

# Newsletter

• JOURNALISM •

BOWLING GREEN STATE UNIVERSITY • SPRING 2007



photos by Samantha Fouts, '08

PRSSA members asked students to sign a banner to show that most people on campus are non-smokers.

## Group works to debunk campus smoking myths

BGSU's Public Relations Student Society of America Chapter got involved in PProject U through Terry Rentner, the adviser of the group.

Lindsey Breese, one of her former PRSSA members, now works for Northlich, Inc., the public relations firm for the Ohio Tobacco Prevention Foundation. OTPF is a tobacco-control agency devoted to helping people quit smoking or to not starting in the first place.

The agency also directs national anti-smoking campaigns Debunkify and Stand, which are aimed at high school and college students. Rentner has been working with Northlich and Debunkify for more than a year. She helped the agency understand and apply social norms programs.

Project U is a competition for

**“The campaign is all about changing perceptions.”**

— Nick Wiget, grad student

PRSSA chapters and other interested groups at all four-year Ohio colleges and universities throughout the 2006-2007 school year. The campaign ran Oct. 1 through April 2.

In the fall, BGSU's chapter organized a group of about 20 students and began preliminary research.

They distributed surveys to around 300 students across campus and held a focus group to assess students' attitudes about the Debunkify campaign and smoking in general.

Graduate student Nick Wiget tabulated the data and helped the

students plan their campaign.

Beginning in January, the group started holding weekly meetings as part of a Special Projects in Public Relations course Wiget was supervising.

The students created print materials and organized events such as Kick Butts Day and a booth at the health fair.

Posters and fliers in classrooms, in hallways, on bulletin boards, and on tables compared statistics the students had gathered about student smoking rates with the perception that nearly everyone on campus smokes.

At the end of the campaign, Wiget and the students gathered data to see if students' perceptions about smoking has changed.

see DEBUNKIFY, Page 2

### INSIDE

Alumni profile: Paul Swiergosz

Paris media seminar

First J-job fair run by students

from the department chair

# Alumni key component in programs

Dear Journalism Alumni:

As you read this year's newsletter you'll probably see a theme emerge – a focus on our alumni. You'll see that we've tracked down and profiled graduates from various parts of the world, and I hope you enjoy reading about their adventures.

We've had plenty of adventures of our own in the department. Smeeta Mishra, a former reporter in New Delhi, began her first year with us in the print sequence. Mishra was instrumental this year in leading a team of students and faculty in producing the first online newsletter for the Ohio Newspaper Association.

Our faculty members have ventured with students to national conferences such as the Society of Professional Journalists, Society for Newspaper Design and the Public Relations Society of America, and international conferences such as the International Media Seminar in Paris. Our department is well represented in national organizations with faculty serving as officers in such prestigious

organizations as the Association for Education in Journalism and Mass Communication.

On the home front, we brought in two top consultants to advise us in revving up BG 24 News. This is part of an initiative with Student Affairs to produce higher quality news programming that will involve more students and have a greater presence on campus.

Our alumni board met twice this year and has been extremely involved in curriculum matters, development activities and scholarships. With the board's help, I am proud to say that we are launching the Journalism Alumni Board Mentor Program. This program is described elsewhere in this newsletter, but I want to emphasize how important your involvement is to the success of this program.

I speak for the entire faculty when I say that we truly value your expertise and want you to share your experiences as an alumni mentor. This can range from job shadowing to providing internship and job leads.

get online

To sign up to be an alumni mentor, please visit us online at:

[scs.bgsu.edu/journalism/mentor](http://scs.bgsu.edu/journalism/mentor)

Perhaps a student will ask you to provide further feedback on work that was produced for a class or a campus publication.

A special thanks to those who have given so generously this year to support student activities such as scholarships and travel to conferences. We encourage you to continue giving and we welcome new alumni donations. Please contact me if you are interested in developing a student scholarship or to talk about other opportunities that your donations could fund.

And, as always, be sure to contact me if you are going to be in the area so that we can have you speak to one of our classes.

Sincerely,

**Terry L. Rentner, Ph.D.**  
Chair, Department of Journalism

## DEBUNKIFY, from Page 1

The results showed significant changes in misperceptions students held about smoking.

"Really, the campaign is all about changing perceptions," Wiget said. "The social norms that pervade campuses suggest that more people smoke than actually do. If we can change the perceptions, we can change the behaviors."

In early May, the students traveled to Northlich's offices in Cincinnati for the awards ceremony.

Wiget said that Northlich and OTPF officials have liked the students' work thus far. He said they are hoping for more good news at the conclusion of the competition.

Northlich is looking to produce another social campaign competition next year.

Wiget said early word is that next year's campaign will focus on organ donation.

# ALUMNI Newsletter

• JOURNALISM •

BOWLING GREEN STATE UNIVERSITY • SPRING 2007

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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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# Hall of Fame inductee worked on Katrina stories, won Pulitzer medal

The Akron Beacon Journal's top news executive is the newest inductee to the BGSU Kappa Tau Alpha Journalism Hall of Fame, awarded at the department's annual ceremony in March.

## Kappa Tau Alpha HALL OF FAME

Mizell Stewart III joined the Akron Beacon Journal as managing editor in February 2006, supervising day-to-day newsroom operations.

Prior to this, he was a consultant for Knight Ridder newspapers.

In that role, he helped lead a team of journalists in coordinating coverage at the (Biloxi) Sun-Herald of Hurricane Katrina's aftermath.

That effort was recognized with the 2006 Pulitzer Gold Medal for Public Service.

Stewart is also the former editor and vice president of the Tallahassee Democrat, where he was on a team that turned around 15 years of declining circulation.

He moved to Tallahassee as managing editor in January 2000 and was promoted to the top newsroom



Photo provided by Mizell Stewart

Mizell Stewart was inducted into the Kappa Tau Alpha Journalism Hall of Fame for his work with Knight Ridder newspapers in the aftermath of Hurricane Katrina.

position in May 2003.

"The journalism faculty unanimously supported Mizell's nomination," department chair Terry Rentner said. "His distinguished career and commitment to journalism education have been and continue to

be very impressive. We are proud to present him with our most prestigious award."

Stewart began his newspaper career as a 16-year-old summer photography intern with Sun Newspapers.

## Alumnus promotes positives in higher education

Brad Meyer graduated seven years ago, but he still remains close to his alma mater.

Originally from Archbold, Ohio, Meyer is the public relations director at Owens Community College. He graduated in the summer of 2000 and still lives in Bowling Green.

"I spread and share the good news associated with higher education, and I'm proud of that," Meyer said.

About his job duties, Meyer said, "There is rarely a typical day. We are all about serving students and community."

Meyer said he is constantly working toward building healthy relationships with local media.

Wayne Seely, a professor at Owens



brad  
meyer

2000 graduate & public relations director at Owens Community College

who worked in law enforcement for 31 years, said, "Brad is very ethical, decent and trustworthy. When your sources can trust you, that means everything in journalism."

As part of his job responsibilities, Meyer oversees an intern program in his department, many from BGSU.

Meyer places a large amount of responsibility on his interns, saying

that without their help his job would be nearly impossible. Meyer said he has watched his interns develop into respected professionals.

Meyer's involvement with education does not stop when he punches his timecard at the end of the day. His wife, Monica, is a high school teacher at Pandora-Gilboa, where they spend much of their free time attending sporting events and functions.

Meyer remains connected to his alma mater as an official statistician for the Falcons football team.

"I feel very fortunate and blessed to be where I'm at right now," Meyer said.

by Nick Miller '08





Photo provided by Paul Swiergosz

*Public Affairs Officer Paul Swiergosz has taught journalism to people in former Soviet-bloc countries and the Balkans in his work with the Army.*

## Swiergosz now a fellow at top PR firm

Ever wondered where your career can take you and if it is right for you?

This has never been an issue for U.S. Army Public Affairs Officer Paul Swiergosz. The former Falcon is now a Lieutenant Colonel and has joined Ketchum Public Relations' Chicago office as part of the agency's Army Public Affairs in the Training With Industry program.

Of course, working for one of the top public relations firms in the world has taken some experience to obtain — 18 years in fact.

For Swiergosz, the love of journalism started at an early age.

"I always enjoyed writing and reading and I always enjoyed storytelling and fact-finding," Swiergosz said. "It's the melding of all these things."

He said journalism exemplifies the marketplace of ideas and that the truth eventually triumphs over falsehood by an enlightened public.

As a freshman, Swiergosz quickly chose to study public relations. He also began his career in the army with a ROTC scholarship.

In ROTC he became a cadet and worked with tanks while taking journalism courses.

In 1989, Swiergosz graduated as a Lieutenant.

"Paul was somebody who was very smart and mature for a college student," associate professor Terry Rentner said.

After graduation, Paul went into active duty, where he served for nine years as a tanker and was then able to transition to public affairs.

He went on to receive his master's at Marshall University and spent a semester teaching journalism students there. He taught armor tactics at Fort Knox.

He served in the Pentagon on the staff of three senior leaders — the Undersecretary of Defense for Policy, the Assistant Secretary of Defense for

Homeland Defense and the Assistant Secretary of Defense for Special Operations.

"Some of the hardest issues of the past few years came across my desk, and I had to work with the media to help them understand what was going on," Swiergosz said.

Pre-war and post war Iraq planning, the newly created Department of Homeland Security and Hurricane Katrina have been the media milestones of his career.

Swiergosz has also had the opportunity to travel overseas and use his passion for journalism.

He went to Heidelberg, Germany, for three years, and to the Balkans for peacekeeping missions.

He taught public affairs and the foundations of free speech in former Soviet-bloc countries.

Last year Swiergosz applied through the army for a one-year fellowship with Ketchum Public

see **SWIERGOSZ**, Page 5

# Alumni called to be mentors

Starting in the fall, students enrolled in the journalism department will have the opportunity to become involved with a new Alumni Mentor Program.

The program will partner journalism alumni with students specializing in the same field.

Over the summer, Terry Rentner and other department members will be asking alumni to participate in the program. Once a pool of willing professionals is gathered students will be matched with their mentors in the fall.

"The program will give students real life experiences so that they understand what it is really like to work in their field," Martha Vetter

said. Vetter owns R/P Marketing Public Relations in Toledo and is vice president of the department alumni board.

Students will gain experience and network with people in their field. Having a successful program where students can shadow someone in their field will give the department more prestige and exposure.

"It's also very energizing to work with someone [the students] who hasn't become jaded by the trials and tribulations we face everyday," said Ben Marrison, co-chair of the Journalism Alumni Board. "Students bring such an energy and enthusiasm to everything they do, and it rubs off on you."

The program needs alumni to participate. Sign up is going on now through the Web site.

*by Wesley Ellis, '08*

## get online

To sign up to be an alumni mentor, please visit us online at:  
[scs.bgsu.edu/journalism/mentor](http://scs.bgsu.edu/journalism/mentor)

# Augustine works with Kazahks on democracy and journalism

People think and talk about making the world a better place. Alumna and Peace Corps volunteer Jamie Augustine is actually trying to do something about it.

Augustine, a 2005 journalism graduate with a specialization in public relations and a minor in international studies, is a volunteer serving in Kazakhstan.

"I feel that joining the Peace Corps was something that just fit," Augustine said. Augustine is working with the North Kazakhstan Media Center. It is an organization that helps to protect freedom of speech for journalists in Kazakhstan.

Augustine spends her time teaching English and journalism to village journalists near the northern Kazakh city of Kostanay.

"The main focus of this project is hitting home the idea that the newspapers are a business and can make money," Augustine said.

She said it is an exciting challenge trying to learn the Russian language and Kazakh culture.



**jamie  
augustine**

2005 graduate & Peace Corps volunteer in Kazakhstan

The country, which was once part of the Soviet Union, has a population of 15 million and an area four times the size of Texas.

"It is an amazing country for the sense of diversity in the land and the people," she said.

The Peace Corps has been operating in Kazakhstan since 1993, and 116 volunteers now serve in the country.

"Right now I am beginning to feel like Central Asia is my home and if the opportunity presents itself I would like to work in this part of the world for a couple more years," Augustine said. "I love the out-of-country living experience."

*by Kevin Mount, '08*

## Young Professional

# Balderaz wins Currier award

Bill Balderaz, a 1997 public relations graduate, received the Currier Young Professional Award at the journalism annual awards ceremony at the end of March.

As the president of Webbed Marketing, Balderaz is increasingly focused on helping clients harness the power of online word of mouth marketing.

Balderaz is also the creator of the Webbed-O-Meter, a tool that allows anyone with a Web site to see how much buzz they're generating.

Site owners can use the pay service Balderaz's company offers to see who is talking about their site so that they can react and respond close to real time.

## SWIERGOSZ, from Page 4

Relations, one of the top public relations firms in the world. Since 1981, the Army has had an ongoing relationship with Ketchum.

"Paul is very effective in collaborative situations, and he has a unique and thoughtful perspective in crisis situations," said Ron Culp, managing director of the Chicago firm.

Swiergosz is now working with several clients. But he stays close to his alma mater. He still keeps in touch with Rentner by coming to speak to her public relations classes.

"Paul has moved up high in his profession and has an impressive career in which he is committed to his career in public relations," Rentner said.

"I'm a lot older than many of the 'kids' who work in my office," he said. "They're pretty smart about social media, blogs, virals, etc. I'm not afraid to learn something new from someone who was barely out of diapers when I was already drinking beer."

*by Amanda Gilles, '10*

# INSIDER'S perspective

## *Experience in PR world benefits students in class*

The saying goes, “The third time’s a charm.”

That is what journalism instructor Julie Hagenbuch discovered after returning to Bowling Green State University, but this time on the other side of the desk.

After earning her undergraduate degree from BGSU in 1991 and a master’s degree in mass communication here in 1998, she worked at Owens Corning, the Fortune 500 building products manufacturer in Toledo.

As senior communications specialist there, Hagenbuch worked directly for the CEO while also overseeing the publication of the company’s online employee magazine, which reaches over 20,000 global employees.

“It was quite a job, a lot of pressure situations that were fun to work with,” Hagenbuch said.

After traveling extensively and becoming pregnant with her second child, she realized it was time to step down from the corporate life in exchange for a more family-friendly lifestyle and schedule.

That’s when she returned to BG to teach full time as an instructor in the department.

With corporate experience in public relations, Hagenbuch now integrates similar situations into her curriculum as class examples.

Many of her assignments relate to the real-life demands faced by public relations practitioners.

“All of the things we did in class had to do with real-life experiences,” student Adam Lewis said. “She is great at telling stories from her life.”

Students said Hagenbuch’s best assignment is the crisis press conference.

This assignment places students into small groups and assigns them to a current company to form a hypothetical working relationship. She requires the group to examine and discuss potential crises that could threaten their company.

Following this, she assigns various

crises to the different companies, forcing the team to come up with an impromptu contingency plan.

The other students in the class act as reporters from the media questioning the group members who are presenting their plan.

This setup forces the students to develop critical and spontaneous thinking.

“Many people think you can’t prepare for a crisis, but it’s not entirely true,”

Hagenbuch said. “You may not know what’s coming, but you can at least plan ahead for different scenarios in the event they come true. That’s what I’m trying to convey to my students.”

“This was the most real assignment I’ve ever had in a classroom situation,” Lewis said. “Our group had prepared a little for the crisis, but when we got out in the hallway to talk about what we were going to say, things got hectic. It was so much fun though!”

Hagenbuch enjoys re-connecting with her two-time alma mater through the students and the faculty.

“The best part about this job is two-fold,” Hagenbuch said. “I get to interact with some of the mentors I had while hopefully forging new mentoring opportunities with my current students.

“It’s been so fun to be back on campus, but different also. This time around, I’m not so worried about the studying part as I am about making sure I have relevant information to pass along to my students.”

Hagenbuch currently teaches classes in basic principles of public relations, an introductory course in media writing and a distance education course public relations class for non-majors.



photo by Seth Iames, '08

*Julie Hagenbuch is back on campus after several years working for the public relations department of a local Fortune 500 company.*



# faculty news in brief —

## Bradshaw gains tenure

Kathy Bradshaw was promoted to associate professor and tenured in the journalism department by the Board of Trustees March 23.

"I'm thrilled," Bradshaw said. "Today marked the top of a mountain I started climbing in 1992 when I began work on my master's degree at Ohio University," she said.

Before earning her doctorate in mass media at Michigan State in 2001, she worked for nearly two decades in broadcast journalism in Denver and Kansas City.

During her journalism career she earned reporting awards from the Kansas City Press Club, the Associated Press, the Colorado Association of Broadcasters and the Society of Professional Journalists.

Bradshaw teaches skills classes in the broadcast journalism sequence.

*by Breyana Lowe, '07*

## College awards Brendlinger for advising

Nancy Brendlinger received the 2006-2007 Distinguished Advisor Award from the College of Arts and Sciences for her contributions to undergraduate education and mentoring.

Brendlinger has been an adviser for 18 years.

Currently, she advises freshmen and sophomores in the journalism program before they choose their degree track.

She also teaches skills and issues courses in the print journalism track.

"I see advising as being a teacher, and I love teaching," she said. "I enjoy seeing students take control of their own education."

Brendlinger said there are three keys to her success: knowing the system well, having a lot of patience and simply enjoying talking with students.

*by Matt Maynard, '08*



photo provided by BG Marketing Department

*Through increased attention to alumni and student relations, Terry Rentner has worked to emphasize the journalism program to the university, the community and the country.*

## Rentner named top administrator

Terry Rentner, chair of the journalism department, was nominated by her colleagues in the department for an award for her dedication to the program, at the university and in the community.

The Provost and Faculty Senate chose Rentner for the Administrator of the Year Award.

Rentner is credited with reinvigorating the alumni board, promoting collegiality among faculty members, raising funds for scholarships by increasing donations given to the journalism department and increasing the quality of BG 24 News.

She has also worked to increase the visibility of the journalism department on campus as well as nationally and has worked on curriculum development to reflect changes in the media industry.

"The faculty put a lot of trust in me to make decisions and implement them," she said.

She teaches courses in public relations and graduate courses in communications studies.

*by Ashley Ruff, '08*

*Editor by morning,  
prof by afternoon*

# Sentinel ed teaches next news generation

As Jan Larson types at her computer, downing some M&Ms candy and cracking jokes with co-workers, her focus is on her passion: journalism.

The county editor of The (Bowling Green) Sentinel-Tribune spends her days writing stories, editing copy and laying out pages.

But her passion extends beyond this job. She shares her experiences and expertise with students as a part-time instructor.

A 1984 alumna, Larson started out in the university's photography program. It wasn't long before she landed a job at The Sentinel-Tribune working as a photographer and writing captions for her photos.

These captions sparked more of an interest in writing, and she made a minor change in direction.

"I found out that I really love to tell stories in words," Larson said. "I like finding stories. I like finding interesting things about people."

Around 15 years ago, she taught her first class, something she's done every year since.

Larson's students get an obvious advantage when they walk into her class: an instructor who teaches the business while working in that business.

She gets to share situations that happened just hours before class.

"It gives me that added punch in a class that I can share daily experiences with them," she said.

Terry Rentner, chair of the journalism department, knows that students like to have instructors who also have professional experience.

The fact that Larson can draw

**see LARSON, Page 8**

## From the newsroom to the classroom

# New prof shares world experience with her journalism students

Smeeta Mishra loved her life as a beat reporter. She thrived on deadline pressure and never tired of the relentless pursuit of breaking news.

When she came to the United States to earn her master's degree in journalism, she had every intention of returning to the newsroom.

But then 9/11 happened, and suddenly Mishra was no longer satisfied with just 500 words of copy. That's when she decided to leave reporting behind in order to focus on larger issues, a decision that has ultimately led her to BGSU.

"I wanted to know what was going on behind the stories — to do more in-depth research," Mishra said.

Having lived in the Middle East, Mishra always had an interest in the region's politics.

She majored in political science as an undergraduate at Delhi University and was drawn into political reporting while working for the college magazine.



smeeta  
mishra

former police and  
education reporter  
at The Indian  
Express

After college, she spent a year training at The Pioneer in New Delhi before landing a full-time job with The Indian Express covering education and crime.

While working as a reporter, Mishra covered the 1999 hijacking of an Indian Airlines plane and broke the story in the English press of the first woman in India to be executed by a high court since Indian independence.

Mishra was studying journalism at Syracuse University when the twin towers fell. She decided to stay in the United States and pursue further research in order to better understand the political and media

issues surrounding the attacks.

"I liked that I could do more in-depth writing and look at more complex issues," she said.

Mishra's research topics have included American news coverage of the Middle East, media representations of women in both American and Saudi press, and the effects of 9/11 on American journalism. She earned her Ph.D. at University of Texas at Austin.

But as much as she enjoys research, colleagues told Mishra that she would never be able to leave the newsroom for good.

She wrestled with the decision and said she still misses the daily grind of newspaper reporting.

"I miss being able to get up with my coffee the next morning and see my article in print," she said. "I definitely plan to take a summer and go back into the newsroom."

But Mishra is enjoying her new beat as an assistant professor in the

see MISHRA, Page 10

### LARSON, from Page 7

from those daily news events, Rentner said, is part of why students enjoy her courses.

Cassandra Shofar was in Larson's copy editing class in the fall and is an intern at The Sentinel-Tribune.

She said she appreciated the bits of real life sprinkled into daily lessons.

But the advantages aren't just the students'.

"I like being around young people," Larson said. She said students bring a passion and enthusiasm that most journalists tend to lose over time.

When Larson feels like she might be losing her passion and enthusiasm, she said her interaction with the students is like "soaking up that sun."

by Barrett Dorner, '10



photo by Maggie Timlin, '08

Jan Larson uses the same skills and knowledge to teach copy editing classes as she does putting together The Sentinel-Tribune every day.



# Reporters, government too close

Michael Massing, a New York-based freelance writer and contributing editor of the Columbia Journalism Review, spoke about the impact of reporters who are too cozy with their sources on the Iraq war.

He most recently wrote "Now They Tell Us: The American Press and Iraq." The book is a collection of articles published in The New York Review of Books criticizing the media's credulity of the Bush Administration's plans for war.

As the 2006 Currier Visiting Lecturer, Massing examined "Why American Journalism Needs More Outcasts, Doubters, Non-Conformists and Midwesterners."

The writer discussed the personal



**michael massing**

2007 Currier  
visiting lecturer &  
contributing editor  
of the Columbia  
Journalism Review

relationships between Washington, D.C. reporters and their sources in the government.

Massing called on student writers to diversify the field of reporters.

"We need the misfits, doubters and skeptics to come forward and begin coming up with the new ideas that will shape a new age," he said.

*by Maggie Timlin, '08*

## Bray sees future of newspapers online

Dwayne Bray, an award-winning journalist and former sports editor at The Dayton Daily News, emphasized the impact of Internet journalism and blogs on the decline of newspapers to students and faculty during his visit to campus in September.

He speculated that with the increasing popularity of the Internet, newspapers would not be in existence for more than 15 years.

According to Bray, the only way to attract young people is by hiring young people.

"Right now, I don't think [papers] are progressive enough," Bray said. He said 95 percent of editors are white males over 50, and they think alike.

*by Samantha Fouts, '08*

## BG maintains relationships with Tunisian university

Improving the teaching of media and journalism in Tunisia and the North African region was one of the main reasons the grant-funded project was designed by professors Lara Lengel of interpersonal communication and Catherine Cassara of journalism.

Though the grant, which was funded by the U.S State Department's Middle East Partnership Initiative, officially ended in the fall, the BGSU community continues its relationship with the Tunisian university.

Many boxes of English-Language books given by students, staff and faculty have been sent overseas.

"We have been mailing the books, hundreds of copies," Cassara said.

The relationship between BGSU and Tunisia taught people on both sides.

"The relationship is worth it. We want to further it," Cassara said.

Some workshops dealing with the media at large and a video conference about specific projects are planned for the spring to bring together the staff and faculty of both universities.

Cassara also said they have pending applications for grants from the state department. Results are expected late summer or early fall depending on when Congress finishes its funding reviews.

*by Neema Ndangarange, '08*

## West Hall television studio renovations add versatility

New updates in the television studio of West Hall give students new capabilities to learn outside the classroom.

Donations from BG24 News and the School of Communication Studies totaled approximately \$500.

Jim Barnes, the technology support coordinator and broadcast engineer, is very excited about the capabilities the new updates have created for students.

He spent much of the summer updating the studio and said the biggest change is the new mobility of the studio.

Everything on the set can now be changed to create a new look in

a matter of minutes. New cords and plugs, which can easily be moved around and plugged into various locations around the set, have made this possible.

Also, all the risers that were previously located under the news desk were removed to make changing the set even simpler. Students now have the possibility to create multiple sets without interfering with the current BG24 News shows.

The new updates in the studio give students endless possibilities, including the chance to create talk shows, sports shows, political overview shows, and any other show that interests students.

If someone takes the initiative to create original shows, it can now be done.

Other changes included enclosing three rear cabinets and racks to keep cool air flowing to the equipment. This is for protection from heat to keep the equipment in prime condition.

This also serves as a sound barrier to keep background noise at a minimum in the master control room.

Replacement VCRs were installed and WBGU-TV donated three monitors.

A bulletin board for head-sets and cables was also installed to help with organization.

*by Lynnea Hinton, '08*

# paris in the spring

photos by Nancy Brendlinger



In early March journalism students spent 10 days in France learning about international journalism and the future of the news business worldwide. Fabrice Rousselot (top), the Web editor of French daily Liberation, talked about how relatively expensive daily newspapers are facing competition from free, lighter fare available now, though newspaper readership is much stronger in France than in the United States. He is pictured here with junior journalism major Dave Herrera. They also heard from Alan Riding (bottom left), a former foreign correspondent who covered Latin America for The New York Times. He is now the cultural correspondent at the Times. In their free time, the students and faculty visited tourist sites such as the Musee d'Orsay (bottom right), an impressionist museum in Paris.



## MISHRA, from Page 8

journalism department.

According to her BGSU colleagues, hiring Mishra at the beginning of the year was a no-brainer.

"We interviewed several strong people who we could have easily gone with, but the students were

just blown away by Smeeta," said Catherine Cassara, an associate journalism professor and Mishra's faculty mentor.

Students in Mishra's copy editing and feature writing classes say they enjoy the real world experience that she brings into the classroom.

"She's been out there," Lisa Halverstadt said. "What she talks

about is very credible to me because she has all this experience in the industry."

But according to Mishra, it's the students who have made the job so enjoyable.

"I think I've just been lucky to have gotten the best students," she said.

by Tim Sampson, '08

# student news in brief

## Students organize job fair

Junior print journalism major Dave Herrera and six other journalism students have brought job networking to the local stage by organizing their first-ever career fair last fall for journalism students.

Students Matt Clark, Jackie Giammara, Lisa Halverstadt, Dave Herrera, Alison Kemp, Patrick Maynard and Bob Moser put together the fair in their free time in order to help other journalism students get a head start on their careers.

Thirty-five employers from magazines, newspapers and trade publications, most from Ohio and Michigan, set up shop in Olscamp Hall Nov. 10.

Nearly 130 job seekers shared resumes and clips with employers from all over the country.

Recruiters from the New York Times, Chicago Tribune and Boston Globe also attended.

"We used registration fees, Student Budget Committee funding and donations from the College of Arts and Sciences to pay for everything," Herrera said.

In addition to the funding support, Herrera garnered the financial and logistic help of the Career Center. Journalism professors also volunteered their time to make the career fair a success.

The fair featured mostly print employers, but Herrera said that expansion into other tracks may be on the horizon.

"Last year was our first fair. We're looking to expand into broadcast for next November," Herrera said.

They are already planning the next fair for Nov. 17. Herrera said the success of the first fair should bring more employers and more students.

*by Seth Iiames, '08*

get online

To track the progress of next year's fair, check out the BG SPJ blog at:  
[www.journalismfair.org](http://www.journalismfair.org)

## Weber wins Crystal Award

Laren Weber, a senior print major from Defiance, was awarded The Crystal Award by the Toledo Professional Chapter of the Association for Women in Communications for an article she wrote about six WWII veterans.

Her article was published in The (Toledo) Blade.

Weber wrote about the veterans' war stories and revealed that there is one less soldier present at the annual reunion due to his death.

Along with The Crystal Award tribute, Weber also received a glass trophy in honor of her work.

Weber said her winning piece was "the toughest story I wrote that summer because the elderly men were frail and difficult to understand."

Weber is currently the executive editor for The BG News, where she trains and mentors news reporters.

"All my hard work paid off," she said.

*by Ashlee Austin, '08*

## Jones nets ASME internship

Candice Jones, the rising senior Currier scholar, received one of the most prestigious, and competitive, magazine internships in the country through the American Society of Magazine Editors.

She will be working for Kiplinger's Personal Finance magazine in Washington, D.C., this summer for 10 weeks.

ASME chooses students from all over the United States to work in major magazines in New York and Washington, D.C.

Each university is allowed to nominate one student.

Since BGSU started competing, the journalism department has placed a student about 40 percent of the time.

More than 200 magazines participate in the program.

Candice is the fifth Bowling Green student to have this opportunity.



The video is now online at Clark's Web site: [www.reportermattclark.com](http://www.reportermattclark.com).

## Clark shoots BG News video

Senior print major Matt Clark recently completed a documentary promoting all The BG News has to offer.

The film, "Your Student Paper: The Best Source in News," was part of Clark's senior honors project for the journalism department.

"Most students know very little about other student papers or how The BG News stacks up against them," Clark said. "It is the most important paper they should read."

The video will also be used to educate current students who may not be aware of the awards and recognition The BG News has received.

The five-month project was a result of the frustrations Clark had with the newspaper's reputation.

"I got sick and tired of students ignorantly criticizing the paper," Clark said.

"The BG News is the largest and most productive student group on campus and it produces the most important news product a student can consume. It is competitive nationally, and has a history of initiating change on our campus."

Clark's advisers, Nancy Brendlinger in journalism and Jose Cardena in communications, helped with the project.

Clark graduated in December and is now the education beat reporter at the Bonita News in Naples, Fla.

*by Ashley Lumm, '08*



# Daggett places among top in Hearst awards

Senior print major Brent Daggett placed in the top 20 of the feature competition of the Hearst Journalism Awards Program.

Out of the 114 students who entered the category, the 23-year-old Daggett tied for 14th place.

"It felt great," he said. "I was not expecting to do that well."

Encouraged by his professors Julie Hagenbuch and Nancy Brendlinger, Daggett entered the competition in October with his story about Todd Crandell.

Crandell was a hockey player with potential to play in the NHL but struggled with drug addiction.

After becoming homeless and losing his chance to play in the major leagues, Crandell decided to quit cold-turkey and train for the Iron Man triathlon.

With his success, he founded the non-profit organization Racing for Recovery and recently released a book, written by John Hanc, about his experiences.

Jason Webber, managing editor of the Toledo City Paper assigned Daggett the story. Daggett freelances for the free weekly. What was originally supposed to be a story about the book turned into a full feature story.



brent daggett

Hearst Journalism Award-winner and Toledo City Paper staff writer

A Toledo native, Daggett eventually plans to work for a small town paper, because he said smaller news organizations allow for more creativity.

He received a Certificate of Merit from the Hearst program, which is displayed in West Hall.

by Stephanie Blott, '09

## Student and friends launch site for women

A senior print major and her two friends have started a free women's forum online. For what? Well, for anything you want.

Chandra Niklewski and her friends Lisa Davy and Melanie Stewart started [www.live-love-chat.com](http://www.live-love-chat.com), a women's forum. Members can chat about relationships, children, work and popular culture, among other things.

Niklewski said the forum of about 204 women is a safe place for all women. It is a site for information, advice and conversations.

"Basically, it's just a Web site for women," Niklewski said. The site has a music player, a classifieds section, an arcade with over 200 games, a store where members can buy gifts, a chat room and a daily poll.

The three administrators started the site then asked their friends, mothers and their mothers-in-law to join.

Niklewski said it blossomed after that with people they knew.

The Web site has that family-feeling throughout, Stewart, 25, said.

"We have helped each other through so many things, that the

three of us have developed a strong bond with each other that has given the board a family feel," she said. "Members are always made to feel welcome."

The three administrators all live in different countries.

Stewart is originally from County Durham in the United Kingdom, but has been living in Budapest for the past seven months.

Niklewski currently resides in Maumee, Ohio; and Davy is from Chilliwack, Canada.

Although the three friends are spread out, Stewart said, they get joy in Live-Love-Chat together.

The three women decided to open their own forum after other forums they were on together either broke down or did not provide exactly what they were looking for.

They said hosting expenses add up to around \$50 each month.

by Rachel Lewis, '10

get online

To check out Chandra and her friends' work, visit:

[www.live-love-chat.com](http://www.live-love-chat.com)

## BG News Awards

The following members of the BG News staff won Society of Professional Journalists Marks of Excellence awards in region 4, which includes all of Michigan, Ohio, West Virginia and western Pennsylvania. The students went to Detroit to accept their awards.

1

### First place

- Jordan Flower  
*breaking news*  
*photography*

2

### Second place

- Brandon Heiss  
*general news*  
*photography*

3

### Third place

- Lisa Halverstadt  
*breaking news*  
*reporting*
- Holly Abrams  
*in-depth reporting*
- John Turner  
*sports writing*
- Jason Rentner  
*sports photography*

# Copeland interns in New York, part of Fashion Week

From the heartland to the media capital of the world was a big step, and junior public relations major Taylor Copeland made the most of the incredible journey.

Copeland, a Canton native, worked spring semester as an intern in New York City for International Management Group. IMG, with over 2,600 employees in 30 countries, specializing in media production and distribution across multiple platforms; event creation, management and sponsorship sales; and client representation and brand management.

Copeland worked in the public relations department of the company's fashion division.

"Living in New York City, the media capital of the world, is such a life-changing experience," she said.

The opportunity for this internship came through a program out of Marist College, a private four-year college located in Poughkeepsie, NY.

Copeland said she found out about the New York Media Experience Program through posters hanging on the third floor of West Hall.

The program offers a full-time semester of undergraduate study and internship. Students must work at least four full days each week and take two online courses.

"I felt like the program was the perfect opportunity for me to experience public relations work in a big city to see if this is really what I wanted to do in the future," she said.

As far as requirements to fulfill the internship, Copeland said she just has to get all of the hours in. She said this was easy considering she worked the first three weeks of February with no days off as the fashion division's staff worked on the Mercedes-Benz Fashion Week.

In addition to helping with publicity prior to Fashion Week, which was held Feb. 2-9, Copeland assisted in running the press office on site at Bryant Park during the shows. Copeland said she worked from 7 a.m. to 10 p.m. that week.

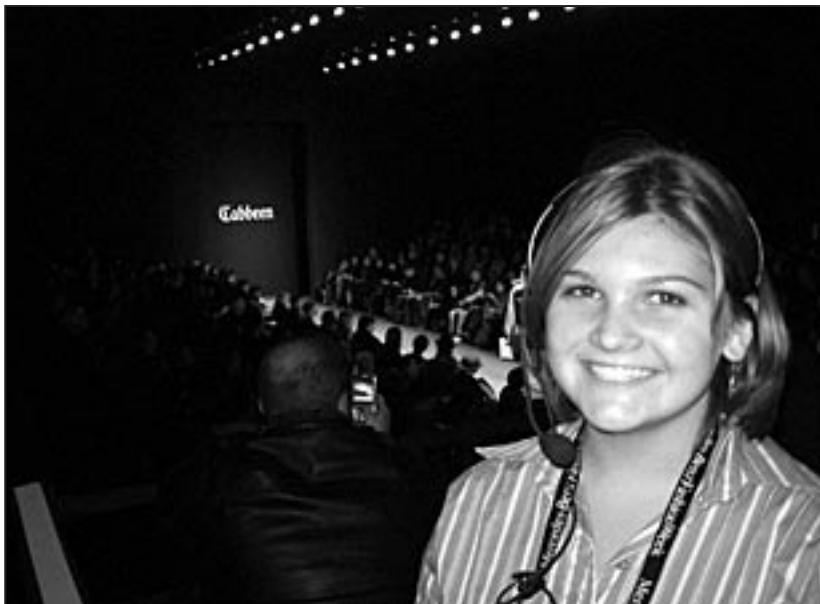


photo provided by Taylor Copeland

*Taylor Copeland spent part of her internship with IMG working at Mercedes-Benz Fashion Week, one of the biggest events for new and established designers and models in the industry.*

Of course, all that hard work is not without some benefits. Copeland saw numerous celebrities during the shows. "Needless to say, it was super exciting," Copeland said. "I even got to walk some of them backstage and from their cars to their seats."

Copeland credits her great internship experience to the solid background she received at BGSU. "I felt very prepared to take on the internship in PR," Copeland said.

She said a class taught by assistant professor Tori Ekstrand prepared her more than any other. As part of the class, the students take on a client as a service-learning project and prepare public relations materials.

Ekstrand, who is Copeland's journalism adviser and lived in New York for many years, encouraged Copeland to apply and then offered plenty of advice upon her acceptance.

Ekstrand downplayed her role in Copeland's success. "That was all Taylor's doing," she said. "I wrote a recommendation."

Brett Holden, who has worked with Copeland for three years through the Chapman Learning Community, was the one who broke the news

of Copeland's acceptance into the internship program.

"I think this internship has been one of the most important events in her life, and I am so happy she was able to go," Holden said. "Now she is one of our finest students with one of the finest internship experiences in the nation."

Copeland said initially she was nervous about leaving Ohio and everything she has ever known behind, but like Ekstrand, Holden supported her 100 percent.

"We sat and talked at length about how opportunities such as these are so rare, that she had to take advantage of this chance to gain incredible job experience and expand her view of her field of study," Holden said.

Copeland ended up in public relations and journalism from her experiences in high school speech and debate. She was a captain of her team, a state finalist in Original Oratory and qualified for the national tournament in 2004.

At the end of the internship Copeland will be returning to the heartland and BGSU to finish her senior year.

*Jen Kishman, '09 contributed to this story*

## eBulletin part of conference coverage

The Ohio Newspaper Association chooses an Ohio college from which to draw students for their news bureau to report on their annual conference.

This year was BGSU's turn, and big plans were made for the first student-produced online version of the ONA Bulletin.

But the students faced considerable difficulty in covering the conference.

Officials in several northwest Ohio counties declared a Level 3 snow emergency on Valentine's Day, closing roads. BGSU closed for the first time in nearly 10 years.

When the school re-opened on Feb. 15, the second day of the conference, junior Lisa Halverstadt and seniors Laren Weber and Beth Squire braved the drifts to be on the scene. Faculty members Smeeta Mishra, Terry Rentner and Melissa Spirek followed as advisers.

They set up a makeshift newsroom in the Easton Hilton's coatroom and managed to cover the events of the time they were there and the evening and morning they had missed.

Seniors Holly Abrams, Nick Harvey, Kyle Volenik and Miranda Everitt stayed cloistered in 200 West Hall. They received and edited stories and photos with scores of e-mails and phone calls bouncing between Columbus and Bowling Green through a pressure-filled 48 hours.

"I was concerned at first when we had to make the last-minute decision to set up a second news bureau at the university, but I was impressed with how the students on both ends coordinated their efforts," Weber, who served as bureau chief, said.

As many of the speakers talked about the influence of the Internet on news organizations, the students worked to create a design that reflected the symbols and layout of the Web.

*by Miranda Everitt, '07*

get online

The full eBulletin is available at:

[www.bgsu.edu/departments/jouranlism](http://www.bgsu.edu/departments/jouranlism)



photo provided by Tori Ekstrand

Students from Tori Ekstrand's JOUR 344 class attended a workshop at Cleveland State University where public relations managers reviewed the students' resumes and offered career advice. From left: Theresa Lunghofer, Sara Fortner, Sara McCann, Tami Herman, Colleen Verbus, Chelsea Howard, Amanda Furnas and Nick Snyder.

# HONORS & AWARDS

### Press Club Scholarship

Kelsey Brugler, Robin Bryant, Ella Fowler, Dana Freeman, Andrew Harner, Christie, Kerner, Scott Loehrke, Bailey Jordan, Jessica Lewis, Tami Herman and Kelly Day

### GLIPA

Lisa Halverstadt

### Harold & Elaine Fisher Undergraduate Scholarship

Caterina Guinta and Jessica Battiato

### SCS Award for Excellence

Kristin McKissic

### Walker Scholarship

Taylor Copeland

### Beverly Murray Scholarship

Kristen Vasas

### National Association of Broadcasters

Nicole Humphrey

### Robert & Barbara Cape Scholarship Foundation

Lisa Halverstadt, Stephanie Guigou, Kristen Mooney and Laura Nelson

### Spencer Canary Scholarship

Jessica Dill and Jordan Cravens

### Joan & James Gordon Scholarship

Laura Simmons, Colleen Verbus and Lauren Farnsworth

### Florence & Jesse Currier Endowed Scholarships

*Rising Junior:*

Alison Kemp

*Rising Senior:*

Candice Jones

### Outstanding Sequence

*Broadcast:* Kristi Davis

*Print:* Matthew Clark

*Public Relations:*

Lindsay Baker

and Sara Fortner

### Waugh Award for Outstanding Senior Journalism Major

Laren Weber

### Frazier Reams Scholarship

Lisa Halverstadt

### Alumni board starts new scholarship

The Alumni Board gave out a scholarship for the first time.

The \$500 award was to be given to a student with outstanding writing skills. Students from any sequence can win as members of the alumni board are from all journalism areas.

This year's winner was Andrea Slivka, a junior majoring in broadcast and minoring in art.

Alumni board president Ben Marrison said they hope that the new scholarship will grow over time.



# Guigou to intern at Florida daily

Junior print major Stephanie Guigou placed fourth in the Society for News Design intern competition this year, winning her an internship at the St. Petersburg Times.

"They do exciting and fresh designs," Guigou said. "I really can't believe that I could be doing an internship with such an influential newspaper as this."

Being the youngest in the design competition, Guigou said she had to overcome her belief that she was the least experienced.

Guigou also had to deal with pressing deadlines and a 4 a.m. wake-up call to design a mock page on Osama bin Laden's capture, the page that began Guigou's road to success in the competition.

Guigou's page made it into the top five.

Catherine Cassara has worked with Guigou as both her academic adviser and the supervisor of the SND while Guigou was the student president.

She said that when Guigou was a freshman she came in "ready to take advantage of all opportunities and was always open for feedback."

Cassara described Guigou as "intrepid and exuberant."

Cassara said she was sure Guigou will end up at a company at the forefront of new business developments.

Guigou has worked as a design intern for the Tucson Citizen, served as president of the BGSU SND and took second place at the College Forensics Association Tournament.

by Alison Kochis, '08

# Humphrey awarded national scholarship

Nicole Humphrey, a junior from Warren, Ohio, received a \$20,000 scholarship from the National Association of Broadcasters Education Foundation.



nicole humphrey

Humphrey was one of only 10 broadcast journalism students nationwide chosen for this honor.

This was the first year of the scholarship that NABEF has awarded to broadcast journalism students.

"I feel being selected for this scholarship is an endorsement of the BGSU program as well as a validation of the hard work and effort I have dedicated to my journalistic pursuits," Humphrey said.

She spent last summer as an intern in Cranston, R.I., at WJAR-TV.

Humphrey is waiting for a reply from the "Today Show" in New York City where she hopes to intern.

Humphrey said that without the scholarship these unpaid internships would have been difficult to manage financially.

On campus Humphrey is involved with BG 24 News as a producer. She is a member of the Society of Professional Journalists and participates in the Dance Marathon.

"Nicole is a highly promising young broadcaster," Kathy Bradshaw, Humphrey's adviser, said. "She has enthusiasm and dedication. She is willing to take risks."

The scholarship committee looked at the candidate's financial need and demonstrated ability and promise as well as the school's broadcast journalism program.

by Abel Brown, '07

## Consultants assist BG-24



photo provided by Kathy Bradshaw

BG 24 News, the student television newscast, was visited by consultants in March. Dave Burns of Zayed University (above) was a videographer for CNN and NBC. He established the student newscast at the University of Maryland. Dana Rosengard of the University of Oklahoma has more than a decade of local television news experience as a producer, reporter, and anchor. He established student newscasts at the University of North Carolina and other universities. The newscasts supervised by Rosengard and Burns have both earned national recognition.

# CONTRIBUTION

*department of journalism*

Name: \_\_\_\_\_

Class year: \_\_\_\_\_

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\_\_\_\_\_

Daytime phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Enclosed is my gift of:

- \$500    \$250    \$100    \$50  
 \$ \_\_\_\_\_

I would like my gift to:

- be used for annual awards or projects in the Department of Journalism  
 become a permanent part of School of Communication Studies' endowment for scholarships and projects

## PAYMENT INFORMATION

- Check enclosed  
payable to BGSU Foundation, Inc.
- Please charge my  
 VISA    Mastercard    Discover  
Account # \_\_\_\_\_ Exp. \_\_\_\_\_  
Signature \_\_\_\_\_

- I will arrange for my company to match this gift.

## Mail contributions to:

Dr. Oliver Boyd-Barrett  
302 West Hall  
BGSU  
Bowling Green, OH 43403-0237