

ALUMNI Newsletter

• JOURNALISM •

BOWLING GREEN STATE UNIVERSITY • SPRING 2005



photo courtesy of Catherine Cassara

Chuck Hoy, Catherine Cassara, Nancy Brendlinger, Dennis Hale and John Warren pose for a group picture in Opatija, Croatia, where they were experts for the U.S. government's academic collaborative initiative.

Faculty went to Croatia to teach media skills

The screen saver on Catherine Cassara's computer is a series of photographs she took in Croatia, a relatively small souvenir from the trip she spent six months organizing. Although Croatia isn't on the top of the list of places most Americans plan to visit, Cassara thoroughly enjoyed her time there. "I would go there again in a moment," she said.

In May 2004, Cassara led a team of five School of Communication Studies faculty members to teach media concepts to U.S. foreign service officers. Accompanying Cassara on the trip were Nancy Brendlinger and Dennis Hale, journalism; John Warren, interpersonal communications; and Charles Hoy telecommunications. IPC professor Laura Lengel assisted in the planning.

The two-week trip was part of the Academic Collaborative Initiative for Mission Public Information Officers, a program created by the United States Agency for International Development with the purpose of educating public information officers

from all over Asia and Europe in the field of communication.

"Government agencies like USAID fund and support the work done in communities and cities around the world, helping to build a better world," Warren said. "The communication officers are charged with an enormous task – it is their job to speak to multiple audiences."

As this was the first year for the program, Cassara and the other faculty members had to develop the itinerary themselves. They arranged topics, invited guest lecturers such as Nicholas Wood from the New York Times, and organized field trips.

"The officers were eager students. They really cared about what they were doing," Cassara said.

The group was asked to participate in the program by alumnus Brock Bierman, bureau chief of the USAID Bureau for Europe and Eurasia.

In September, they each were presented with the U.S. president's Volunteer Service Award.

by Allison Halco, '05

New director visits, speaks on research

A lecture and reception in late April introduced Oliver Boyd-Barrett as the new director for the school.

"Boyd-Barrett's coming brings a scholar of exemplary international stature to lead one of the largest units in the College of Arts and Sciences," Joseph Frizado, interim director of the School of Communication Studies, said.

Boyd-Barrett has been teaching at California State Polytechnic University, Pomona, and will start here July 1. He said, "The main attraction for me is the national and international prestige and strength of Bowling Green State University and of the School of Communication Studies."

Boyd-Barrett arrived from the United Kingdom to begin work in Southern California in May 1998. His wife, Leah, was born in Kansas, but was raised in France and the United Kingdom. Boyd-Barrett said they are looking forward to exploring the



*Oliver
Boyd-Barrett*

northwest regions and learning more about Ohio. They have four children.

"This is an exciting time to join the School of Communication Studies," he said.

"The reintegration of telecommunications, alongside interpersonal communication and journalism, gives us greater leverage for anticipating and responding to changes across the communication industries and professions, including those of technology convergence and innovation."

by Dana Yonke, '06

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Broadcast
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studies

Reaccreditation tops success list, need for scholarship support rises

Dear Alumni:

I would like to introduce myself as the new chair of the department of journalism. While new at this position, I am not new to BGSU. I have been a faculty member since 1987 and headed the public relations sequence. On behalf of the faculty, I would like to thank Nancy Brendlinger for her nine years of service to the department. Brendlinger now serves as our undergraduate academic adviser and meets with each of our 115 new students each semester.

The most exciting news I have to share is that the department has received reaccreditation from the Accrediting Council on Education in Journalism and Mass Communication. This means that we will continue to be among the top journalism programs in the nation for the next six years. What a great opportunity to brag



from the Department Chair

about your journalism education!

Adventurous would probably best describe both faculty and students this past academic year. Brock Bierman, Chief of Staff, Bureau for Europe and Eurasia, U.S. Agency for International Development, presented awards to six faculty members from journalism and the School of Communication Studies for their work in Croatia in May 2004. Catherine Cassara, Brendlinger and Dennis Hale provided training in basic communication skills to public information officers from USAID missions across Europe and Eurasia.

Our students traveled to New York

City for the Public Relations Student Society of America conference and to Paris for an international journalism workshop.

Top-notch speakers and programs this year included Juan Williams, senior correspondent for NPR and political analyst for the FOX News channel. In April we hosted 16 sessions as part of Communication Studies Week, featuring speakers from as far away as Ontario, Canada and Tunis, Tunisia. The week ended with our annual journalism awards ceremony where we inducted two alumnae into the Journalism Hall of Fame, sponsored by Kappa Tau Alpha, the national journalism honorary society. Martha Vetter, owner of Roman/Peshoff Marketing Public Relations in Toledo, and Wilma Smith, anchor for FOX News in Cleveland, were this year's recipients.

While students and faculty delight in the many successes this year, we face one major challenge. Support for journalism scholarships has dropped significantly, and with the cost of education continuing to increase, scholarships are one of the best ways to help our students. I ask you to consider scholarship contributions to the department of journalism. For those of you who contribute regularly, we sincerely thank you for your continued support.

I hope you enjoy this newsletter, and feel free to drop me a line any time.

Sincerely,
Terry L. Rentner

ALUMNI Newsletter • JOURNALISM •

BOWLING GREEN STATE UNIVERSITY • SPRING 2005

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The Alumni Newsletter is an annual publication of the Department of Journalism and is mailed free to all graduates of the program. Its purpose is to keep everyone informed about happenings, achievements and other news of department faculty, students and alumni. If you have news, questions or comments, write us at the address below.

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**school of communication
studies**

Group travels to Paris for media seminar



photo courtesy of Catherine Cassara

Journalism professors Nancy Brendlinger and Catherine Cassara pose with 20 BGSU students in Paris. From March 20-25 the group attended the International Media Seminar at the American University of Paris. Prior to the biennial trip, students take JOUR 475, Perspectives on International Media, and JOUR 495, Specialized Journalism Issues. This group was the largest group to date. "This trip is an important learning experience, a chance to learn a lot about yourself," Cassara said.

Grant awarded for international partnership

New program will link BGSU, Tunisian students and professors

Journalism professor Catherine Cassara and interpersonal communication professor Laura Lengel have been awarded a \$100,000 grant from the U.S. Department of State for the 2004 U.S. – Middle East University Partnerships Program.

Bowling Green State University's commitment of time, money and resources bring the grant program total to \$330,000, the highest cost share of any of the seven projects funded through Middle East Partnerships Initiative in October.

Cassara and Lengel, U.S. partnership directors, will work with faculty across three colleges: Arts and Sciences, Education, and Continuing and Extended Education. They will develop and implement a multi-university partnership between BGSU and the Institut de Presse et des Sciences de l'Information Université de la Manouba, Tunis, Tunisia.

The program strives to create greater knowledge in world communication across the Middle

East region.

The MEPI program is designed to establish programs in communication and journalism that will last for years beyond the grant period. The program stresses civil society, international environment studies, societies in transition, global economics and women.

Cassara and Lengel traveled to Tunisia in March to begin the program. Along with other U.S. partnership team coordinators, they conducted a workshop on media, journalism and online learning skills building.

"Our goal for the workshop was to establish a working relationship with our peers there and their students," Cassara said. "In addition to some introductory seminars, we met with Tunisian faculty to talk about how BGSU's faculty and students can contribute to IPSI's efforts to prepare their 2,000 plus students for successful careers that will contribute to their country's efforts

and development. At the same time, there will be great opportunities for our students to develop professional and personal relationships with students from North Africa."

IPSI students will also have the chance to study at BGSU in a summer workshop on women, media and democracy which will include U.S.-based media internship programs.

A new communications curriculum at IPSI, developed as a result of the program, will include a degree in international and democratic media.

"There is no more important time and no more important place to engage in a media and journalism MEPI program than in Tunisia," Lengel said.

Part of this importance is due to the fact that the second phase of the United Nations World Summit on the Information Society will be held in Tunisia this November. Lengel was a delegate at the first phase in Geneva.

by Matt Neimesch, '06

DR. KATHY BRADSHAW

Local television news organizations interview students for internships

For the third year in a row, Kathy Bradshaw arranged for representatives of local television news organizations to interview broadcast journalism students on campus for TV news internships in Toledo. For the first time this year, all four stations (ABC, CBS, NBC and FOX) sent representatives to campus.

Bradshaw led the efforts for a reception honoring the top student paper winners at the annual Association for Education in Journalism and Mass Communication convention in Toronto, Canada. She also presented research there titled "Local Television News Anchors Usual Tasks: Managing, Reporting, and Presenting." She was elected to a national office on AEJMC's standing committee on research.

Bradshaw and Jim Foust, and their Ohio University colleague Joseph P. Bernt, had their article, "Local Television News Anchors' Public Appearances," accepted for publication in the Journal of Broadcasting and Electronic Media.

Bradshaw also presented research at the American Journalism Historians Association in Cleveland.

DR. NANCY BRENDLINGER

Brendlinger finishes term as department head

Nancy Brendlinger completed a nine-year tenure as chair of the department and moved into a new role advising all pre-journalism students. Under a new departmental advising plan, all incoming students will be advised by Brendlinger and then reassigned to an adviser in their sequence after they complete the first writing course.

Besides advising, Brendlinger teaches magazine and feature writing, reporting, international

journalism and journalism in the movies. She also teaches a freshman course outside of journalism, Introduction to International Studies.

In March, Brendlinger traveled to Paris, France, with 28 students and faculty from the School of Communication Studies to attend the International Media Seminar at the American University in Paris.

Earlier in the year, Brendlinger received a Presidential Service Award along with five other faculty members from the School of Communication Studies for their collaboration with the United States Agency for International Development. The group went to Croatia from May 1-15, 2004, to train U.S. Agency for International Development public information officers in communication skills.

DR. CATHERINE CASSARA

International travel highlights year

Three major endeavors highlight the year for Catherine Cassara.

Cassara was awarded grant money to work with the Institut de Presse et des Sciences de l'Information Université de la Manouba, Tunis, Tunisia. In the first phase of the program, she traveled to Tunisia in early March. This summer she will teach a three-week workshop for students from Tunisia who will come to BGSU.

From Tunisia, Cassara traveled to Paris, France, to lead a delegation of BGSU faculty and students attending the International Media Seminar at the American University. This was Cassara's third trip to the seminar.

In September, Cassara received a Presidential Service Award along with five faculty members from the School of Communication Studies. Cassara led the team as part of a collaboration with the United States Agency for International Development. The group traveled to Croatia to train U.S. foreign service officers to be better communicators.

DR. VICTORIA EKSTRAND

Ekstrand works to improve diversity

Assistant professor Victoria Ekstrand is head of the public relations sequence. She teaches the introduction to mass communication course and the journalism law and ethic course. She has also taught various public relations courses.

Ekstrand said her favorite class to teach is law and ethics because that is her research passion. She said she loves getting her students enthused about the law.

This year she published the book "News Piracy in the Hot News Doctrine."

Ekstrand serves as a faculty senate representative as well as diversity representative for the department. As part of that assignment, she has been working closely with The Obsidian, the multicultural magazine on campus.

She serves on the Florence and Jessie Currier committee which is responsible for bringing national journalism speakers to campus. She also worked on the search committee for the new school director.

DR. JIM FOUST

Foust publishes two textbooks for college

Jim Foust had two textbooks published during 2004. The first, "Video Production: Disciplines and Techniques" (ninth edition), was published by McGraw-Hill. The book, co-authored with Lynne Gross and Thomas Burrows, is used in hundreds of colleges and university television production classes around the world.

The second book, "Online Journalism: Principles and Practices of News for the Web," was published by Holcomb Hathaway. This book is designed for journalism professors who are teaching courses involving Internet journalism.

DR. DENNIS HALE

Hale studies state Supreme Courts

Dennis Hale, a professor at the university for 25 years, is currently on faculty improvement leave. Since fall 2004 Hale has been conducting a study on metropolitan newspapers and how they cover the decisions of state supreme courts. His study includes 32 newspapers in 32 states and how efficient they are in their reporting. He found that the overall quality of court reporting was in need of improvement. Hale presented his findings to a conference of journalism educators in March in Athens, Ga.

Another topic of interest for Hale has been 10 years in the making. It involves the highly publicized libel case of 1964, *New York Times v. Sullivan*. This case changed the way that libel suits were looked at in the media. Hale said theoretically this case should have reduced the number of libel cases. In fact, the cases have increased almost 200 percent and Hale is curious as to why this has happened. His research would involve examining why such is the case.

DR. TERRY RENTNER

Rentner begins as new department chair

Terry Rentner has taken on a new role this year as the department of journalism chair. Previously, Rentner was the public relations sequence head.

Since joining the faculty in 1987, Rentner has been the adviser for BGSU's chapter of the Public Relations Student Society of America. In October 2004 Rentner took a group of students to the Public Relations Society of America National Conference in New York City to attend workshops on ethics, writing, design, technology and professional development.

In addition to being the PRS-SA adviser, Rentner has published chapters in three public relations books this past year. She also continues her research project: Bowling

Green State University High-Risk Drinking Prevention Program. This national-award winning research project is in its eighth year and is funded by a grant from the Ohio Department of Alcohol and Drug Addiction Services.

Rentner, an associate professor, teaches public relations courses on the undergraduate level and persuasion and pedagogy courses in the School of Communication Studies at the graduate level.

DR. MELISSA SPIREK

Spirek to speak on research in Japan

Melissa M. Spirek was a 2004 inductee to Beta Tau Circle of Omicron Delta Kappa, a National Leadership Honor Society that is awarded based upon faculty member's research, teaching and

service at Bowling Green State University.

She also won a \$1,000 award for her Top 3 Paper in the division of Public Opinion at the 2004 International Democracy Symposium for her single-authored article "A Meta-Analysis of the Correlation Between Media Consumption of the 9-11 Jetliner Crashes and Public Opinions About Those Who Live Within and Outside of the U.S."

With co-authors Kefa Otiso and Bruce Smith of the geography department, Spirek's 2004 publications also included the article "Communicating Geography Through Newspaper Maps in Papers of Applied Geography."

In early May Spirek presented her research at Waseda University's College of Business in Tokyo, Japan.



photo by Laura Lengel

Catherine Cassara stands with Mohsen Hamli, of the Institute de Presse et des Sciences de l'Information, Tunis, Tunisia, as he shows off the BGSU T-shirt he received during the School of Communication Studies' awards ceremony at the end of Communication Studies Week. Hamli, who works with Cassara as part of the Middle East Partnership Initiative, was a scholar-in-residence during the week. He led sessions on globalization in international journalism, media diversity and the role of women in the Middle East.

see MEPI story on page three

speakers share Canadian perspective



In a special lunch with BG News and Unigraphics staff members, Walter "Jack" Soderlund, from the University of Windsor, and Jeffrey Simpson, national affairs columnist for the Toronto Globe and Mail, share their views on media and their work in Canada. Simpson, who received all three of Canada's leading literary prizes and was appointed an Officer of the Order of Canada for his lifetime achievements in journalism, spoke later in the evening to a larger campus group. In his speech, which was sponsored by the Florence and Jesse Currier Endowment and Canadian Studies, he talked about the relationship between Canada and the United States and how Canadians need to continue to address U.S. concerns.

photo courtesy of Linda Fritz

Former faculty members stay active in journalism

EMIL DANSKER

Dansker recognized in Cincinnati Hall of Fame

Emil Dansker is living in official retirement in Cincinnati, where he has been elected to the Cincinnati Journalism Hall of Fame. He continues as an adjunct professor at The Union Institute and University as well as a consultant in the restructuring of its graduate program. He also is a member of the board of the Greater Cincinnati Chapter of the Society of Professional Journalists.

Dansker is also involved in program and other volunteer work at Isaac M. Wise Temple and the National Underground Railroad Freedom Center and is a member of two committees working to research and compile the history of transportation in the area based upon his interest in railroading and his former work as aviation writer for The Cincinnati Enquirer.

His travels have included Israel and Eastern Europe and a Lewis & Clark National Geographic trip on the Columbia River. In April 2005, Dansker fulfilled a 65-year-old dream

of visiting the ancient Nabatean city of Petra, the legendary city carved in stone in what is now Jordan.

Dansker was recently inducted into the Lincoln High School Hall of Fame. He graduated from Lincoln, located in Vincennes, Ind., in 1948.

His wife, Donna, continues her work as a family mediator. Of their six children, two are attorneys, two are in the travel industry and two are advertising account executives. They also have 10 grandchildren.

HAL FISHER

Fisher helps edit texts

After retiring, Hal Fisher taught part-time for several years at Linfield College in McMinnville and George Fox College in Newberg.

Although he is no longer teaching, he has in recent times edited several books. One book was written by Osabuhem Amienyi, who was in Fisher's graduate course classes and now teaches radio and TV courses at Arkansas State.

Robert Agunga, a friend of Fisher's from his conference experiences, wrote another book edited by

Fisher. Agunga teaches Human and Community Resource Development at The Ohio State University.

"My association with both have brought me much personal satisfaction and have helped me to keep in touch with recent developments in the field of communication as I slow down in my academic activity," he said.

Fisher said he and his wife also provide scholarships to promising BGSU students. "Our nation's future lies with them," he said. "Now that I'm into my 80s, I'm finding there's no substitute for mental stimulation to keep oneself alive and well academically."

RAY LAAKANIEMI

Tiffin University new home for former prof

Ray Laakaniemi sent a brief e-mail message saying he has flunked retirement. He is teaching journalism and speech at Tiffin University.

His wife Karen is a Certified Nurse Midwife with Mercy Hospital in Willard. His son, Brian, is a Navy flight surgeon.

compiled by Tonielle Neal '06

2 alumnae honored for accomplishments

Wilma Smith, news anchor at WJW Channel 8 Fox in Cleveland, and Martha Vetter, president of Roman/Peshoff Marketing Public Relations, were inducted into the Journalism Hall of Fame sponsored by Kappa Tau Alpha, the national journalism honorary society.

Kappa Tau Alpha HALL OF FAME

Smith, who was unable to attend the spring ceremony, received her bachelor's degree from BGSU, majoring in both speech and English. In 1970, she received her master's degree

from the School of Journalism with a focus in broadcast journalism.

Her earlier broadcast story begins in Richmond, Va., as host and producer of a daily talk show, "The Wilma Smith Show." She anchored the 6 p.m. newscasts, giving her the distinction of being Virginia's first anchorwoman in primetime.

She returned to her Cleveland home in 1977 where she has been with Channel 8, then a CBS affiliate.

Before that, Smith spent 17 years at WEWS as the 11 p.m. anchor.

In 1999, Smith was voted Cleveland's favorite celebrity and the City of Cleveland's Distinguished Woman of the Year. She was honored with the Greater Cleveland Woman of Achievement Award by the YWCA.

She has appeared on the cover of Cleveland magazine an unprecedented five times. Among her numerous broadcast awards are 10 Emmys for excellence in television work. She is a member of the Ohio Television/Radio Hall of Fame.

The second inductee, Martha Vetter, graduated with a bachelor's degree in 1982 from what was then the School of Journalism. She received a master's degree in business and organizational communication from the University of Akron.

In 1993, Vetter and two women she worked with at a Toledo-based marketing PR firm felt they could serve their clients better and more efficiently on their own. On July 3,

they formed Roman and Wilson and Peshoff, now Vetter. They started with a handful of clients and one employee.

Twelve years later, Vetter is the sole remaining owner of the company that now employees 25 and annually bills \$5.5 million. The firm is ranked in the top one percent among 600 nationally ranked ad agencies and PR firms.

Vetter has won numerous awards including the Silver Anvil Award, the most prestigious award given by the Public Relations Society of America. In 1998, she was recognized as a "20 under 40" honoree by Arthur Andersen, highlighting her success as a young business leader.

At the recent ADDY awards, Roman/Peshoff and clients snared eight honors: four Golds, one Silver and three Honorable Mentions.

Vetter is on the board of the Toledo Humane Society and the Journalism Alumni board.

information from Terry Rentner

Alumnus receives college award

Bowling Green State University's Accomplished Alumni is given to four College of Arts and Sciences graduates every other year. Jeffrey Shore was one of the recipients for 2004. Shore, who received his bachelor's degree in English and journalism in 1975, resides in Los Angeles and is the senior vice president of production for E!

Shore has produced pilots including "Star Dates," "The Anna Nicole Show," "It's Good To Be" and "Style Court." He was also executive producer and creator of the "E! True Hollywood Story," the highest rated series in E!'s history.

He is a member of the Dramatist's Guild, Writer's Guild, Director's Guild and Academy of Television Arts and Sciences.

Shore received nominations for three Emmy Awards, multiple Prism Awards and several Gracie Awards. "True Hollywood Story" was



Jeffrey Shore, '75

chosen for Entertainment Weekly's "It" list in 1998 for achievement in biographical television. Shore is also the co-captain in Comcast Cares day, where E! employees painted, planted, and spruced up a local elementary school.

by Dana Yonke '06

Trustee Leon Bibb completes his term

On April 1 the university's board of trustees said farewell to one of its members, Leon Bibb. Bibb had served on the board for nine years.

In his final board meeting on April 1, a resolution was passed honoring his service to the university both as an alumnus and a trustee. Bibb thanked President Sidney Ribeau for creating the values initiative.

Bibb received his undergraduate degree from the School of Journalism in 1966 and his graduate degree in 1972.

Bibb can currently be seen as anchorman on WEWS-TV 5 in Cleveland.

by Tonielle Neal '06

Campaigns course gives students jump start on real world experience

Some students complain that nothing they learn in school relates to real world experience. Those students would be hard pressed to find anything closer to a real job then the project presented to students in the public relations campaign course.

At the beginning of the semester, students were divided into agencies and one student was appointed as account executive of each agency, a role that requires a great deal of time and commitment.

"It is definitely a challenging, yet rewarding experience," Sarah Forney, account executive, said. "It is a lot of work, but you get a great opportunity to prove to yourself, and others, just how successful you can be."

The agencies compete against each other to win the business of a real company. In recent years, all the clients have been on campus. They have included the Wellness Connection, the Health Center and the Counseling Center.

However, two years ago a new chain of events was set into motion. Terry Rentner, the public relations sequence head, was at the Public Relations Society of America

National Conference in San Francisco when she met with Jennifer Parker, a BGSU graduate, of the National Association of College Stores.

NACS is the professional trade association representing the \$11 billion collegiate retailing industry. By the end of breakfast the decision was made that NACS would be an ideal client for the students in the public relations campaign course.

NACS needed the students to develop a national campaign to improve the perception students have of college stores.

The partnership was a success, and Parker's group was so pleased with the outcome that they returned as a client this spring semester.

This time, NACS asked the students to develop a national campaign to improve the relationship between faculty and college stores.

Rentner said many faculty members have had poor experience with college stores and many believe that college stores gouge students on textbooks.

She said many also believe college stores' operational expenses are subsidized by their institutions,

and that stores therefore make money twice.

With NACS and the university bookstore, the students developed a campaign that would help put these misconceptions to rest.

Student groups were given \$300 for proposal preparation and NACS provided the opportunity for all four student account executives to attend the NACS national conference in New Orleans.

This way these students could get a firsthand account of what happens there and hopefully get a better feel for how to represent their client.

"It was a great avenue for us to gain insight and understanding of the college store business and to network with professionals in the business," account executive Meg Peters said.

Peters liked the experience. "I believe that this campaigns course is one of the many factors that separates the journalism program here at BGSU from many others," she said. "I feel very confident in the skills that I have developed personally, better preparing me for a successful career in public relations."

by Mike Detling, '05

BG24 News broadcasts charity event



For the second year in a row, BG24 News delivered 33 hours of live Dance Marathon action. This year's production was a huge advancement compared to 2003, when BG24 News provided 12 hours of coverage for the event.

Dance Marathon is a campus organization that joins the Children's Miracle Network in holding a 32-hour fund-raising event at the BGSU student recreation center.

According to Jay Schell, executive director of DM Live 2005,

the production required two to three months of prep time. "I am happy that we are able to do something very few, if any other college groups in the country do," Schell said.

Two other main leaders for the production were Rebecca Baldwin, who was the executive producer, and Kevin Tennant, who was the production manager.

Schell, Baldwin and Tennant invited anyone to participate because the scope of the broadcast required more people than just those who are involved with BG24 News. Students from journalism classes and campus organizations worked with the staff.

Also, in order to have enough

equipment to videotape the event, the station borrowed a mobile production cart from WBGU-TV.

During DM Live 2005, live footage was shown on Time Warner Cable, Channel 6, and on the Web at www.bg24news.com/dmlive.

Because of the Web's reach, the program had viewers from all over, including Florida, North and South Carolina, Colorado and California.

This year was the 10th annual Dance Marathon at BGSU. The event ran from March 19-20. According to the university's Web site, students raised \$160,000 during the Dance Marathon weekend.

by Kristen Ross, '06

COMMUNICATION STUDIES WEEK

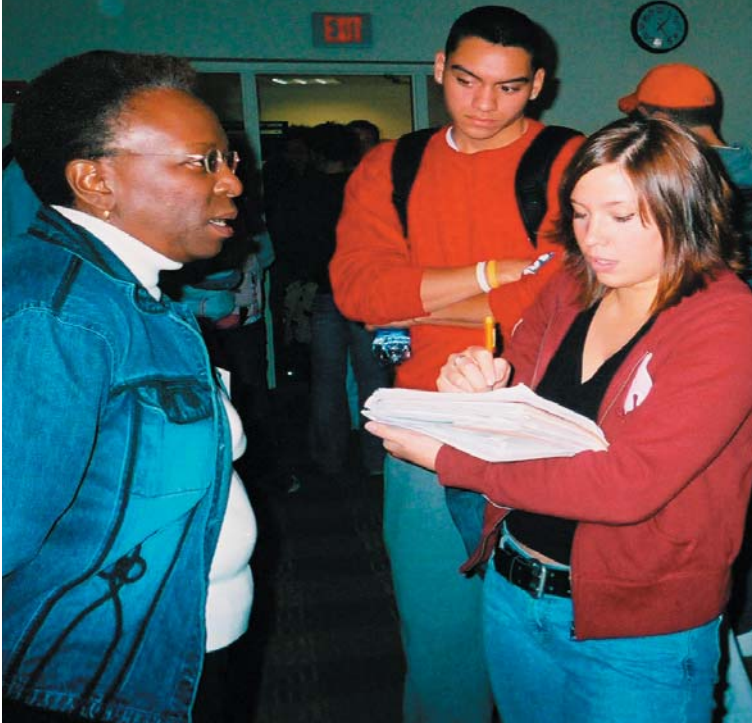


photo by Kelly Taylor

Students question Lillian Dunlap, a media consultant with the Poynter Institute, following her Wednesday afternoon session "Diversity in Journalistic Practice: Making Difference Count."

Following his Monday session "Writing for the Trade Press," Vern Henry, corporate editorial director of Advanstar Communications, talks about job opportunities with students from the feature writing class.



photo courtesy of Linda Fritz

Students make over multicultural magazine

Even though The Obsidian, a multicultural magazine, has been at Bowling Green State University since the 1970s, it has just recently started to make its mark on campus.

Victoria Ekstrand, the department's diversity liaison, referred to the recent changes as a renaissance, saying they shifted to a broader focus. "They are doing really well this year and targeting multiple, diverse groups on campus," she said. Ekstrand works closely with the magazine staff.

Allia Miller, editor-in-chief, said, "Our greatest accomplishment for The Obsidian this year has been restarting and re-facing the entire publication from nothing to something."

When Miller became editor, she started from scratch, having to design a template and recruit staff members.

She also decided to print the front cover in a variety of colors. "I chose to work with a multi-colored masthead, simply spelling out the title of the publication," Miller said.

This style was chosen because

she said it appeared multicultural, representing different races and ethnicity.

Bob Bortel, director of student publications, views the simple existence of the magazine as a great accomplishment. According to Bortel, it is rare to find such a successful, multicultural magazine published by a university students, especially in the Midwest.

"If you look to see how many universities have viable, sustained, multicultural publications, I don't know if there is any other than Bowling Green," Bortel said.

Miller said, "The whole re-facing of the publication took time and effort, but once I was supported by a staff that is as dedicated to the work

as I am, things began to flow in a positive direction."

The Obsidian, which is published monthly, runs from 12 to 16 pages.

"The purpose of The Obsidian is to provide a publication that serves as an outlet for students who are in the minority here. We look to inform, entertain and provoke intellectual thought or conversation within our reading audience," Miller said.

Although the publication focuses on the multicultural community, the staff is working to reach the entire campus. Miller said, "With the excellent assistance of dedicated students, we have turned what was almost non-existent into something people all over campus are reading."

by Kristen Ross, '06

2004-05 Obsidian Staff

Allia Miller
Editor-In-Chief

Sheena Neal
Assistant Editor

Tiffany Johnson
Layout/Design Editor

Stephanie Guigou
Layout/Design Assistant

Latoya Hunter
Public Relations Manager

Marcus Simpson
Graphic Designer

Leah Shaw
Copy Chief

New strategy means increased involvement in design society group

This year the student chapter of the Society of Newspaper Design enjoyed a revitalization under the leadership of president Carrie Whitaker and vice president Kara Hull.

Membership doubled to 16 this year with students coming from visual communications technology as well as journalism.

Whitaker said they have restructured the organization to make meetings as worthwhile as possible. The group holds fewer meetings and concentrates on bringing in professionals to address the specific interests of the group. This strategy means increased involvement.

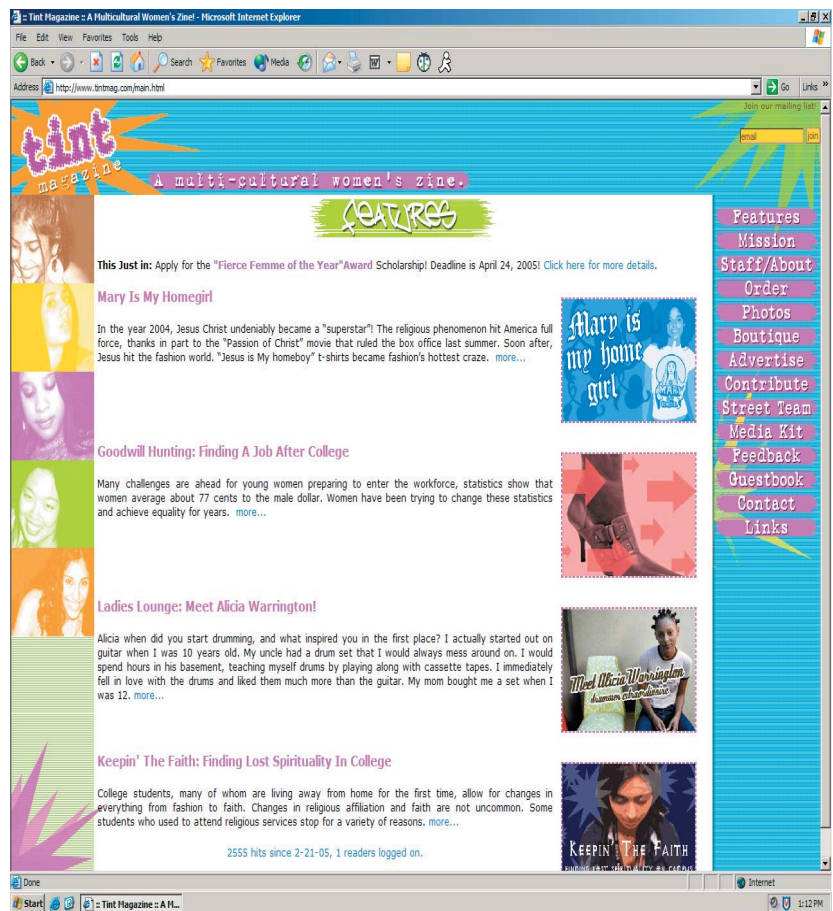
Since many of the members this year were new to newspaper design, the officers invited Kelly Taylor to teach a session on the basics of newspaper design. Taylor teaches the publication design course in the journalism department and judges design competitions for the Great Lakes Interscholastic Press Association. She showed slides of award-winning newspapers and covered ways to make the newspaper more reader friendly.

Later in the year, Frank Cucciarre, founder of Blink Concept and Design, Inc., shared his experiences working in the newspaper, magazine and commercial graphic design worlds.

Whitaker traveled to San Jose for a Society of Newspaper Design conference. Whitaker said it was fun, educational and definitely a learning experience. She said she wishes more members could attend national events but realizes funding is an issue.

For now, the group continues to welcome success close to home.

by Tonielle Neal, '06



Tint Magazine paves the way

Margarita Gaines was tired of reading publications that she, a self-proclaimed full-figured, eccentric, multi-racial girl, couldn't relate to. Where most people would shrug their shoulders and go on their way, Gaines decided to do something about it.

Gaines, a sophomore graphic design major, started Tint Magazine, an independent, non-profit online publication written for women by women. The magazine promotes awareness, culture, feminism, style and entertainment and does so in an online format as opposed to a usual hard copy. This way, the Tint staff believes they can reach a broader audience around the world.

One of Gaines primary goals is creating a publication that is not aimed at only one type of girl or personality.

"The campus is definitely intrigued

by the magazine," interpersonal communications professor Radhika Gajjala said.

Gajjala became involved with the magazine when Gaines sought her out to be the faculty adviser for the organization. Gajjala has done extensive work and research in online publications.

The staff of the magazine includes journalism majors.

"The magazine is very well done and the new technology it utilizes shows a strong message that it is claiming its own identity in very powerful ways," Gajjala said.

Gaines is the owner of the magazine but it is also a registered student organization on campus.

The magazine is published bi-quarterly and electronically at www.tintmag.com.

by Mike Detling, '06

Yearbook adds new faces

When students open the Key Yearbook this year there will be some new faces. Not just new to the yearbook itself but new to the university as well. For the first time in the yearbook's history, freshmen are now being included.

The decision was made last year by Robert Bortel, director of student publications. "I consulted with last year's editors, and we were in agreement that it is important to include as many photos as possible of students, and new freshmen are certainly a group worthwhile of representation," Bortel said.

Incoming freshmen and parents were notified of the new section by mass e-mail and postal mailings. The venture has been successful so far with about 250 to 300 freshman pictures that will be included on a four-page spread with their names and hometowns. Majors were not included because of the large majority of freshmen that come into school undecided.

"I think the freshman section is a great idea," Erin Vader, the yearbook's organization section editor, said. "It's well known in the yearbook world that people buy yearbooks for the



photo by Mike Detling.

The yearbook staff including Josh Comer, Josh Womack, Erin Vader, Justin Kear, Katie Bednar and Allison Halco go over proofs of the 2005 book.

sole purpose of seeing themselves in it. There's no way it can hurt sales."

This new venture is especially remarkable considering that the whole yearbook staff is new this year, including its editor, senior journalism major Allison Halco.

Bortel asked Halco to take on the job of Key editor.

Not only did Halco have to start work on the yearbook immediately, but also recruit most of her own staff

from the ground up since last year's staff had left.

"I chose to be involved with the yearbook because I figured it would give me great experience for a future in print journalism," Halco said. "The best part of the job is knowing that I am helping to document campus events as part of a permanent history that alumni will always be able to look back on."

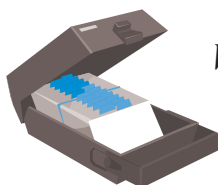
by Mike Detling, '05

Send us your BUSINESS CARD

Help us update our records.

Write your major and year of graduation on the back of the card.

Cards should be sent to the School of Communication Studies office to the attention of Linda Fritz-Glonski. The address is listed on page two or on the back of this newsletter.



***We look forward
to hearing from
you!***

Student won GLIPA scholarship twice

Melanie Campbell, a sophomore print journalism major, received a Great Lakes Interscholastic Press Association scholarship her senior year at Jefferson High School as well as her freshman year at Bowling Green State University.

Campbell was awarded the Finney & Kranz Service Award, a \$500 scholarship and a position in the School of Communication Studies as an office assistant.

"To be completely honest, my first GLIPA workshop is the main reason I decided to come to BGSU," Campbell said. "I just loved the campus and the preview I had gotten of the journalism department. I decided after the first workshop I wanted to go here and I didn't apply anywhere else."

GLIPA's program awards scholarships to high school students in member schools who plan to attend BGSU and major in journalism. Member schools are in Ohio, Indiana and Michigan.

Besides the incoming freshman scholarship, GLIPA also hands out \$200 scholarships to a rising sophomore and junior at BGSU who attended a member school and continue to give service to GLIPA or the department.

by Jenna Perrotto, '06



West Hall television studio control room gets upgrade

A crew of professors, technical support staff and students in the School of Communication Studies completed the latest phase in a long-term effort to remodel and modernize the West Hall television studio. Construction took place during a fevered three-day effort by the crew over Spring Break in early March.

Tom Mascaro, telecommunications; Jim Foust, journalism; Jim Barnes, technical support coordinator; Becky Gulden, general manager BG24 News, and Jay Schell, BG24 News technical director, removed a dilapidated temporary table where the television director and assistant director sit and a fabricated wooden table housing the video switcher and character generator.

Using funds from the BG24 News team and supplemental funding approved by the School's interim director Joe Frizado, the School purchased two professional studio consoles from the Argosy Corp. in St. Louis, Mo. The consoles contain standard rack-mount openings, which will accommodate variations on future equipment.

During the installation of the consoles, the crew also raised the floor for the director and the racks containing television monitors to improve the line-of-sight for the director. A new wood-grain Pergo floor was installed in place of the older linoleum finish, providing a long-lasting surface for the daily student traffic in the control room.

The overall project began several years ago when a video switcher, a component costing \$25,000 failed, threatening to take the daily newscast off the air and curtail class productions in journalism and telecommunications.

BG24 News executive board members approached Vice Provost Anne-Marie Lancaster who responded by supporting the emergency purchase of a replacement switcher.

Professors Mascaro and Foust, however, raised the issue then of the need for an ongoing maintenance



photos by Jim Barnes



Floored. In preparation for the placement of two new consoles, BG24 General Manager Becky Gulden and telecommunications professor Tom Mascaro attach the subfloor to the area where the television director and assistant director sit in the West Hall television studio.

Take Measure. Journalism professor Jim Foust installs the new flooring made of wood grain Pergo, to replace the old linoleum flooring.

program to replace outdated equipment. Through a series of consultation meetings with their department heads and key WBGU personnel Mascaro and Foust developed an inventory, life-cycle chart, and plan to systematically replace outmoded equipment

During a December semester break, Mascaro redesigned the configuration of the West Hall control room to improve the layout, which paved the way for the recent installation of the consoles.

At that time, insufficient funds prevented installation of a new console, so a temporary table was clamped to the floor. A few years later, Schell volunteered to work as an apprentice engineer under the guidance of Barnes.

Schell, Barnes and other students replaced wiring between the television monitor racks and the other engineering equipment. This

was a key step facilitating the final construction of the flooring and installation of the consoles.

The control room is used for all television studio classes, including TCOM 263, and some journalism classes. Additionally, BG24 News broadcasts at 5:30 p.m. on Wednesdays, Thursdays and Fridays during the semester. Visitors are welcome during the BG24 newscasts.

The faculty-staff-student crew hopes the next phase of development will see an upgrade to HDTV, high-definition television cameras.

by Tom Mascaro

Contributions for further upgrades to the West Hall studio can be made by using the contribution form on the back page of this newsletter. Your continued support of our programs is very much appreciated.

BG News stays on cutting edge with upgrade to Adobe InDesign

With certain aspects of technology becoming obsolete within a matter of not only years, but months, it can be a difficult task keeping up with these changes. Keeping up with these changes means moving on to better, more efficient ways of working on a project. The BG News is one organization that has been able to stay on the cutting edge of technology.

InDesign is the new program that is making the lives of the newspaper staff easier. Although the current staff would love to take credit in preparing the paper for the transition from QuarkXpress to Adobe InDesign, the dues are to be paid to last year's staff. In particular, the summer staff of the BG News.

Editor-in-chief Carrie Whitaker, said last year's summer staff set the ball rolling, with the bulk of the transition being made in the fall. Whitaker said the fall 2004 design editor, alumna Ashley Nehls, helped the staff to make this momentous transition.

The BG News is one of only a few college publications that are using InDesign.

"When going to conferences professionals are surprised that we are already in InDesign," Whitaker said. She said people are impressed with the BG News' switch. This keeps the staff of the BGNews "competitive with other papers."

by Tonielle Neal '06

BGNews Awards

Students wins SPJ excellence awards

Two print sequence students and the staff of the BG News were honored with Society of Professional Journalism Region 4 Mark of Excellence awards.

Elliott Schreiner and Kara Hull took third place for their article titled "BG recalls Richardson."

The BG News staff won a second place in overall editorial writing.

The newspaper was also recognized as the best overall college newspaper for Region 4.

The BG News will compete this summer against the other regional winners for national recognition.

Honors &

BGSU Press Club

Jessica Battiato, Laura Beining, Shaneia Caldwell, Alex Fullencamp, Stephanie Guigou, Sarah Haberecht, Tami Herman, Matthew Maynard, Stefanie Melvin, Danielle Tanner, and Katherine Warchol

GLIPA

Matthew Clark

Harold & Elaine Fisher Undergraduate Scholarship

Adonna Blasko
Andrew Young

Spencer Canary Scholarship

Valerie Okonieski

SCS Award for Excellence

Laura Hoesman

Walker Scholarship

Matthew Clark
Greg Kohlrrieser

Larry and Fran Weiss Scholarship

Colleen Verbus

Beverly Murray Scholarship

Kara Ohngren

Joan & James Gordon Scholarship

Dan Crilley
Laren Weber

Department of Journalism Spring Award Winners



*Veronica Ybarra, Carrie Whitaker, Kara Hull and Martha Vetter
(see Hall of Fame story on page seven)*

Florence & Jesse Currier Endowed Scholarships

Rising Senior: Robert Moser
Rising Junior: Laura Nelson

Dr. Robert & Mrs. Barbara Cape Scholarship Foundation

Amanda Hooper
Laura Libbe
Chelsea Snyder

Waugh Award for Outstanding Senior Journalism Major

Kara Hull

Outstanding Sequence Awards

Broadcast:

Veronica Ybarra

Print:

Carrie Whitaker

Public Relations:

Monica Frost

photo courtesy of Linda Fritz-



FOCUS ON BROADCAST

Toledo job as on-air reporter helps polish skills

Students walking on campus may see a familiar face from television, Allison Brown. Brown, is an on-air reporter for the FOX Toledo news.

For the past year, Brown has been the on-air reporter for FOX Toledo's "Toledo Idol" segments, a local answer to the wildly popular FOX show "American Idol."

When she first came to BG, she wanted to be a marriage counselor. Shortly after arriving, however, the Cleveland native became friends with several students who worked for BG24, the student news station.

Brown was hooked. As a freshman she was an editor for BG24. By her second year she was a reporter. Soon, Brown was juggling multiple tasks editing, reporting and producing.

She was totally immersed when she read about a job opening at FOX News in Toledo. "I applied for an

assistant producer position, and I got the job in two days," Brown said.

Once again, Brown found herself busy with a myriad of tasks. She soon began working on the "Toledo Idol" segment, initially providing a voice-over for the program. Her role grew to on-air reporter of the segment.

In December, Brown was approached about a job doing weekend reporting. Brown admits at first she was overwhelmed by the prospect of becoming a reporter. She had to work long hours on the weekends and balance her school schedule.

Brown said, "I even began doing reports as a one-man band, where you do your own shooting, your own reporting, and edit the whole thing."

Professor Katherine Bradshaw said, "She is a remarkable woman. She has put in a great deal of effort to get this far this early."

After graduation, Brown hopes to follow in the footsteps of other BG24 alums such as Bob Jones and Dan Spehler, both of whom she named as positive influences.

Jones works for Toledo 11 News as its crime reporter, and Spehler has become a reporter near Dayton.

Brown one day would like to return to her hometown to work.

Of her accomplishments, Brown said, "I am most proud of trying to make someone's life better through my work. I am also proud to have had the [reporting] experience because it has given me an extra edge."

by Andre Waller, '06



ALLISON BROWN
senior

Grandmother provides inspiration for documentary

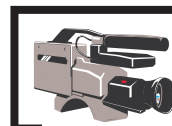
Nicole Spino certainly has stories to tell. While working on her degree, Spino's studies took her from West Africa to the Great Wall of China. In the fall of 2003, she spent a semester at sea and traveled to 10 countries.

One of her most significant trips, however, was a family vacation to California. "We went to a studio and that was when I thought, 'this is what I want to do,'" Spino said.

In her final semester, Spino produced a documentary, "Wings of Compassion," about her grandmother, Anna Lou Spino, who worked as a stewardess for Flying Tiger Airlines in the 1950s.

Spino chronicles her grandmother's story in picture and interview, using many original photographs from the era and postcards from Anna Lou's collection.

Anna Lou had never stepped



NIKI SPINO
senior

foot on an airplane when she first decided to leave Ohio and attend flight attendant school in New York. "She basically got up, left home, and took this train to New York City because she saw an ad in the back of a magazine," Spino said.

Flying Tiger was started by World War II pilots who were out of work when they returned home. It began as a cargo airline, but eventually took on passengers, which is when Anna Lou became a flight attendant.

Anna Lou took part in the historical Korean baby lift and the Hungarian refugee lift.

The documentary was shown at the spring Video 3 festival.

Professor Tom Mascaro said, "Niki's documentary, which made excellent use of nonlinear editing and digital photography techniques, was well received by the audience."

The May graduate has been accepted to the Cannes Film Festival's highly competitive training program. "I was just looking for an internship online and came upon it and thought 'this looks really cool' so I sent in my application," Spino said.

When Spino returns in June she would like to move to Los Angeles.

She also plans to continue working on the documentary. "I think I would eventually like to write a screenplay about [this], fictionalize it somewhat," Spino said. "There are so many different locations where you could shoot, and it would be a really interesting story."

By Alison Straub, '06

Frazier Reams winner active in journalism, community, sorority

Allison Sproul has been involved in many areas of the community for the past four years as well as internships in Boston and Toledo. She has volunteered her time at BG24, Dance Marathon, the Student Homecoming Committee, Women in Communications, Order of Omega and Habitat for Humanity, while being an active member of the Alpha Phi Sorority.

"Allison is a student that is hard working, taking advantage of every opportunity," Kathy Bradshaw, broadcast professor, said.

In 2004, Sproul was a recipient of a Frazier Reams Fellowship award. This is a \$7,000 fellowship given to rising seniors who plan to pursue a career in public service.

The Frazier Reams Public Affairs Undergraduate Fellowship Program was established in 1973 in memory of Frazier Reams Sr. and in recognition of his distinguished service to the broadcasting industry, and as a member of the U.S. Congress and as a trustee of BGSU.

Sproul was also the recipient of the Andy Anderson scholarship, a student life award, journalism

department scholarship and a Washington Institute Representative at DNC 2004.

"I have always had a strong desire to surpass the average expectation," Sproul said. "I guess I never understood why you would settle for less than the absolute best you can do."

Sproul said that each organization and internship has helped her. She

said she has learned how the pace and demand of the field functions on a crazy day. Additionally, she said the faculty and staff here have taught her the importance of giving back.

"Being an alumnus is having a place to call home," Sproul said. "While we each come to BG from different places, we all share this new home we have developed over the past four years. It's sharing a connection with thousands of people throughout the country and knowing there are people back in BG that are wishing the best for you."

Following graduation, Sproul plans to enroll in graduate school to work on a master's degree in public relations.

by Amanda Stewart, '05



Student learns from photo trip

Andrew Asmus recently attended the National Press Photographer's Association workshop in Oklahoma.

Asmus said this trip to Oklahoma and his experience on BG24 News have been the college experiences where he has learned the most.

"I was motivated because of the knowledge that I am entering a very competitive field and I have the resources that will allow me to set myself apart from many of the other graduates entering the field of broadcast news," Asmus said.

After graduation, Asmus plans to get a job in a low-mid-level market and work his way to the top.

by Amanda Stewart, '05



Journalism, football mix

At the April athletic department academic banquet, offensive lineman Jonathan Culp took home top honors. Culp, a native of Mason, Ohio, was named Falcon Club Junior Male Student-Athlete of the Year.

Culp, who played in all 12 games last season, maintains a 3.71 cumulative grade point average.

"I feel like my hard work has paid off," Culp said. "I am honored to have received this award. I am very glad that I chose to major in BG's excellent journalism program."

Professor Kathy Bradshaw said, "Jonathan is a wonderful person with a bright future in broadcasting. His strong work ethic and generous spirit make him a fine student."



Veronica Ybarra and adviser Kathy Bradshaw



Department names sequence standout

At the annual spring awards ceremony, Veronica Ybarra was the broadcast sequence award winner.

Ybarra, a native of Gibsonburg, Ohio, completed internships with WNWO Toledo 24 News and WUPW FOX Toledo. She also worked at BG24, where last year she was named producer of the year.

"Veronica Ybarra has the drive, talent, and brains to make it big in television news," Kathy Bradshaw, her adviser, said. "I had her in several classes and have watched her work hard, learn a lot, and do it all while she was self supporting and facing daunting personal challenges."

In addition to being the best in the sequence, Ybarra won a United States Hispanic Leadership Institute Certificate of Merit this year.

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