position," Jim Foust, department chair, said. "We were basically looking for someone who could join the faculty on tenure track and help us in our efforts to work multimedia into the curriculum."

A search committee made up of Foust, Catherine Cassara and Nancy Brendlinger started in 2009.

"We were specifically looking for someone who could use the new media, not just talk about it, but actually use it," Brendlinger said. "All of us can talk about it, but what we really wanted was an expert on it."

The committee advertised the position nationally, and Foust said between 10 and 20 people applied from all over the U.S.

At the convention of the Association for Education and Mass Communication, Foust met Michael Horning, one of the applicants for the position.

"Dr. Foust and I met last summer and he [later] contacted me," Horning said. "We talked, and he invited me out here in January when it was negative six degrees outside."

As part of the interview process, Horning taught a class and presented his research.

"They [the students] thought Mike was really engaging," Foust said. "They liked that he made specific effort to walk around the

room and help people. He had a more interactive presentation as I recall."

The faculty liked Horning as well and hired him to start this fall.

"Mike had the technical skills we were looking for," Foust said. "He had the expertise in multimedia journalism. He had professional experience in journalism, and his research agenda fits well with us. He was a great combination of all the things we were looking for."

Horning currently teaches reporting and copy editing. In the spring, he will teach copy editing and public affairs reporting, which is the print capstone course.

"My personal interest in media is in government, democracy and the role media plays in helping people understand their community," Horning said. "I'm a political journalist junky at heart who happens to think technology is kind of a cool way of helping people understand."

Besides teaching, Horning will work on finishing his dissertation.

"I have been working on my doctorate at Penn State, so I'm not a doctor yet," he said. "My dissertation is on hyper-local news. It looks at different types of local news and online news start-ups. I'm also looking at more practical things like revenue models, advertising potential and sustainability."

Research is just as much a part of being a tenured professor as the actual teaching, Brendlinger said.

"To anyone who is on tenure track, no matter how much you love to teach, you have to get research done or you will not be here," she said.

Things are going well for Horning as the first semester draws to a close.

"We're already seeing that he is a really good fit for us," Foust said. "We tend to be more low key as a faculty. We don't have a lot of egos on staff, and we're a little more relaxed."

According to Brendlinger, Horning is effective at teaching to a variety of experience levels.

"Often they don't mean to do it, but 'technoids' don't understand what you don't understand, and a lot of people don't really keep up with modern technology," she said.

Horning said working with students has been good so far.

"I haven't gotten any negative feedback," he said. "I think we're still going through the 'I'm the new guy' phase. They [the students] are still trying to size me up. I've noticed as the weeks go on, students are getting more comfortable."

Horning said he tries to be available to his students.

"I like working with my students," he said. "I don't find them annoying or an inconvenience to my research agenda. I don't want to be the professor who closes his door and hides from everyone."

According to Horning, to be a good professor, he must keep up with journalism advancements.

"I want to keep up with the changes in the journalism world," he said. "I don't want to be the guy who is talking about the newsroom in 1999. Keeping things contemporary is difficult, but I don't mind it."

Horning moved to Ohio with his wife and three young children.

"We were wondering how the girls would adapt, and they seem to like it," he said. "In the beginning, we were unpacking a sled and my daughter asked 'Daddy, where are we going to sled? Everything's so flat around here.'"

As a multimedia expert, Horning is sure to find her an answer online.



In the West Hall lab classroom, Mike Horning helps senior Nick Marlow double check his front page design during the copy editing class.

photo by Stephan Reed, '13



Alumni Newsletter

STUDENT NEWS

PRSSA STUDENTS REPRESENT BGSU AT NATIONAL CONFERENCE

By Nate Doolin, '13

Five Public Relations Student Society of American members made the annual pilgrimage to the national conference. Students Katie Chantler, Nate Doolin, Brittany Norton, Scooter Shenefield and Brandy Smith traveled to Orlando, Fla., on Oct. 14-17 for the conference titled "Perception Is Reality: Inspiring Effective Communication."

Students spent the majority of the days inside the Renaissance Orlando at SeaWorld attending workshops and seminars and hearing from professionals in the field. Key speakers at the conference were Craig Dezern, vice president of Global Public Relations at Disney Destinations; Joel Glass, vice president of Communications of the Orlando Magic; and Robert Cusick, former Director of Government Ethics for the White House.



"I thought the breakout sessions were very informative," Shenefield said. "I enjoyed hearing the stories on how students volunteered in companies as interns and how they worked their way up. It gave me a lot of encouragement to see how going above and beyond can lead to great opportunity."

The PRSA Diversity Committee hosted a mixer at JW Marriott Orlando Grande Lakes on second day where students in PRSSA and members of PRSA were able to share ideas. The mixer gave students an opportunity to freely mingle with participants in the field and practice their networking skills.

The BGSU students also visited the headquarter of Darden Restaurants while on the trip. Darden is a Fortune 500 Company and the world's largest full-service restaurant company. Students met with Kristin Kelley, Internal Communications Director, and her staff for a roundtable discussion. Kelley is a former colleague of adviser Julie Hagenbuch from Owens Corning.

The 2012 National Conference will be held in San Francisco, Calif., from October 12-16.

BG NEWS STEPS UP ONLINE PRESENCE

The BG News is printing less issues per week this year and putting more emphasis on driving readers to the website. The redesign and new focus paid off in a second place finish for the website in the national Best of Show competition sponsored by the Associated College Press. [\[READ MORE\]](#)



BROADCAST STUDENT NAMED MISS MAUMEE VALLEY

Broadcast major Janae Deleon won Miss Maumee Valley in November. The senior, who took home \$800 in scholarship money, won first place in swimwear, interview and talent.

She sang the classic Shirley Bassey love song "I who have nothing." In the fifteen-minute interview, judges asked her about current events including gang violence in Toledo.

Deleon, who topped 17 people, advances to the Miss Ohio competition in June. The Miss Ohio winner will go on to compete in the Miss America pageant.

MICHELE WY SOCKI RECEIVES INAUGURAL COLLINS SCHOLARSHIP

Journalism major MICHELE WY SOCKI (second from left) poses with Kendra and Dick Maxwell (right) after being chosen for the inaugural Robert F. Collins Sport



Media Scholarship. BGSU journalism graduate Dick Maxwell is former Director of Broadcast Operations with the NFL.

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CHANGES PAY OFF website wins award

>> The BG News staff won second place for its website, bgnews.com, in the national Best of Show Competition sponsored by the at the Associated College Press.

>> The BG News finished behind the University of Illinois.

>> The website is managed by Web editor Lauren Poff and assistant Web editor Natha Elekonich.

>> The award recognized the four-month effort where the student staff completely redesigned the website and launched a new content management system.

Less Is MORE

<<<

BG News
prints less
and steps up
online section

The BG News moved from five days of printing to three this semester and has made major advances online.

"We've had pretty good feedback from students, especially about the website," Asia Rapai, editor-in-chief of the BG News, said. "Someone told me, 'I didn't even know you had a website,' and they were surprised that we're using Twitter."

Director of Student Publications Bob Bortel said there was a mixed reaction from alumni. "We had some alumni bemoan, and some said we're ahead of the game," he said.

Bortel, who has been with the BG News for more than 30 years, said that this is not the first time the BG News as changed how it has printed. In the past, the BG News has printed monthly, weekly, five days a week, four days a week, three days a week, and even two days a week.

The BG News is self-sufficient, and funding was the main reason behind the reduction.

Bortel said they were simply not receiving enough print advertising to run five days. "Sites like Craigslist have hurt advertising like common classifieds," he said.

The shift to a stronger online presence necessitated the change to a new content management system. The BG News contracted with townnews.com.

Students constructed the website over the summer using

the new system and completed the project in August.

"Going into the fall we had a lot to think about," Rapai said. "We were anxious to know how we were going to learn and manage this."

Bortel said the changes are helping the students actively participate in news, helping them be better rounded.

He said the new system has also opened more opportunities for students to get involved on the staff. "Our goal is to still try to continue to create a contemporary learning environment for students while continuing to be a quality news organization at BG," Bortel said.

Rapai, too has seen the benefits of the new website. "It's simple, cleaner looking and easier to understand and use," she said. "There are many options for the tools to tell a story and infinite space. It's gotten us thinking creatively and think-

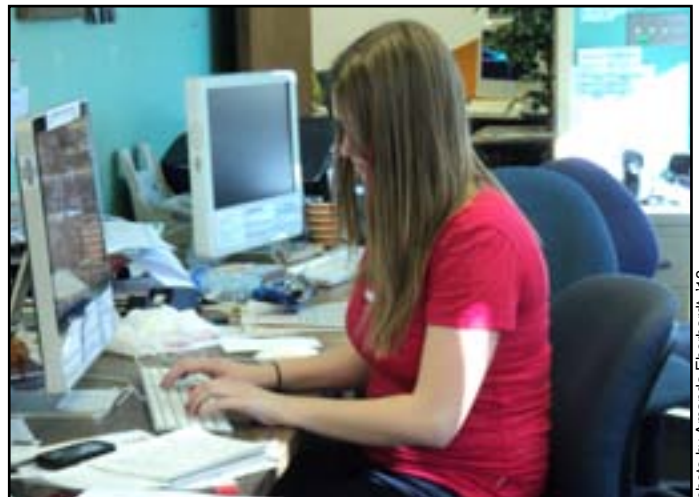
ing about how we define our print and Web version."

The BG News is also currently working on a BG News application for Apple iPad and iPhone and Android phones.

"We currently have a mobile site, but we're still shopping around for a company that will help us make the app happen," news editor Max Filby said. "We're hoping to have it by the end of the year and next semester."

The BG News is also incorporating social media tools. Readers can like the Facebook page or follow them on Twitter to receive news and updates about campus and the Bowling Green community.

"We're using more and more social networking," Filby said. "Let's face it; today it's unlikely that students will pick up an actual paper so we're trying to connect with them in other ways."



In the newsroom, Danae King, assistant Pulse editor for the BG News, works on a story.

photo by Amanda Eberhardt, '12



Alumni Newsletter

DEPARTMENT NEWS

NEW STUDENT GROUP FOCUSES ON ONLINE NEWS

Last spring, a few students decided to go where no one had gone before— at least on an Ohio college campus.

The group began a student chapter of Online News Association, the very first on an Ohio college campus.

"We're trying to grow and start doing things," adviser Dave Sennerud said. "This is like walking on a high wire, though, we're trying to test out some experimental waters here."

He said ONA is the first of its kind in that it is the only journalism or public relations organization focusing solely on Web media.

"It's doing well," Brian Bohnert, president, said. "It's still in the early stages, but I think we'll do just fine. It's just a matter of getting people to know about us. We're a brand new organization."

The officers met early in the semester to plan activities. One event was a video conference with Steve Spears, online entertainment editor at the St. Petersburg Times.

On Dec. 8, students gathered in Olscamp Hall to talk with Spears via video about his transition from being a print reporter to creating a blog and podcast.

"When I started I started as a copy editor and the Internet department was literally two people," Spears said.

About writing a daily blog, Spears said, "Someone told me once the key to blogging is writing just enough to keep people coming back for more."

Following on the success of the Spear's talk, the group hopes to host workshops and special guests, including alumni, in the online news field.

Vice president Asia Rapai said, "The Internet is where news is really headed so to have an organization like ONA is really cool and unique to campus."

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Alumni Newsletter

GUEST SPEAKERS



Sept. 21, 2011

"Getting Your First TV News Job"

Joe Stoll, Ben Roselieb, Colleen Wells, Scott Langenderfer, and Maia Belay

WTOL-11 Toledo News



Oct. 18, 2011

"The Black Press: Yesterday and Today"

Fletcher Word, publisher/editor of Sojourner's Truth

Felecia Ross, The Ohio State University

Patrick Washburn, Ohio University

Earnest Perry Jr., University of Missouri



Nov. 22, 2011

"Computer Assisted Reporting: Using Census Data in Stories"

Rich Exner

(Cleveland) Plain Dealer

Nov. 28 and 30, 2011

"Making the Most of Your Linked In Profile"



Allen Mireles

Marketing and Communication, Whitehouse, Ohio





Alumni Newsletter

DONATION FORM

[\[Link to Printable form \(pdf\)\]](#)

**Choices for your gifts to
Journalism and Public Relations at BGSU.**

Enclosed is my gift of: ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 ☐ \$_____

I would like my gift to be used for:

☐ Dennis Hale Memorial Scholarship 30-001854

☐ Canary Scholarship* 30-000165

☐ Carrier Scholarship* 30-000300

☐ Finney (GILPA) Scholarship* 30-000235

☐ Fisher Scholarship* 30-000203

☐ Goodman Scholarship 30-000986

☐ Gordon Scholarship* 30-000472

☐ Murray Scholarship* 30-000796

☐ Walker Scholarship* 30-001171

☐ Alumni Board Scholarship* 30-0001686

☐ Press Club Scholarship* 30-000322

☐ Annual School of Media and Communication awards or projects in Journalism and Public Relations Department* 30-000502

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