

ALUMNI

Newsletter

• **JOURNALISM AND PUBLIC RELATIONS** •

BOWLING GREEN STATE UNIVERSITY • SPRING 2009

Notice

This is the **LAST NEWSLETTER** on paper. We are moving to the Web. If you want to continue getting news of the department, register your e-mail address at:

<http://www.bgsualumni.com/update>



photo by Jim Foust

During the October mentoring event, print journalism student Allison Borgelt works with David Hertz, a vice president with Dix & Eaton Public Relations in Cleveland. Hertz is also former Metro Editor and Business Editor with the Akron Beacon Journal. The alumni board invited board members, alumni and other professionals to meet with students in all sequences.

from Mizell Stewart III, alumni board president

Mentoring part of alumni mission

The Journalism Alumni Advisory Board continues to support the BGSU journalism program through student mentoring, program review and scholarships for promising students.

In October, the board teamed up with the BG News Alumni Society, the BG 24 News Alumni Society and the WFAL-WBGU alumni to provide a mentoring event for students during homecoming weekend. BGSU alums now working in newspapers, television, radio, advertising and public relations met with students from all sequences.

Thanks to all of you who took the time to come to Bowling Green. The event will be repeated again during homecoming weekend this fall on Oct. 3. If you are interested in participating, contact me at stewartm@courierpress.com or (812) 461-0799. We hope you can join us!

Now more than ever, today's journalism students need active and engaged

see **ALUMNI BOARD**, Page 5

New name to better define department

As of Spring 2009, the department of journalism has become the department of journalism and public relations. Department faculty voted on the name change during the 2007-2008 academic year, and it has now been officially approved by the university.

The change better reflects the concentration areas in the department and also makes it easier for prospective students to find us.

Because public relations is taught

see **NAME CHANGE**, Page 8

Department adds new ways to communicate

The journalism and public relations department has two new interactive online media to communicate with alumni.

First, to keep abreast of the latest news from West Hall follow our Twitter account BGSU_Jour_PR at www.twitter.com.

Then check out our new BGSU Department of Journalism and Public Relations group page at www.facebook.com.

This is designed to be a place for students, alumni, faculty, and other fans to find out what's happening in the department, share information, network and, of course, simply enjoy being a Falcon!

INSIDE

PR firm promotes alumna

Grants support workshops

PR senior leads campaign

Year brings change, challenge

Dear Journalism Alumni:

Like you, we in the Department of Journalism and Public Relations have been distressed by many of the events of the past year. The journalism industry—which we are all so passionate about—is going through profound changes, and it seems many of them are not for the better. We had, of course, known for some time that traditional industries such as newspapers and broadcasting were struggling, but it has been in many ways shocking to see the rapidity and severity of the changes. Almost every week, it seems, we hear of layoffs in newsrooms large and small or the outright disappearance of iconic newspapers and magazines. These are certainly difficult times for the field of journalism.

Still, we remain optimistic about the future of our beloved profession, and in fact we are excited about the possibilities that new technologies can offer. Over the past year, we have continued our efforts to respond to the changes taking place in the industry with the hope of preparing our graduates to not only respond to those changes but to be significant players in shaping them.

To that end, we have held weekly faculty development sessions to build our skills and knowledge of HTML and digital media.

In the fall, the chair of our Alumni Advisory Board, Mizell Stewart III, offered an “exchange program” between his Evansville (Ind.) Courier & Press and our department. Kathy Bradshaw spent three days at Mizell’s

multimedia news operation, and converged reporter Gavin Lesnick visited classes and conducted faculty training sessions at BGSU.

We were also one of only two schools in the country selected to host a workshop, “The New Newsroom,” organized by the American Press Institute. This day-long event allowed faculty, students, and area professionals to learn about some of the changes that are taking place at newspapers large and small.

We have also held two faculty retreats to discuss changes to our curriculum. Among the proposals we will submit for university approval in the fall are the creation of a required one-hour freshman-level workshop course on multimedia skills and offering the Online Journalism course every semester. We will also increase the emphasis on multimedia reporting skills in courses across the curriculum.

In the meantime, we will continue to discuss longer-term changes to our program. As always, we welcome alumni involvement in these considerations. It is our belief that the core of journalism training at BGSU remains fundamentally sound and relevant, both for students who enter the field of journalism and for those who choose other communication-based careers. The changes we are implementing are designed to be sure that it continues to be so.

As far as comings and goings in the department, I have begun a four-year term as department chair since our former chair, Terry Rentner, has become director of the School of Media and Communication. I, along with my colleagues in the department, thank Terry for all her hard work during her four years at the helm of the department, and we’re happy she’s still with us here in West Hall. Oliver Boyd-Barrett, the former director of the school, now joins our department as a full-time faculty member.

We are disappointed to lose Smeeta Mishra, who has decided to re-join her family in India. In the brief time she was here, Smeeta made a significant impact in the department and with our students, and we wish her well with future endeavors. We have received tentative permission to begin the search process to hire a replacement for Smeeta.

In the meantime, Seth Oyer has joined the PR sequence faculty after completing his doctorate at the University of Florida. Seth is a crisis communications specialist who has more than a decade of executive and management experience in the technology industry.

We were also deeply saddened by the death of longtime departmental secretary Ruth Firsdon in May 2008. Not only was Ruth always helpful and efficient, she also had a wonderful sense of humor and was endlessly patient with faculty members and students alike.

see FOUST, Page 3

ALUMNI Newsletter

• JOURNALISM AND PUBLIC RELATIONS •

BOWLING GREEN STATE UNIVERSITY • SPRING 2009

The Alumni Newsletter is an annual publication of the Department of Journalism and Public Relations 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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Special Thanks to
Heather Van Doren, '95
for proofreading

Rise to the occasion

Cleveland PR firm promotes Lauer to vice president

Emily Lauer, '97, was promoted in June to vice president at Edward Howard, a public relations firm in Cleveland. The promotion means increased responsibility following eight years of hard work and dedication at the firm.

"I'm honored," Lauer said. "I've held four positions prior to my promotion. In all four positions, I've had increasing responsibility as it relates to completing assignments for clients as well as helping to market the firm and help attract new business."

Kathleen Obert, chairperson and chief executive officer of Edward Howard, values Lauer's dedication and talent.

"She's willing to do whatever it takes to help an Edward Howard client," Obert said. Lauer has obtained positive publicity in major media outlets such as "Good Morning America," the "Today Show," and USA Today, for her clients.

At the firm, Lauer has had several opportunities to manage key accounts, including TTI Floor Care North America, Wal-Mart, Nokia and Huff.

Lauer does not make distinctions among her clients. "To me, the only difference between 'big clients' and 'small clients' is that my family and friends immediately recognize the 'big client' names," Lauer said. "Every client deserves the same attention and hard work on their behalf. If I do my job right, my family and friends also will recognize the names of my smaller clients by the time I've completed a publicity or marketing communications campaign."

Terry Rentner, director of the School of Media and Communication, had Lauer as a student. "She was a strong writer, very personable, worked well with others in group situations, and was a natural leader," Rentner said. "She was one of those students I knew would be extremely successful."

Lauer's success includes several public relations awards, including the Award of Achievement from Public Relations Society of America nationally, and the President's Award and a Gold Rocker Award from the Greater Cleveland Chapter of PRSA.

Lauer also participates in community organizations City Year Cleveland and Shoes and Clothes for Kids.

"I have a strong belief in community involvement," Lauer said. "I have been very fortunate in my life and want to give back to the community that has helped me to succeed."

by Heather Shoenleben, '10



emily
lauer

FOUST, from Page 2

In addition, the school's administrative assistant, Linda Glomski, retired from BGSU in the fall. Linda was also a tremendous asset, and in the words of our late colleague Dennis Hale, she "knew where all the skeletons were." We truly miss both Ruth and Linda.

And, of course, you've no doubt noticed our name change. We are now the department of journalism and public relations. Faculty voted on this change more than a year ago, and as of this spring, it has been officially approved by the university administration. We think that the name change better reflects what we do and makes it easier for prospective students to find us.

As always, we welcome your involvement with our program in any way possible. We have set up an Alumni Resource Page at <http://www.bgsu.edu/dept/journalism/page66162.html> where you can find information about various opportunities available to alumni.

We especially invite you to participate in our Alumni Mentor Program and to donate to a scholarship fund. Both of these are excellent ways to help today's journalism students become the leaders we hope will steer us through these uncertain times.

Sincerely,

Dr. Jim Foust, chair
Department of Journalism
and Public Relations

get online

For various alumni involvement opportunities, visit us online at:
<http://www.bgsu.edu/dept/journalism/page66162.html>

Meteorologist chosen for his breadth of experience

Kappa Tau Alpha
**HALL
OF FAME**

The 2007 Kappa Tau Alpha Hall of Fame inductee, as chosen by the department faculty, is 1995 graduate Norm Van Ness. Van Ness is best known in Northwest Ohio as the chief meteorologist for WNWO TV, the NBC affiliate in Toledo. In



photo by Jim Foust

At the awards ceremony on March 20, Norm Van Ness talks about his background covering big news stories like the Columbine shootings and weather disasters while working in Colorado Springs, Denver, Tyler (Texas), and Toledo.

that role, he is the primary weather anchor and manages a three-person weather department.

In addition to anchoring the weather, he researches, shoots, writes and edits weather stories. He also serves as a news anchor.

Before coming to BGSU for his bachelor's degree in journalism, he was an honor graduate from the Air Force's Non-Commissioned Officer Training School and deployed to Saudi Arabia during Operation Desert Shield.

More recently, Van Ness has served as a trustee for the Dove Fund, which serves U.S. Veterans and builds schools, nurseries, health care facilities, and clean water systems in Vietnam. He contributed to the Dove Fund by re-designing its Web site, writing grants, and organizing fundraisers.

Van Ness trains firefighters and storm spotters, and he gives weather safety demonstrations in schools.

His 15 years of broadcast experience includes television and radio. His broad base of journalism skills includes reporting, news management and introducing leading edge technology, along with his weather forecasting skills.

He has created Web sites, reported breaking news, managed news coverage, reported live, and created graphics packages for several stations.

He worked in Colorado Springs and Denver, Colorado, and Tyler, Texas, before coming to Toledo.

Van Ness earned Certification for Broadcast Meteorology from Mississippi State University in 1998. He graduated from BGSU with a major in broadcast journalism and a minor in economics.

Van Ness was chosen because of his professional accomplishments, community service and breadth of experience. His broad skill set exemplifies the kind of journalists that are needed in journalism today.

YOUNG PROFESSIONAL AWARD

Emmy, Peabody awards part of Neirouz's resume

The 2009 Currier Young Professionals Award went to Colette Neirouz, a 2004 graduate.

While at BGSU, Neirouz worked at BG 24 News, The BG News and WBGU-TV. She also did internships at newspapers and radio stations in Cincinnati, her hometown.

During her senior year, Neirouz won a prestigious internship with PBS's FRONTLINE in Boston. Upon graduation, she went to work for Kirk documentary group in Boston, which does productions for FRONTLINE.

She is currently a coordinating producer, having worked on several programs, including "Bush's War," "The Choice 2008," and most recently "Inside the Meltdown." Her work has been recognized with both Peabody and Emmy awards.



photo by Jim Foust

During one of her presentations on the day prior to the awards ceremony, Colette Neirouz talks to students about getting experience with student media and building skills while in college. This is Neirouz's second time back to BGSU since graduation. She spoke to journalism classes last year.



Former BGSU President Sidney Ribeau and his wife, Paula, pose for a picture with Jessica Dill, '08, at the U.S. Dream Academy Gala in Washington, D.C. on May 21. Ribeau, who is now president of Howard University, and his wife were guests at the event. Dill, a graduate student at Northwestern's Medill School of Journalism, was covering the event as part of her final quarter duties as a reporter for the school's Washington Bureau. Dill will be speaking at her commencement ceremony in mid-June.

Westphal appointed NWO Komen director

Finding a cure for breast cancer is what Mary Westphal hopes to help accomplish in her new position as Executive Director of the Northwest Ohio Affiliate of the Susan G. Komen for the Cure organization.

Westphal, '78, has more than 25 years of work and volunteer experience that have prepared her for her new position.

She said her concern for women's health issues, such as breast cancer, drew her to the position. The group's mission is focused on eliminating breast cancer through research, treatment and education.

Westphal's appointment in early 2009 has added responsibility and possibilities to Westphal's life. She now has dual duties between Sylvania City Council, where she is a council member, and helping spread awareness about the Komen Organization.

Helping the Komen Organization grow is one of Westphal's main goals. "The Northwest Ohio Affiliate is responsible for 24 counties and currently has only scratched the surface in education and grant support in the counties outside of Lucas and Wood," she said.

She said she would like to find ways to raise more money to fund more programs and services while maintaining the Komen vision.

Westphal and her peers have faith in her ability to juggle multiple responsibilities. Mike Brown, a member of the Sylvania City Council, said, "Mary's strengths are her organizational skills and a strong work ethic. I believe it has energized her, and she will do an exceptional job with both."

by Elysia Sposato, '09

Career panel included 2 graduates

Two journalism alumni participated in the College of Arts and Sciences Career Extravaganza held on Nov. 19.

Brent Vogel Jr., senior media coordinator with Fruchtmann Marketing in Toledo, and Ryan Fowler, a sports broadcaster at NBC-24 in Toledo, talked with students about their career paths, and how their degrees and skills from BGSU have helped them.

"I got involved because I wanted to give back to BG," Vogel said. "I wouldn't be here without BG."



Brent Vogel Jr.

ALUMNI BOARD, from Page 1

alumni to help them navigate a changing media landscape. While the past year has brought many changes to media organizations, the alumni board has focused on helping ensure that BGSU's curriculum is as up-to-date as possible.

To that end, the board is also actively working with BGSU journalism faculty in bringing best practices from newsrooms to the classroom.

In the fall semester, associate professor Kathy Bradshaw spent three days at the Evansville (Ind.) Courier & Press, an E.W. Scripps newspaper, to learn how multimedia

is changing how journalists gather and report local news.

In February, Courier & Press reporter Gavin Lesnick spent three days at BGSU. He conducted workshops for students and faculty, outlining how his role as a print reporter has evolved to include shooting still photography as well as capturing video and audio for his reporting.

During the 2009-2010 academic year, the Journalism Alumni Advisory Board will take part in a review of the journalism curriculum, including an examination of senior projects, to assess how well students

are being prepared for the ever-evolving world of professional media.

Again, active and engaged alumni play a major role in helping students build a solid foundation as future media professionals. We hope you'll consider joining us at the mentoring event this October.

BE A MENTOR!

If you are interested in being a part of the Oct. 3 mentoring event, contact alumni board president Mizell Stewart III at stewartm@courierpress.com or (812) 461-0799

grads cross paths in Iraq

military men use journalism skills to help Iraqis pursue a free press

“ ———
I have not
seen Tim
in about
20 years,
since we
graduated,
and I
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for the first
time here.”

—————
Lt. Col.
Paul Swiergosz

“Irony” is how U.S. Army Public Affairs Officer Paul Swiergosz, '89, described his chance meeting with Lt. Col. Timothy Bush, '88. “I have not seen Tim in about 20 years, since we graduated,” Swiergosz wrote in an e-mail. “And I run into him for the first time here.”

“Here” is southern Iraq.

According to Swiergosz, Bush is currently commanding the 2nd Battalion, 20th Field Artillery Regiment, stationed in Wasit province, Iraq. While their major duties are to assist in providing security for the Iraqi population and transitioning control of the area over to Iraqi Security Forces, Bush's unit is also heavily involved in developing local governance and economic institutions - to include developing a free Iraqi press.

Bush was part of the first-ever journalism conference held from July 21-23. Iraqi journalists gathered at the al Kut Hotel to discuss problems, challenges and possible solutions facing their profession in southern Iraq.

Iraqi journalists did not always enjoy the same protection U.S. journalists have. They have faced kidnappings and jail time in the past. The improved security situation, due to the efforts of the Iraqi Police and Iraqi Army, is positively impacting journalism in Iraq.

Bush addressed the journalists attending the conference on the challenges that America faced in developing the freedom of the press.

“We had to change our constitution, to protect the rights of journalists,” Bush said. “That change was the First Amendment. In a free and open place of ideas, the truth will prevail.”



U.S. Army photos by Sgt. 1st Class Joe Thompson

Lieutenant Colonel Timothy Bush, 2nd Bn., 20th FA Regt. commander, addresses the attendees of the first-ever journalism conference in southern Iraq, at the al Kut Hotel July 21.



Members from the journalism conference panel and attendees listen to opening remarks by Vanessa Beary, PRT Public Diplomacy officer and Lt. Col. Timothy Bush, 2nd Bn., 20th FA Regt. commander, at the first-ever journalism conference in southern Iraq.



photo by Jim Foust

Alumnus shares Macy's public relations experience

Jim Sluzewski, '78, offered Tori Ekstrand's public relations students a view inside the corporate communications world of Macy's, where he is senior vice president for Corporate Communications.

Sluzewski shared his career path to Macy's, which included both agency and corporate public relations positions, and shared with BGSU seniors some internal communications videos made for Macy's employees.

Sluzewski was particularly

helpful sharing his advice on job hunting in sour economic times.

Sluzewski remembers graduating from BGSU during one of the state's worst economic climates himself and advised students to remember that their first job will likely not be their last, but will be an important step toward future positions.

He also stressed the value of a degree in journalism for a variety of communication-related professions.

Instructor moves from newsroom to classroom

After eight years of writing stories and columns, and editing for a small daily newspaper, Jessica Dennis decided to try her hand at teaching, but she had a few stops before reaching BGSU.

Dennis had begun her career as a journalist for the Gazette Publishing Company, now owned by the Brown

Publishing Company, where she was a reporter and then an editor.

Dennis currently lives in Bellevue, Ohio. She earned

her bachelor's degree in English/Literature from Lourdes College and her master's degree in Liberal Studies from the University of Findlay.

"I never thought I would get into

the field of journalism, but when I did, I fell in love with it," she said.

Her most memorable story was about a soldier in Bellevue named Jon Martin. She had interviewed him and his family for a story and later covered his funeral when he died on Thanksgiving Day. "He allowed me a glimpse into his life, and his family allowed me a glimpse into a hero's life," Dennis said.

Despite her love for journalism, Dennis had a desire to teach. She started out at Terra Community College, where she taught English composition for two-and-a-half years. She fell in love again, but this time with teaching.

"What good is an education if you can't educate others?" Dennis asked.

In addition, she taught Developmental Reading and Writing at Owens Community College, and Issues of Literature at Tiffin University be-

fore starting this fall at BGSU where she teaches the basic media writing course and copy editing.

"I like that she is able to relate her experiences as a reporter to what we are learning," journalism major Kate Noftsinger, said. "I feel privileged to have access to such an amazing resource."

Meredith Whitsel, a BGSU senior, said, "Jessica Dennis is super energetic and very quick witted, and she's super approachable."

Dennis' approach is to be a part of her students' learning experience by helping them in any way possible so they can be successful in journalism.

"Anyone who follows the path of teaching has to give of themselves every day, and all teachers hold that quality," Dennis said.

Her advice for future journalists: "Break boundaries."

by Todd Elliott, '11



**jessica
dennis**

new instructor;
BA Lourdes College,
MA University of
Findlay

After 35 years, we say thank you to administrative assistant Linda Glomski and bid her a **Fond Farewell**



Jim Gordon, retired faculty member, and Linda Glomski



Nancy Brendlinger, associate professor, and Linda Glomski

photos by Kathy Bradshaw

Funds support workshop efforts

2 GRANTS

HIGH SCHOOL WORKSHOP

Students at Rogers High School in Toledo visited campus on April 2 to learn the value of good journalism from professionals and student media representatives.

The theme of the 2009 Journalism Partners for Active Citizens Today workshop was "Beyond Words." The day focused on teaching the high school journalists that it takes more than just great writing skills to relay newsworthy information.

"We wanted to show them the possibilities," Kelly Taylor, journalism instructor, said. "Besides giving them a really good look at our program, we

wanted to inspire the students in their journalism endeavors and help them improve their program."

Taylor is a co-director with associate professor Catherine Cassara-Jemai of the grant that funded the visit and a one-credit hour service-learning class.

The grant was awarded by the Partnerships for Community Action and Center for Innovative Transformative Education Support Grant Program at BGSU.

In addition to planning the workshop, the four students in the class regularly traveled to Rogers to work with the students one-on-one and in group seminar sessions.

ENVIRONMENT WORKSHOP



photo by Kelly Taylor

During lunch, Rogers High School journalism teacher Jeff Heistand talks with BGSU associate professor Catherine Cassara-Jemai.

NAME CHANGE, from Page 1

through different departments at different universities, there has been confusion among prospective students about where to find PR at BGSU. The name change should help alleviate this problem. It also helps promote the importance of writing as

an element of public relations, which is something the department has always strongly believed in.

The School of Communication Studies' name is also changing to the School of Media and Communication. The school includes the department of telecommunications and the

department of communication in addition to journalism and public relations.

Departmental faculty and university marketing personnel will be working to promote and implement the changes during the upcoming school year.



photo by Catherine Cassara-Jemai

Samira Balbouli from IPSI (left) listens as BGSU senior Laura Simmons asks a question during a session.

In November 2008, Cassara-Jemai took a group from BGSU to Tunisia for ten days for a workshop on environmental journalism and communication.

The trip brought the BGSU students and faculty together with counterparts from Tunisia and Algeria. The workshop was organized by the Institute of the Press and Information Sciences of the University of Manouba and the Tunis International Technologies (CITET) with support from the Tunisian Ministry of the Environment and Sustainable Development.

"It was wonderful to see the students encounter another culture," Cassara-Jemai said. In the evaluations of the trips,

Cassara-Jemai said the students consistently commented on how much they liked meeting students from other countries and learning about shared interests.

In addition to sessions with Tunisian environmental authorities, the students traveled to sites in other parts of the country where new projects are tackling the problems presented by industrial and community wastes. The U.S. and Algerian participation in the workshop was made possible through a program assisted financially by a \$388,893 grant from the Bureau of Educational and Cultural Affairs of the U.S. Department of State under the authority of the Fulbright-Hayes Act of 1961, as amended.

faculty news in brief

Terry Rentner

Terry L. Rentner has been promoted to director of the School of Media and Communication. Rentner oversees the departments of journalism and public relations, communication, and telecommunications, plus the graduate program in media and communication. She served four years as chair of journalism.

Rentner and the director of the Wellness Connection at BGSU, have received a \$20,000 grant from the Ohio Health Department to implement a social marketing campaign to reduce smoking among college students. The campaign, "No More Ifs, Ands or Butts" was implemented spring semester and based on an earlier campaign developed and implemented by the Public Relations Student Society of America.

After 20 years, Rentner stepped down as adviser to the BGSU chapter of the PRSSA when she was promoted to director of the school.

"Twenty is a nice number to end on, but I will miss the students dearly," Rentner said. She was given an honorary award by chapter members. Julie Hagenbuch, an instructor in the

department, is the new adviser.

In April, Rentner also was initiated into Phi Kappa Phi, the oldest and largest multidisciplinary honor society in the nation.

According to Edward Whipple, vice president of Student Affairs, Rentner was nominated because of "her distinguished service to Bowling Green State University, care for the success of its students, and commitment to learning."

Nancy Brendlinger

Nancy Brendlinger, in addition to her departmental duties, served as associate director of Global Village.

Global Village is a living/learning community for up to 40 students with a variety of majors, half of whom are U.S. students and half international students. Brendlinger's duties included teaching Introduction to International Studies in the fall, advising students and working on service projects throughout the year.

The most extensive project was Empty Bowls, in which the GV students worked with students from the Arts Village and the Nutrition Club to make ceramic bowls and sell them during a soup lunch to raise

money for three charities that deal with hunger.

Brendlinger also attended two environmental journalism workshops this year with Catherine Cassara-Jemai in Tunis, Tunisia, and Algiers, Algeria. She will help Cassara-Jemai teach the environmental journalism workshop this summer at BGSU.

Oliver Boyd-Barrett

Oliver Boyd-Barrett helped organize the War, Media and Conflict Resolution conference held at BGSU in September. The three-day conference featured Pulitzer Prize-winning author Richard Rhodes, journalist and author Chris Hedges, and AP correspondents George Esper and Richard Pyle, as well as professors from around the world.

The Catalan News Agency has also invited Boyd-Barrett to edit and contribute to a book on the future of news agency, to mark its 10th anniversary. He is bringing together scholars and news agency practitioners from around the world.

Boyd-Barrett was the keynote speaker at the conference on Communication Technologies and Social Change, held at King Saud University, Riyadh, Saudi Arabia.

get online



Photo by Kathy Bradshaw

Ryan Fowler, '03, talks to Kathy Bradshaw's sports journalism class. Fowler, who is with NBC 24 Sports in Toledo, spent two years in Lima as a sports anchor where he won an AP award for Best Enterprise Reporting.

For photo slideshows of happenings in the department, including visits by alumni and other professionals, please visit: <http://www.bgsu.edu/departments/journalism/page59625.html>

Public Relations class tries to change Congress

Students in Tori Ekstrand's JOUR 440 Public Relations Campaigns course helped the public interest group Change Congress (<http://www.change-congress.org>) think about how to bring the organization's message to college students.

Change Congress was founded in 2008 by Stanford University law professor Lawrence Lessig, an Internet activist and author, to lessen the influence of big money on Congressional campaigns.

The winning group was made up of Megan Justice, Haley Eshleman, Elissa Yonkers, Jared Youtzy and Pete Schramm.

Political Director of Change Congress Japhet Els, who watched the presentations, said the group demonstrated an excellent understanding of the challenges facing Change Congress.



photo by Jim Foust

Dyer talks with students, presents evening speech

In Oliver Boyd-Barrett's Perspectives on International Media class, Gwynne Dyer answers questions about his career as an award-winning columnist. Dyer was on campus to give a speech called "Climate Wars: The Geopolitics of Climate Change." Dyer's Feb. 25 presentation was based on his latest book, "Climate Wars," for which he conducted exhaustive research and interviews of leading climate scientists and military strategists. Boyd-Barrett said, "'Climate Wars' is accessible and well researched and an excellent, if grim, evaluation of the reality and accelerating speed of global warming. It should be compulsory reading for all undergraduates."

Exchange program emphasizes multi-media journalism

The Journalism Department and the Evansville (Ind.) Courier & Press teamed up for the exchange of BGSU associate professor Kathy Bradshaw and multi-media reporter Gavin Lesnick.



Lesnick came to BGSU on Feb. 3-5 and spoke to nearly every journalism class about the changing face of newspapers. He also conducted workshops with the faculty members.



Lesnick shared his experiences with shooting video, audio, and still photographs to show how his role as a reporter is evolving from strictly print to Web-based forms.



Before Lesnick's visit, Bradshaw spent three days during fall semester in Evansville at the Courier & Press learning about the role of the Web at the Scripps Howard newspaper.

BGSU photos by Jim Foust



One organ donor can save eight lives by donating eight vital organs: heart, liver, kidneys, lungs, pancreas and small intestine. Yet, in Ohio, about 3,000 people are waiting on the donors list for an organ transplant, and only about half of the state's residents are registered organ donors. Can we change this?

"Yes," was the resounding answer from senior Lauren Butts and the Do It Now! campaign team members.

Butts, a public relations student, was the campaign manager for the Do It Now! College Challenge on campus. The College Challenge is a competition in which 17 Ohio schools race to get as many college students to register for organ donation as possible. Each school plans, implements and presents their successes and failures to a panel of judges which award monetary prizes. BGSU students work on the campaign as part of a public relations class.

Bowling Green's slogan for this year's campaign "What are you w8ing for?" was created by Butts. The "8" in "w8ing" stands for the eight organs one person can donate and the number of lives that one person can save.

"I came up with this slogan to stress the urgency for organ and tissue donors," Butts said. "Eighteen people die a day waiting for a transplant which is why we need to register donors sooner rather than later."

Team member Sara Newell said, "The campaign was her vision. She instructed the team, and we all worked together to make the vision happen."



Lauren Butts, campaign manager of Do It Now!

laughs at the noises because it's their way of breathing a big sigh of relief that her aunt is still with them.

After her aunt had her surgery, Butts started to realize the importance of organ donation.

Last year, Butts and her family skipped Christmas and donated all the money that they would have spent on gifts to two families that are on the donors list for a transplant. Neither of the families could afford Christmas. Both families have small children and being able to give them a Christmas, Butts said, made her more sure that she was doing the right thing.

"Every time someone signs up, I go through a rush of emotions; anywhere between being thankful to being extremely overjoyed," she said. "Becoming an organ donor is the ultimate act of charity."

Newell said, "Lauren thrives in a leadership position. Everyone respects her. You can see her as a peer, but as the person in charge as well."

In May, the Do It Now! team presented their campaign and results to the judges and finished second overall.

"Having Lauren as the Campaign Manager for the BG team made all the difference," Julie Hagenbuch, instructor said. "She was so motivated about organ donation and that really carried over to the rest of the team. Many in the class commented how they too became passionate about the cause after seeing Lauren's dedication to it."

by Kelly Taylor and Sarah McGinnis, '12

*Happy to
Help*
*PR senior passionate
about organ donation*

every new or existing donor that showed their license received green Mardi Gras beads to wear. In March, the theme was "Change someone's luck." During the month of April, which was Organ Donation Awareness month, the team launched 3,000 balloons to represent the number of people on the waiting list.

What could possibly inspire a young college student to do all of this? This answer is simple: family. Butts was inspired by her aunt, who received an intestinal transplant while Butts was in high school. When they got the call about a matching donor for her aunt, Butts and her family were overjoyed. "It was like Christmas," Butts said.

Now, her aunt is living a healthy life with an intestine that is a little bit too big for her named Stanley. Butts said her family named her aunt's new intestine because it makes noises when she digests due to its size. Her family

above and beyond

SUMMER 2008

internships and classes took students around the country and around the world

SARAH MOORE

Magazine Intern
Relevant I Orlando, Florida

RESPONSIBILITIES: Moore was responsible for such tasks as transferring recorded interviews to paper, writing stories, interviews, updating the blog, attending editorial meetings and transferring old archives to the Internet.

ACCOMPLISHMENT: Having her article "Lesley Chilcott, An Inconvenient Truth," published. The article focused on Chilcott's experiences while working on the film documentary "An Inconvenient Truth" with Al Gore.

by Brian Kasula

"being on Camden field and looking up and seeing that you are on a professional baseball field, you just get a chill. I mean, it's the greatest feeling ever."



"it was very far away from home, but I took a risk. It was the best summer of my life."



Sarah Moore (far right) with the interns she lived with during her time in Florida.

JASON RENTNER

Public Relations Intern
Baltimore Orioles I Baltimore, Maryland

RESPONSIBILITIES: Pregame responsibilities included making and updating scorecards for the press. The scorecards listed all of the players and their statistics. He also wrote articles in the program and typed the Orioles daily minor league report. Rentner routinely woke up at 7:30 in the morning and stayed at the stadium until midnight or later, sometimes for 11 days in a row.

SPECIAL MEMORY: During the Orioles special celebration commemorating the 1983 World Series Champions, Rentner talked with Oriole legends Cal Ripken Jr., Jim Palmer and Todd Cruise.

At BGSU: He shot award-winning pictures for the BG News during his freshman and sophomore years, becoming photo editor his sophomore year. Rentner also wrote game notes during men's and women's basketball games for the athletic communication department and promoted athletic events for the athletic marketing department. Rentner participated in Public Relations Student Society of America, serving one year as president.

by Nathan Inniger

“*one* day I sat there and just realized, wow, there is so much more in the world that I don’t know.”



CHRISSY MADISON

Study Abroad | Spain

PROGRAM: Madison, a public relations major with a Spanish minor, studied in Spain in a two-month summer program sponsored by BGSU. Students studying in what is called the Cluster Program experience an accelerated curriculum where participants take two classes per month and five hours of class per day at Cardinal Cisneros School, located outside of Madrid, Spain.

FAVORITE THING: Going to the Northern part of Spain. “It was just mountains and cows,” she said. “It was amazing. I had never seen mountains before.”

WHAT SHE LEARNED: Students today take a lot of things for granted. “You have so much more than the rest of the world,” she said.

by Cassie Miller

KELLY NIGHTINGALE

Study Abroad | France

PROGRAM: For six weeks in June and July, Nightingale, along with 18 other BG students, spent Monday through Thursday inside a classroom in France learning the history of the European Union, various countries in the EU, the culture difference and how to market products to international markets.

TRAVEL: Because the class schedule left long weekends, the students were strongly encouraged to leave the country and experience as much as possible. Nightingale made an excursion to Amsterdam. She enjoyed her time in the Netherlands and Belgium.

FAVORITE THING: Celebrating Bastille Day.

by Phylicia McCorkle

“*nice* to hear different perspectives about U.S. history because everyone knows our business, but we don’t.”



“*the* internship gave me answers to questions I didn’t even know I had.”



HALEY ESHLEMAN

Study Abroad | Rome
Public Relations Intern | BondPR in Rome

RESPONSIBILITIES: Eshleman studied at Richmond, the American International University in London — Rome Center. She studied Italian and worked for Marco DeFedericis, the director of the Summer Advantage Program that offered high school students the chance to study in Rome. For her internship, she worked with Helen Banigan, the European campaign director for BondPR. Banigan was excited to have an intern, especially one who spoke English.

WHAT SHE LEARNED: “I got a really good feel of how things need to run and what is expected. It was my first real exposure to working in a PR environment,” she said. Eshleman said she would love to work in Rome after she graduates.

by Adrienne Stephens

PRSSA students visit the Windy City



Over Spring Break, 15 members of PRSSA visited Chicago to network with public relations alums. Among the professionals visited were Jill Kouri, Accenture global marketing director and '92 alumna, and Melissa Wall, the Museum of Science and Industry's major gifts officer and '99 alumna.

"As a junior, it was inspiring and motivating to see that BG alumni were able to move up so high, so fast in a big city," said PRSSA member Kelcey Brubaker.

The students also met with alumnus Doug Whitmire (*photo*). Whitmire is the morning producer at WLS-TV.

More photos of the trip are on the journalism department Web page.

Magazine replaces yearbook

Student Publications replaced the annual yearbook with a magazine.

Facing declining sales over the past years, Bob Bortel, director of Student Publications, submitted a recommendation to the board to replace the annual yearbook.

"Yearbooks are in trouble as a forum throughout the country, particularly at colleges," Bortel said. "The climate has changed. The culture has changed. The era of chronicling a year has lost a little bit of its utility."

In April 2008, the decision was made to move forward with a four-color magazine published three times per academic year, once in the fall and twice in the spring.

The response to the publication has been positive, Bortel said.

Student writers also seem to like having a more regular publication. They get to see their stories and work in print sooner. The experience of working on a magazine also dovetails better with career aspirations.

"From a financial standpoint, I have an opportunity to offer businesses a channel to the university through a high quality color format," Bortel said. "I didn't have that before."



SPJ'S NEW OFFICERS

President: Christina McGinnis

Vice President: Ashley Brugnone

Secretary: Ashley Folan

Treasurer: Kaycee Hallett

Public Relations: Nicole Krohn and Alesia Hill

SPJ chapter experiences growth with new adviser

BGSU's chapter of the Society of Professional Journalists, under the advisement of new journalism instructor Jessica Dennis, is back and stronger than ever.

Although the group's numbers dwindled to only three last fall, today the chapter is closing in on 40 new members.

Dennis attributes the rise in membership to the chapter's new outlook, along with all new officers with fresh and innovative ideas.

"We want to look toward the future," Dennis noted. "SPJ's new officers are excited the

group is finally making a comeback. They've worked very hard this semester to recruit new members and it has really paid off. In just over two months, we have expanded from only one active member, to over 40. And we don't plan to stop there. It is my personal goal to have every journalism major on campus join."

In addition to a fundraiser in the fall, the group also plans to hold a job fair in mid-October.

They are also currently in the process of constructing a BGSU SPJ chapter Web site.

Honors & Awards

Department Awards and Scholarships

Press Club Scholarship

Alissa O'Neill, \$500

Dennis Hale Memorial Scholarship

Michelle Olmstead, \$500

Journalism Alumni Board Scholarship

Kelsey Brugler, \$500

Harold & Elaine Fischer Undergraduate Scholarship

Taurence Armstrong, \$200

Spencer Canary Scholarship

Taurence Armstrong, \$150

David Hainline Scholarship

Allison Borgelt, \$1,000

Nicole Valek Scholarship

Ella Fowler, \$900

Robert & Barbara Cape Scholarship

Sarah Folmar, \$800

Kristin McKissic, \$800

Heather Linder, \$700

Florence & Jesse Currier Endowed Scholarships

Rising Junior: Angela Burdge

Rising Senior: Gina Potthoff

Wagh Award for Outstanding Senior Journalism Major

Laura Simmons

Sequence Awards

Broadcast: Lauren Payden

Print: Alison Kemp

PR: Michelle Ranly and Jason Rentner

Ohio Newspaper Association awards scholarship to BGSU student

The Harold K. Douthit Regional Scholarship this year went to Ashley Brugnone. The Oak Harbor native is a writer for the BG News and has also worked for BG 24 News.

Before transferring to BGSU, she was a reporter for the University of Findlay's student newspaper, The Pulse. During that time, she also wrote a monthly column for The (Findlay) Courier. The journalism major expects to graduate in spring of next year and hopes to work for a Columbus newspaper.



Ashley Brugnone

PR class wins top honors in state-wide college competition

BGSU's Do It Now! Team was able to win more than the satisfaction of knowing they helped recruit organ donors and save lives.

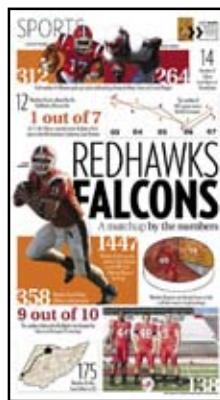
In early May, they were honored with three awards in a college competition. Winning for "Best Viral Marketing/Social Networking," "Best Guerrilla Marketing," and taking second place overall. They ended up finishing at 99 percent of their intended goal to sign up 4,512 registered organ donors.

The \$1,000 prize money will go to the BGSU PRSSA Chapter.

The team from the University of Cincinnati finished first after reaching 130 percent of its goal.

The BGSU team was part of a class called PR Theory and Application.

BG News sports designer honored



The BG News won two awards in the 2008 Best of Sports Design Contest.

They were acknowledged in both categories for colleges: best college sports designer and best college sports page.

Taylor Richter, an interpersonal communications major, was a finalist in both categories.

The designer award is the collegiate version of the professional designer of the year award and the best page is a single page or pages from a college newspaper.

"Taylor is a talented designer," Bob Bortel, director of student publications said. "Students learn systematically through our program."

Taylor, who is a junior, is doing an internship in Arizona for the summer.

Sports pages designed by Taylor Richter and submitted for the 2008 Best of Sports Design contest.



Contribution

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- ☐ Currier Scholarship* 30-000300
- ☐ Finney (GLIPA) Scholarship* 30-000235
- ☐ Fisher Scholarship* 30-000203
- ☐ Goodman Scholarship 30-000986
- ☐ Gordon Scholarship* 30-000472
- ☐ Murray Scholarship* 30-000796
- ☐ Walker Scholarship* 30-001171
- ☐ Alumni Board Scholarship* 30-0001686
- ☐ Press Club Scholarship* 30-000322
- ☐ Annual School of Comm. Studies Awards or projects in the Journalism and Public Relations Department* 30-000502
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