



Alumni Newsletter

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Spring 2011

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More News

ALUMNI NEWS

Several alumni are working outside the traditional jobs associated with a journalism degree. Read more about Dan Bumpus in real estate, Mo Kelly in alumni relations, Bridget Tharp as a communications specialist and Greg Guzman in higher education administration.

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FACULTY NEWS

Associate Professor Nancy Brendlinger is recognized by the university for 20 years of service.

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Alumni Newsletter

LETTER FROM THE CHAIR

Dear Journalism Alumni:

Since 2008, faculty members in the Department of Journalism and Public Relations have been working to revise our curriculum in response to the profound changes taking place in the profession. We held a series of curriculum retreats, researched what other schools were doing, talked to professionals (including members of our Alumni Advisory Board), attended conferences, and carefully examined both our existing curriculum and several proposals to change it.

Now, the result of all of that research and work is about to be implemented. All the paperwork has been done, the university has given its approval, and now the incoming class of Fall 2011 will be the first to study under our newly revised curriculum.

The new curriculum maintains our three sequences: broadcast, print and public relations. We talked a lot about whether it was time to merge sequences and decided against it. Other schools that have merged their sequences regretted it, and we agreed that the time for a single, all-serving sequence was not at hand (yet). Within the sequences, however, we have made changes. For example, print and broadcast sequence students will now be required to take the Online Journalism course, and public relations students will take Media Publication and Design. Also, all students will take a new one-hour Multimedia Reporting course at the same time they take the sophomore-level reporting course. This new course introduces basic technical and aesthetic skills involved in web authoring, still photography and gathering and editing digital audio and video.

Of course, these changes alone would not be a sufficient response to what is happening in the industry. Consequently, we have also worked on course-level changes to make sure that students are getting the multimedia, technology and social media skills they will need to be successful across the curriculum. In fact, many of these changes have already been implemented, as students using social media in public relations classes and those doing multimedia projects in print classes can attest. I have also been offering Multimedia Reporting as an elective for current students who want to be ahead of the curve.

We also realize that this is a curriculum change that likely won't be able to stand pat. I remember the conclusion of our last major curriculum change in the late 1990s when there was a collective sense of, "There . . . that's finished." This time, I think curriculum change will be more of an iterative process. No one knows for sure where the industry is going or how it will get there, and we will need to be ready to make significant changes again—and soon—if the professional environment requires them.

One of the nice things about this entire process is that it pointed out how sound our existing curriculum already was. Professionals kept telling us that the fundamentals weren't changing, but that students needed to build their technical and social media skills. As we looked at our courses individually and our curriculum as a whole, we saw that the fundamentals *were there*. This curriculum change didn't require "blowing up" what we already had but rather just supplementing what was already a pretty good structure.

I have set up a [web page](#) where I will post more details about the changes. We'll also keep you updated on how things go once we implement the changes. Thanks to everyone on faculty and all the current students, alumni and professionals who helped contribute to this effort. As always, we welcome your thoughts and ideas.

We also, of course, welcome your input and participation in other areas. Our mentor program needs more professionals who are willing to work with budding journalists, and we're always happy to have alums come to campus and share their expertise and experience. We are also more than happy to arrange presentations via Skype or other video technology for those of you who can't actually get back to campus.

In the meantime, please be sure to contact us with any updates or other information for the newsletter. We're always interested in hearing about the great things our alums are doing.

Sincerely,
Dr. Jim Foust, chair

Department of Journalism and Public Relations



Alumni Newsletter

ALUMNI NEWS



When it comes to running a business **Martha Vetter**, '82, knows the most rewarding part is simply giving back. Aside from founding her own successful public relations agency, R/P Marketing Public Relations, Vetter has started her own charity organization, Chicks for Charity. [\[READ MORE\]](#)



Fred Steiner was laid off from the editor position he held for 20 years at the Bluffton News, the weekly newspaper of Bluffton, Ohio in 2009. A graduate from the class of 1972, Steiner had a background in broadcast journalism but had worked for a newspaper all his life and wanted to continue to do so. He and his wife, Mary, started the Bluffton Icon, an online news site, to serve the community where they have lived most of their life. The site continues to grow. [\[READ MORE\]](#)



Dan Bumpus recently left the world of broadcast journalism to try his hand at a new career – real estate investment. Bumpus, who graduated in 1999, left Toledo's WTOL 11 in February after eight years. He was co-anchor of News11 at Noon, breaking-news anchor for News11 Your Morning, and led the Call 11 For Action team. [\[READ MORE\]](#)



Montique "Mo" Cotton Kelly, a 1994 magazine journalism alumna, serves as director of alumni affairs on the BGSU campus. She represents the alumni association at chapter events, university functions and athletic receptions. Alumni attending the President's Suite at football games observe Kelly mingling among alumni and friends of the university. Passionate about Bowling Green, she wants people to feel really good about their experiences. [\[READ MORE\]](#)



Every job **Greg Guzman** has held since graduating college 15 years ago has been in higher education. He has worked at Owens Community College, Lourdes College, Tiffin University and BGSU, and in September, was named campus president at Herzing University-Toledo. As president of Herzing-Toledo, Guzman is responsible for all academic and financial operations of the campus, which employs 31 faculty and staff and serves nearly 300 students enrolled in its 18 certificate, diploma and bachelor's degree programs. [\[READ MORE\]](#)



Four years after she graduated, **Bridget Tharp** is back at Bowling Green State University. Tharp, a print sequence major, pursued full-time jobs with newspapers until the job market drove her back home. For the past three months, she has worked as a communications specialist at BGSU. [\[READ MORE\]](#)



Alumni **Andy Ouriel** and **Kelly Metz** are finalists for the 2010 Ohio Associated Press Newspaper awards. Their awards are in Division III, which is for a circulation size of no more than 25,000 subscribers. Ouriel was nominated for best investigative reporting for his story "What a Load of Debt."



Metz, who was at the (Lorain) Morning Journal when nominated, is up for Best Blog with fellow Journal reporter Megan Roza.



Richard Autry recently accepted an internship for this summer with The Wall Street Journal. His internship involves doing metro reporting. Autry, a Toledo Native, currently writes for the *Toledo Free Press*. He said he applied for the internship because “besides the *Toledo Blade*, it’s one of my favorite publications to read.” [\[READ MORE\]](#)



UPDATE: CLARK RETIRES

Scott Clark, honored as one of BGSU’s 100 most prominent graduates, recently retired from WABC channel 7 in New York, where he worked for 24 years. During his career, Clark was nominated for several Emmy awards, traveled to many places from Wimbledon to Tokyo, and did what he considers to be the highlight of his career, play golf with Arnold Palmer. Clark said he is looking forward to much more free time and rest. He said he is happy to be rid of his 24/7 responsibilities and said now he has more time to work on his golf game. When asked about his big plans during retirement, Clark said, “My big plans disappeared when I walked away from my job. Big plans, hopefully, take you somewhere, and I have arrived.”



UPDATE: POTTHOFF TAKES JOB IN CALIFORNIA

Gina Potthoff made the move from Columbus to Santa Maria, Calif., in February to start her career at the Santa Maria Times. After leaving her internship at the Columbus Dispatch where she was a city reporter, she became the Santa Maria Time’s new education reporter. Potthoff covers five local school districts, as well as a few community college districts. “I made the move for warmer weather and to make a major, exciting life and career change,” Potthoff said. She said it’s been a great change so far.



Alumni Newsletter

ALUMNA MAKES CHARITY HER CAREER

| by *Andrea Sabo, '12*

When it comes to running a business Martha Vetter, '82, knows the most rewarding part is simply giving back. Aside from founding her own successful public relations agency, R/P Marketing Public Relations, Vetter has started her own charity organization, Chicks for Charity.



Vetter has made major contributions to the Toledo community through Chicks for Charity. "Charity is important to my career as it should be for everybody's career, she said. "If everyone gave a little bit it would make a huge difference."

Chicks for Charity is a local non-profit organization that encourages philanthropic donations from women to a designated charity. Each "chick" volunteers to hold an event in an attempt to raise anywhere from \$75 - \$200 for the specified charity organizations.

Every two years the charity selects a non-profit organization to sponsor. Currently they are in their first year of sponsoring the International Boxing Club.

NO, they are not sponsoring boxers. IBC is a charity designed to help underprivileged children in the Toledo area receive tutoring help while allowing them an outlet to learn and participate in boxing.

Today, there are roughly 18,000 chicks of all ages. Last year, they raised over \$165,000 for the Victory center.

Along with her contributions through Chicks for Charity, Vetter, an animal lover, is a long-term supporter of the animal humane society.

She also served on the advisory board for BGSU. "It was very rewarding helping out young students deciding on what classes would be the best for their future careers," Vetter said.

Vetter has continuously given back to her community and encourages others to do the same. "I think it is important that we all do something," she said. "When you participate in things that you enjoy it isn't a burden, and instead it has become a joy of life."

Vetter was awarded the Touchstone Lifetime Achiever Award in October from the Toledo Press. The award is to honor an individual whose personal acts or professional endeavors have had a consistent and positive impact on the Greater Toledo area.

Vetter reflected on her days at BGSU and said it was some of the happiest times in her life. She recalled typesetting for BGNews along with participating in many intramural sports such as tennis, which she was singles intramurals tennis champ for three years, flag football and volleyball. To this day she still keeps in contact with her roommates and makes an effort to meet once a year.

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GRAD SWAPS JOURNALISM GIG FOR REAL ESTATE INVESTMENT

| By Hannah Sparling, '11

Dan Bumpus recently left the world of broadcast journalism to try his hand at a new career – real estate investment.

Bumpus, who graduated in 1999, left Toledo's WTOL 11 in February after eight years. He was co-anchor of News11 at Noon, breaking-news anchor for News11 Your Morning, and led the Call 11 For Action team.

"For many years I've thought about life after TV," Bumpus said. "I think everybody in the business of TV news thinks of other options at times. (And) it was just kind of a good time to take another path."

Bumpus said the career switch was for family reasons. As a TV anchor, he had to be in the studio at 3:45 every morning, and his schedule didn't leave him enough time for his wife, Shawna, and their son, Ben.

With another child on the way, Bumpus decided it was time to make a change.

"TV doesn't allow a lot of flexibility," he said. "(Real estate investment) allows me to be my own boss, and that's really empowering."

Bumpus said the move was also prompted by changes in journalism itself. A bigger focus on the web through social-networking sites such as Facebook and Twitter have made it a "younger business." And most news organizations are now owned by big corporations with razor-thin profit margins.

"As a result, it's a very bottom-line business," he said. "... And it has to be."

As an undergraduate at BGSU, Bumpus spent most of time working for BG 24. Then, it was a daily news broadcast, 30 minutes every weekday at 5:30.

"That was kind of our life; that was where we learned everything," he said. "It was very real-world experience."

WTOL News Director Andi Roman said Bumpus and his reporting will be missed at the station.

"He did a lot of good for our Call 11 For Action team," she said. "It was his choice to leave and we're excited that he's getting to pursue his passion."

Bumpus said he and his wife have been dabbling in real estate investment for several years now, which is why he decided to take that route when he left journalism.

"We've had some success with it, but it's difficult to do on a part-time basis," he said.

He said he he'll never say never, but he doesn't think he'll go back to journalism.

"There's not a lot of stability in that business," he said. "I can't see any reason why I would want to."



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ALUMNA WORKS ON CAMPUS CONNECTING GRADUATES

| by Ryan Sanner, '12

Montique "Mo" Cotton Kelly, a 1994 magazine journalism alumna, serves as the director of alumni affairs on the BGSU campus.

She represents the alumni association at chapter events, university functions and athletic receptions. Alumni attending the President's Suite at football games observe Cotton Kelly mingling among alumni and friends of the university.

Passionate about Bowling Green, she wants people to feel really good about their experiences.

"Success is when alumni walk away from our events and are proud of their alma mater," Kelly said. "If they send their children here, it speaks highly for our legacy development."

In 1990, Kelly became a Falcon. She said she knew that BGSU was the place to go to college after meeting with faculty members.

During her collegiate years, she enjoyed the feel and spirit of the campus and established life-long friendships along the way. She met Anita Serda, administrative assistant, when she was a freshman student working in the Admissions Office. Over the years they have developed a close friendship and share many common qualities.

"I've watched Mo develop as a young lady," Serda said. "She is an individual who has set goals, outlined her career and knows the directions to take."

Kelly doesn't hesitate to share that Ray Laakaniemi, associate professor emeritus, was her favorite faculty member.

"I took the magazine journalism route that he taught, not the traditional newspaper or PR route," Kelly said. "He developed my aptitude for getting to know people and getting the story."

Remembering Kelly quite well, Laakaniemi, who retired in 2000, said, "Mo had one of the finest attitudes I have ever seen in a student. She was always positive, smiling and upbeat."

Within two years after graduating, the Admissions Office hired Kelly. Her prior experience working as a student tour guide was beneficial in getting this position.

"I didn't think I would come back to Bowling Green," Kelly said with a smile. "I was basically a road runner for three years recruiting all over the state of Ohio and in Michigan and also began planning events."

Kelly's expertise, especially coordinating Presidents' Day, which is a huge recruitment day for BGSU, caught the attention of Larry Weiss, '67, a former director of alumni affairs.

When an assistant director position became open in his office, she accepted. She worked with student and alumni volunteers and created the Alumni Scholar Laureate program.

Seven years later, she was appointed director of alumni affairs and continues in this capacity.

Over the years working on campus, communications manager Julie Carle, '78, has had numerous opportunities to observe Kelly.

"She has a wonderful capacity to work with her colleagues, the people she supervises as well as her peers in guiding them," Carle said. "She takes control, is a strong leader and a strong organizer."



Kelly's favorite career memory was being a part of BGSU's centennial anniversary celebration. In April 2010, 100 of its most prominent alumni were recognized at a centennial event where more than 800 people celebrated the lives and successes of these accomplished graduates.

"People were floating on clouds when they left," Kelly said. "This was a signature event for us and for this institution. To be a part of it was just awesome."

Kelly earned a master's of education in travel, tourism and counseling in 2004 and currently serves as an adjunct faculty in recreation and tourism.

She enjoys spending time with family and friends, listening to music and reading. She is married to James Kelly and they are parents to son Lincoln, 3½, and are expecting in July.

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ACCOMPLISHED GRADUATE IS FIRST LATINO PRESIDENT IN TOLEDO AREA UNIVERSITY

| by Lauren Graham '13

Every job Greg Guzman has held since graduating college 15 years ago has been in higher education. He has worked at Owens Community College, Lourdes College, Tiffin University and BGSU, and in September, was named campus president at Herzing University-Toledo.

"I see it as the key out of poverty," Guzman said. "The reason for my passion is I grew up extremely poor and without having access to higher education, via federal student aid, I would have never made it out."

As president of Herzing-Toledo, Guzman is responsible for all academic and financial operations of the campus, which employs 31 faculty and staff and serves nearly 300 students enrolled in its 18 certificate, diploma and bachelor's degree programs.

He said he wants to "establish an institution committed to the Greater Toledo area and become the absolute best at providing career-education in Northwest Ohio."

Guzman is the area's first and only Latino university president.

"Greg was thoughtful and had a great understanding of life for minorities," Nancy Brendlinger, one of Guzman's former professors, said. "I remember a project where two students were to interview each other. It happened that paired was Greg, a Latino, and an African American woman. The insight they had about each other was truly memorable."

Early on the Toledo native had a desire to pursue a career in politics or civil service. To do this, Guzman understood the importance of being able to write effectively would be essential to his future.

"Journalism is so much more than reporting the news," he said. "It is about being able to relay technical and complex information to the masses. I wanted to take complex matters of policy and deliver it in a format of mass understanding."

Guzman credits the name recognition and values of BGSU, in addition to his master's in public administration from BGSU, to be the foundation of his career path. He has completed the coursework for a doctorate in the higher education from the University of Toledo and is currently in the process of working on his dissertation about Retention at Institutions within the Herzing System of Education.

"Each career move I make is based upon the impact I can make to students in Northwest Ohio," Guzman said. "My choices are to benefit the greater good. I believe the rest will take care of itself."

As for benefitting the greater good, Guzman serves on the board of Partner's in Education and Adelante.

He helped to form a group, Think College Now, that merged last summer with Partner's in Education. After the merger, he was elected to continue with the program as vice president.

Recently, he was asked to join Adelante. Adelante is a non-profit organization that partners with community organizations to improve the quality of life for Latinos.

With each program, Guzman said, board members are responsible for making "programmatic decisions, financial decisions, human resource decisions and other choices that impact the long-term viability of the organization."

His awards include the prestigious James White Industry Commitment Award from the Ohio Association of School Financial Aid Administrators, the Central Cities Ministries of Toledo Urban All-American Award, and the Toledo Business Journal's "20 Under 40" Leadership Award. He has twice been a Diamante nominee and a one-time Cesar Chavez Humanitarian nominee



for service to the area's Latino community.

Guzman is married to Jennifer, and they have two children, Miranda, 14, and Caiden, 8. He also takes care of his mother and two nephews, Brandon, 17, and Dylan, 14. He is a member of St. Joan of Arc Catholic Parish. He said he loves Falcon football.

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ALUMNA RETURNS TO UNIVERSITY FOR JOB IN COMMUNICATIONS

| by Kate Snyder, '11

Four years after she graduated, Bridget Tharp is back at Bowling Green State University.

Tharp, a print sequence major, pursued full-time jobs with newspapers until the job market drove her back home.

For the past three months, she has worked as a communications specialist at BGSU. Ninety percent of what she does is writing proposals to potential donors. "Most of the money we get on campus is from private donors," she said.

her previous writing experience and the flexibility of the journalism degree, she said, helped her get this job.

As an undergraduate, Tharp worked for The BG News and BG 24.

"She was one of our first students to get involved with multimedia," associate professor Nancy Brendlinger said. "She was very active on The BG News, lots of energy."

Her first job was in Rockford, Ill., as a reporter for the Rockford Register Star, and she stayed for a year and a half. She left Rockford and went to The (Toledo) Blade.

"Honestly, my goal at The Blade was to stay at The Blade for as long as possible," she said.

After nine months, she was laid off. During her year of being laid off from The Blade, she looked at her entire skill set in order to find a job.

"I was really forced to consider other things I could be doing," she said.

Tharp's advice to other young journalists or recent graduates looking for work is to apply everywhere, not just newspapers.

Tharp said when she was job searching during school, she sent out about 70 resumes and got about five calls back. Now, she said she would send out about 200 resumes.

"There's definitely a lot of things you can do with a journalism degree," Tharp said. "There's a whole world of opportunity with this degree."

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BG GRAD TO INTERN WITH THE WALL STREET JOURNAL THIS SUMMER

| by Courtney Keenan '12

Richard Autry recently accepted an internship for this summer with the Wall Street Journal. His internship involves doing metro reporting.

Autry, a Toledo native, currently writes for the *Toledo Free Press*. He said he applied for the internship with the Wall Street Journal because “besides the *Toledo Blade*, it’s one of my favorite publications to read.”

Autry interviewed with The Wall Street Journal at the National Association of Black Journalists’ career fair last summer. He had to submit several clips of his work along with a cover letter and a resume.

“To be quite honest,” Autry said in an e-mail, “I submitted my application not really expecting to be accepted into the program.”

Autry said he will be trained by the best journalists in the newspaper industry and hopes that this experience will help to enhance his reporting skills and professional development.

During his time at BGSU, Autry was the editor-in-chief of the *Obsidian*, a campus publication with a culturally-centered focus covering minority communities and related issues. He also helped establish a NABJ chapter on campus.

“Rich was an outstanding student with an eye toward serving the community,” Bob Bortel, director of student publications, said. “He was unique in the fact that he was editor of the *Obsidian* for three years which is extremely indicative of his hard work and commitment.”

Autry said West Hall, where the department of journalism is located, was a second home to him and there were times when he would fall asleep working on issues of *The Obsidian*. He said, in the end his hard work was worth the effort.

Autry advises graduating seniors to expand their skills outside of journalism because journalism is an evolving field and requires many diverse skills.

Autry minored in sociology and telecommunications. He said through his telecommunications courses he was able to learn about videography, web design, and editing using Final Cut Pro software.

“I do believe I was born to write,” Autry said “I hope to establish myself as a great reporter and write stories that have the potential to impact the world.”



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FACULTY NEWS

NANCY BRENDLINGER. Environmental journalism is the subject of Nancy Brendlinger's faculty improvement leave for academic year 2011-12. Relieved of teaching and advising responsibilities for one year, she hopes her reporting, research and writing will lead to developing environmental journalism and communication curriculum components for the Department of Journalism and Public Relations and the School of Media and Communication, as well as a module for media and the environment that could be used in environmental science and international studies classes. The goal is to improve BGSU students' environmental literacy and to prepare students in the department and school to be effective journalists and communicators on topics pertaining to sustainability and the environment.

This idea for this project came from Brendlinger's participation in a three-year State Department grant that colleague Catherine Cassara received. The grant provides resources for cooperation among journalism and communication faculty at BGSU, the nascent environmental communication graduate program at the University of Algiers and the well-established master's program in environmental communication at the University of Manouba (Tunisia).

Brendlinger was also recognized by the university for 20 years of service. She started teaching at BGSU in August 1990, immediately following the completion of her doctorate from the journalism department at The University of Texas at Austin. [\[READ PROFILE STORY ON BRENDLINGER\]](#)

OLIVER BOYD-BARRETT. Professor Oliver Boyd-Barrett recently wrote a book that he co-authored with two BGSU alumni, David Herrera and Jim Baumann. The book is titled "Hollywood and the CIA" and was published by Routledge in London in February. The book will be available in the U.S. toward the end of May.

CATHERINE CASSARA. Associate Professor Catherine Cassara was recently honored with Faculty Senate's Distinguished Service Award at the Faculty Recognition Dinner. The award acknowledges her work with North Africa in an attempt to improve relations as well as form communication workshops for countries outside of the U.S. Cassara received a plaque and \$1000. [\[LINK TO BGSU ZOOM NEWS STORY\]](#)

SARA SHIPLEY HILES. Instructor Sara Shipley Hiles gave a guest lecture at Michigan State University's Knight Center for Environmental Journalism in March. Hiles, whose background is in environmental reporting, discussed her 2006 story in Mother Jones magazine on the Doe Run Co.'s polluting lead smelters in Peru and Missouri.

TERRY RENTNER. Associate Professor and Director of the SCS Terry Rentner has recently been provided a grant to create a high-risk drinking and prescription drug abuse prevention program. The grant is a collaboration between Rentner, the Wellness Connection and the Counseling Center. The program runs from April 1, 2011 to June 30, 2014, and the grant provides them with \$514,500.

Rentner was also a member of the Executive Committee and chair of Marketing and Public Relations committee for the recently completed BGSU 100th Anniversary Celebration. She was appointed by former BGSU president Sidney Ribeau.

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TRAVELING, TEACHING AND ADVISING MAKE UP 20 YEARS AT BGSU

| by Alesha Gailhouse '12

"It's glaciers and icebergs." As she recalled her summer trip to Greenland, associate professor Nancy Brendlinger said, "We could look out the window of our hotel room, and icebergs were floating by."

Besides Greenland, Brendlinger has visited and lived in Slovakia, Poland, China, Algeria, Tunisia, France and many other countries.

Brendlinger is not only a world traveler. She has been the former chair of the journalism department, an adviser and a professor since she came to Bowling Green State University in August of 1990. This year she is celebrating 20 years of service to BGSU.

Brendlinger currently teaches Public Affairs Reporting, the capstone course for the print sequence and teaches the International Studies Department capstone course.

"Dr. Brendlinger is an excellent professor with a fun sense of humor," senior Allison Borgelt said. "She cares about her students and wants them to succeed." Borgelt is the editor-in-chief for the Key Magazine and spent a week with Brendlinger in Montana at an environmental workshop.



Taped to the door of Brendlinger's office is a list of advising appointments, and all the slots are full.

"A huge part of my job is advising freshmen and sophomores, getting them through their first three or four semesters here," Brendlinger said. "And I just love that age group. I love working with them. I discovered teaching in the second half of my 30s and discovered freshmen in my 40s and 50s."

Brendlinger gives class and life advice to her students.

"I'll always remember going to see Dr. Brendlinger for a 20- or 40-minute appointments and staying way past my allotted time because we'd talk so much," Borgelt said.

Brendlinger has taken various opportunities to travel while at BGSU. She has received two Fulbrights, which are competitive, merit-based grants for international educational exchange.

After the Fulbrights, Brendlinger decided to focus more on advising and less on research.

"I've been here through the thick and thin, before she had tenure," Catherine Cassara, Brendlinger's colleague. "She made the choice not to do research. She's found a niche that she's happy with, and she's really clear about the choices that she made."

Brendlinger was born in New Jersey and lived there for 10 years, before living in Chicago, and finally Southeast Ohio, with her parents and four other siblings.

"I was always a big traveler in my head in terms of my reading," she said. "From the time I was 3 years old, I always enjoyed stories that were taking places in other countries. So, I was learning about little Eric in Sweden when I was 8 years old."

With a passion to see the world, she left for West and Central Africa with the Peace Corps in 1978.

"Peace corps gave me the opportunity to travel," she said. "I was not the bravest person in the world, not the most financially frugal, but it was the perfect opportunity to test the waters, and that was it. I got out of the country once and that's all I needed."

Ever since, it's been a focal point of what I do."

Brendlinger's career goal after the Peace Corps was third world development communications. She earned a master's and a doctorate but had no intention of teaching.

That quickly changed when she fell in love with teaching while making money to finance her degrees.

"I have had a very nice life," she said. "I get to teach courses I like to teach. I have a job that allows me to work abroad on occasion, allows me to have financial security to and the time to travel abroad in leisure. And I married the perfect man for it as well."

She met her husband, David Sears, in Senegal in 1981. Sears teaches English as a second language at the American Language Institute in Toledo and the Great Ideas course in the honors program at BGSU.

Brendlinger admits that she wasn't always bold. Even today, she's surprised at herself when the idea of traveling to a new place is scary at first.

"In less than 24 hours, [in Beijing] I remember looking at my husband and thinking, 'why was I afraid?' It's not that it was easy, but it just wasn't scary. It just wasn't scary at all. I still find myself sometimes going, 'I don't know if I want to do this.' And then I do it, and I'm fine, Brendlinger said."

Brendlinger has accompanied her students to Tunisia, Algeria and Paris. She hopes to transfer her excitement of traveling and learning about new cultures to her students.

"Students who would not otherwise travel are not afraid to come for 10 days to Paris if they're coming with Nancy and me," Cassara said. "And if they do that, then all of a sudden they realize, 'oh, I can do this.'"

Brendlinger is not only an adviser, teacher and traveler. She is also an aunt.

According to Brendlinger's niece, Sara Pfannkuche, her Aunt Nancy is not only her "cool" aunt but a friend as well.

"Nancy stands up for what she believes in and doesn't censor herself because she may have a minority opinion," Pfannkuche said. "She also does her best at explaining her beliefs, thoughts, likes, and dislikes thereby creating a healthy communication and discussion. I think I try to emanate this honesty in my own life not just with a few select but with all friends, family, and colleagues."

Brendlinger has also inspired her niece to see the world. Whenever Brendlinger is in a country for any length of time, her niece will try to visit.

Where will Brendlinger go next? She is currently waiting for word about her husband's Fulbright to find out about next year. She will be on faculty improvement leave and studying the environment wherever he is assigned.

No matter where they go, she is excited to travel again.

"I love my professional life, and I love my traveling life," Brendlinger said. "It's very cool that I have been able to combine the two. I'm particularly happy when I'm traveling with students."

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Alumni Newsletter

DEPARTMENT NEWS

PANELIST ADDRESS ISSUE OF MEDIA COVERAGE OF TERROR

American media coverage of Muslims and religious violence tends to create and perpetuate stereotypes unrepresentative of the Islamic community.

In an effort to educate students and the community to the misconceptions that result from mainstream media reporting, associate professor Catherine Cassara organized a panel discussion featuring three national experts.

With support from the United Muslim Association of Toledo and the department's Florence and Jesse Currier Endowment, the department hosted "Media Coverage of Terror in the Name of Religion" on March 17 in the Bowen-Thompson Student Union theater.

Panelists were:

Dr. Charles Kimball, Presidential Professor and director of the Religious Studies Program at the University of Oklahoma. Kimball is a Middle Eastern studies scholar, Baptist theologian, specialist in Islamic studies, and author of "When Religion Becomes Evil," named one of the top 15 books on religion in 2002 by Publishers Weekly. His new book, "When Religion Becomes Lethal," came out in April.

Jamie Tarabay, National Public Radio national correspondent and former NPR Baghdad Bureau Chief. After reporting from Iraq for two years in that capacity, she has begun a two-year project reporting on America's 6 million Muslims and the issues facing their daily lives as Americans. She is the author of "A Crazy Occupation: Covering the First Intifada," and worked in the Middle East for a decade, first for the Associated Press and then for NPR.

Salam Al-Marayati, president of the Muslim Public Affairs Council. He speaks and has written extensively on Islam, human rights, democracy, Middle East politics, the Balkan Crisis, and the Transcaucas conflict. His articles and interviews have appeared in newspapers from The Wall Street Journal to the San Francisco Chronicle and USA Today. He has appeared on radio and TV talk shows and has been featured on C-SPAN and NBC.

Kimball also delivered the Nakamoto lecture at 2:30 p.m. that afternoon in 111 Olscamp Hall. His topic was "Turmoil in the Middle East and North Africa: Things That Make for Peace-Building."

Pictures from the panel are located under the Guest Speakers tab of this newsletter — [click here](#).



REPORTING COURSE TO BE OFFERED ONLINE THIS SUMMER

| by Tom Nepomuceno '12

This summer journalism students looking to get ahead of the curve can take Journalism 2500 online with Assistant Professor Victoria Ekstrand.

"Students don't always want to hang around BG in the summer," Ekstrand said. "They want to go home or do internships, and doing online courses is a good way to get ahead."

The online version will be similar to the classroom version in the fact that students will learn the basics of reporting, story writing and in addition there will also be an emphasis on online reporting to supplement students' stories.

"That's the beauty of online content. You can show people the full picture," Ekstrand said.

Part of creating a class online is losing the face-to-face contact that students usually have with a classroom setting. While some people maintain that a reporting class needs to be done in person students can still learn the basics of reporting even online through discussion boards and by creating an online community.

"People engage if the content is good and part of the way to engage online discussion is to post cool stuff," Ekstrand said.

Ekstrand also hopes to connect with students via telephone or Skype sessions. All of which are part of connecting with students despite the distance.

"I like the idea of being involved with students when it's convenient for both of us. I like the idea that we're coming together when it's good for us," Ekstrand said.

Offering 2500 online is part of the university's push to get more classes online to help attract students, Jim Foust, department chair, said.

"Generally, we have been looking at what classes we can offer online," he said. "Tori initially suggested we looked into offering the class online."

Choosing someone to teach 2500 this summer was done through an intricate selection process. "Tori was on the books to teach it this summer and she had this idea. After talking about it she was willing to do the work," Foust said.

In order to create the class for an online audience, instructors need to go through a 10-step process through the Center of Online Blended Learning at BGSU. The class gives instructors the skills they need to instruct an online course.

FALL COURSE OFFERING EXPOLORES SPORTS MEDIA

As part of his initiative to establish the Richard A. Maxwell Center for Sport Media at BGSU, alumnus Dick Maxwell will teach a week long, one credit course in mid November.

Titled "The NFL: Modern Management and the Changing Face of Sport Media," the course was open only to juniors or seniors majoring in communication, journalism and public relations, telecommunications and sport management.

Dick Maxwell, a former NFL League executive, has worked for nearly 40 years in professional football. He served in several public relations capacities with the Denver Broncos and Tampa Bay Buccaneers in the 1970s before working at League Headquarters in New York for 29 years. He retired as NFL Senior Director of Broadcasting in 2006.

Maxwell has worked 33 Super Bowls and numerous Pro Bowls. He currently is retained by the NFL as a National Game Representative, working about 20 nationally-televised games a season.

Also as part of the Maxwell's legacy to BGSU, he established a fund for the Bob Collins scholarship for students interested in studying sport media. The scholarship honors Maxwell's father-in-law, the late Bob Collins, who was the highly regarded sports editor of the Rocky Mountain News. The first scholarship, in the amount of \$500, was awarded this spring.

BLACK JOURNALIST GROUP NEEDS PROFESSIONAL JOURNALIST TO ADVISE

|by Ramona Fisher '12

The BGSU chapter of the National Association of Black Journalists is seeking a local professional journalist to act as adviser.

The organization's previous adviser, alumna and FOX Toledo's reporter Tiffany Tarpley, accepted a new job in Minneapolis.

Jim Foust, department chair, is acting as the interim adviser.

The group is hoping to have someone in place by the national conference. The conference will be held Aug 3-7, at the Pennsylvania Convention Center in Philadelphia.

Five current members have expressed interest and are seeking funding from the department and the university student budget committee to pay for the travel.

Outgoing chapter president, senior Maia Belay, said they are a small group. "It's a great opportunity for like-minded people interested in the same things to grow and develop professionally," she said. "You get to meet professionals, and learn how to master the craft of journalism with friends by your side."

If interested in advising, please contact Jim Foust, department chair.



Alumni Newsletter

STUDENT NEWS

BGSU REPORTS FOR ONA ANNUAL CONFERENCE

| by Rebecca Akosi, '12

Five students formed the BGSU Student News Bureau to cover the Ohio Newspaper Association annual convention, held this year at the Hilton Columbus at Polaris.

ONA is the trade association of more than 250 Ohio daily and weekly newspapers and more than 150 websites.

Each year, the convention welcomes top executives and decision makers in the Ohio newspaper business. This year included newly elected Governor John Kasich.

The sessions are covered by a news bureau staffed by students from one of Ohio's university journalism schools. This year, ONA invited the students from BGSU to write, design and edit a Special Edition Convention Newsletter that is distributed to ONA members.

An associate professor, Nancy Brendlinger acted as adviser.

"The Bowling Green journalism students did a great job, not just with reporting but with photos, slideshows, video and Twitter," said ONA Executive Director Dennis Hetzel said. "I encourage members to share this special edition with others."

Print journalism seniors Allison Borgelt, Alex Aspacher, Jessica Hanna, Hannah Nusser and Rose Schneider made up the SNB staff that attended the ONA Convention Feb 9-10.

"The students impressed me with their professionalism at the conference," Brendlinger said. "They put their heart and soul into preparation and then producing the newsletter in just a few days."

The students worked all weekend following the conference to put everything together.

"We also had invaluable support from Kelly Taylor and Catherine Cassara," Brendlinger said.

Cassara coached the writing and Taylor helped with the newsletter design.

[\[LINK TO ONA CONFERENCE STUDENT BULLETIN\]](#)



BG NEWS WINS ONA AWARDS

The BG News won three awards in the Ohio Newspaper Association's annual collegiate newspaper competition. The staff won first place for sports coverage, second place for arts and entertainment coverage and second place for best website.

KISS PICKS UP STORY

Two of our students, Stephan Reed and Danae King, wrote an article on the KISS tribute band Mr. Speed. Impressed by the story, KISS, the actual band, posted the story to their website for a brief time with the BG News logo. The article originally ran in Feb. 25 Pulse section of the BG News.

[\[LINK TO BG NEWS STORY\]](#)

PRSSA STUDENTS EXPERIENCE NON-PROFIT MARKETING AND CORPORATE COMMUNICATIONS IN THE MOTOR CITY

| by Katie Chantler, '12

From impressionable art to energy for the masses, Detroit gave members of the BGSU chapter of the Public Relations Student Society of America a look into the worlds of both non-profit marketing and corporate communications.

Each year, PRSSA organizes a spring networking trip. Members of the organization are able to meet with Public Relations professionals who are doing in the real world what the students are learning in the classroom. This year, five students accompanied PRSSA faculty adviser Julie Hagenbuch to Detroit.

"It was like seeing the textbook come to life," senior Rebecca Akosi said. "This was my first year as a PRSSA member, and the trip to Detroit was such a great opportunity to dive into the real world of this profession and really experience what it's all about."

Akosi is the newly appointed president of PRSSA.

First on the itinerary was a meeting with Matt Fry, marketing director for the Detroit Institute of Arts. Fry, a journalism graduate, gave the students a peak into the creative side of marketing and what it takes to bring people into a museum located in a struggling city.

He introduced the students to the DIA's "Let Yourself Go" brand advertising campaign, a series of animated commercials — one involving a woman called the Flower Lady who gets lost in the world of art at the DIA and another showcasing some of the museum's favorite works coming to life for an after-hours musical celebration.

The students were able to get a firsthand grasp on how to bring life and entertainment to attending a museum, something that has been thought of in the last few years as dull and mundane.

According to Fry, the DIA has been very successful in turning that perspective around; and therefore, served as an excellent learning experience for the PRSSA students.

Then the students learned about the corporate side of communications at DTE Energy, an integrated energy company that provides gas and electricity to the vast majority of Michigan homes and businesses. Leading the presentation was the Manager of Publication and Employee Communications, Lonnie Ross.

Ross, also an alumna, and several of her colleagues discussed the many levels that make up the communications portion of a company as large as DTE. Students were exposed to the ways in which DTE maintains positive relationships with their employees, customers, businesses and other industries.

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OHIO NEWSPAPER ASSOCIATION
CONVENTION
2011
FEBRUARY 9-10
HILTON COLUMBUS AT POLARIS

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Kasich focuses on economic growth and jobs for Ohio

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DOD Director stresses need for agency's confidentiality

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Former Ohio State football star says newspapers' role is critical

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Print and digital must evolve together to draw audiences

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Reinvention brings in revenue for news organizations

12 | INDUSTRY

NAA Chairman says newspaper audiences are bigger than ever



BGSU Convention coverage brought to you by the Student News Bureau managed by journalism students from the Department of Journalism and Public Relations at Bowling Green State University.



Gov. John Kasich speaks during the 2011 ONA convention luncheon.

photo by Jessica Hanna

Kasich says JobsOhio, lower taxes are keys to state's success

by Allison Borgelt

The governor told state newspaper executives job creation is the key to making Ohio “great again.”

Speaking during the Ohio Newspaper Association convention luncheon, Gov. John Kasich outlined his goals for JobsOhio, his plans to reduce taxes and his ambition to increase prosperity in the state.

“I absolutely believe that the key to giving people hope, the key to strengthening our families, the ability to preserve our legacy and our tremendous value system ... is economic growth and jobs,” Kasich said.

Kasich said he is dedicated to doing everything possible to create an environment in Ohio that will restore prosperity and entrepreneurship. His talk included his plans for JobsOhio.

JobsOhio is “a new, not-for-profit corporation which will report to the governor and oversee the state’s efforts to revive the state’s economy and create jobs,” according to the governor’s website.

The corporation will take over the economic development functions of the Ohio Department of Development if approved by the state Senate. The corporation would be led by a board of directors selected by Kasich, according to his website.

The board members will “have the same ethics

standards that we have in universities, but this will be an entity that can move at the speed of business, that can bring the best and the brightest to go out and convince businesses to come here,” Kasich said.

Kasich has selected Mark Kvamme, director of the Ohio DOD, to head JobsOhio; he also spoke at the convention.

Transparency has been one of ONA’s concerns with the proposed JobsOhio, and Kasich discussed transparency during his speech.

“We’re gonna audit it. We’re gonna do an annual report. Most of the meetings ... we’ll at least open up,” Kasich said. “You just, you can’t negotiate in public. You do that, you lose.”

Kasich also plans to increase state prosperity by reducing taxes and creating a capital gains differential.

“Every day we have the companies that call us and tell us they’re thinking about going somewhere else,” he said. “We’ve got ways in which to attract companies outside, but as Kvamme tells me, we don’t have a very good way to encourage people to stay — our taxes are too high.”

Kasich said dropping Ohio’s income tax to less than 6 percent in January was “a great thing.” He reminded the audience that during his campaign for governor he called for a zeroing out of the state’s income tax.

“I never said it could be done in a day, but it ought to

be a goal,” he said. “Because as that income tax comes down, we become more competitive.”

The governor’s other plans for improving economic conditions in Ohio include reducing the friction caused by regulations that make it hard to create businesses, encouraging foreign investment in the state and involving universities in job training.

“Let’s get our universities, our community colleges — let’s get everybody in this. This is so cool. ‘Cause we’ve got so many smart people, we’ve just got to create the jobs so that a third of them aren’t leaving,” he said, citing a Dallas Morning News article, which he said found that within three years of graduation one in three Ohio college graduates leaves the state.

Kasich said Ohio’s “misery is only exceeded by Michigan, and now maybe California, when we take a look at loss of jobs there.”

But he ended his talk optimistically.

“We’ve just got wonderful things; we’ve got location, we’ve got logistics, we’ve got so much,” he said. “If we can prepare the field, leverage our great assets — and there are many more that I haven’t even touched on — balance our budget, transform our government, we can be great again.

“Then I can go fade away, OK? Then I can go fade away. My only goal is (to) try to get this thing going.”



Gov. John Kasich said Ohio’s “got wonderful things,” but JobsOhio, tax reductions, foreign investment and involving universities in job training would make the state more competitive. At right, the luncheon audience listens to Kasich.

photos by Jessica Hanna

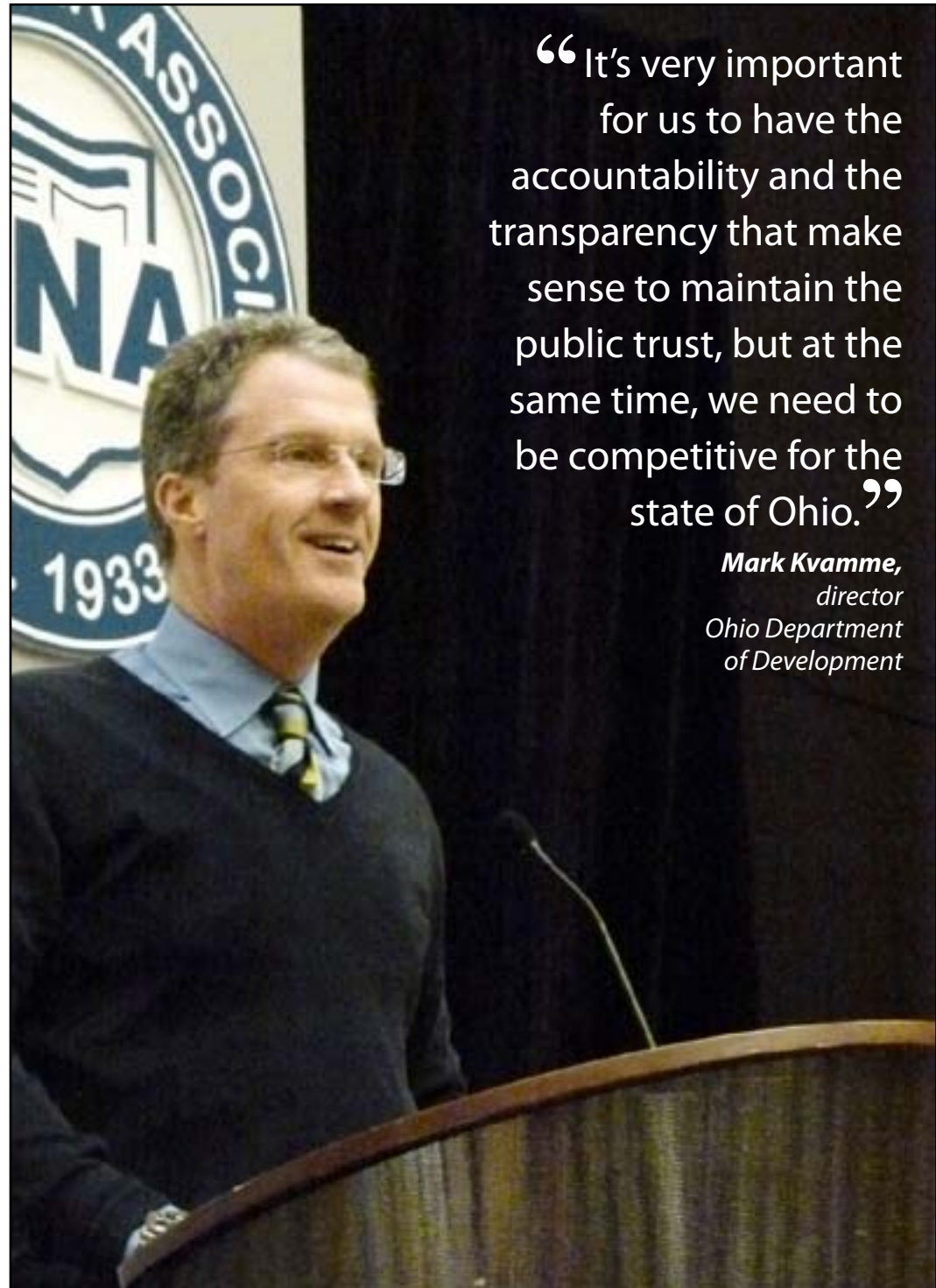


Newsmen David Kennard, managing editor of the Mansfield News Journal, and Michael Shearer, executive editor of The Newark Advocate and the Media Network of Central Ohio, take notes during the governor’s speech.



TRANSPARENCY VS. CONFIDENTIALITY

JobsOhio



“It’s very important for us to have the accountability and the transparency that make sense to maintain the public trust, but at the same time, we need to be competitive for the state of Ohio.”

*Mark Kvamme,
director
Ohio Department
of Development*

New bill at odds with sunshine laws

by Jessica Hanna

The man picked by Gov. John Kasich to spearhead JobsOhio said it’s necessary for the new agency to operate under conditions of confidentiality to attract new companies to Ohio.

Mark Kvamme, director of the Ohio Department of Development, addressed concerns about the lack of transparency in the new agency’s design at the Ohio Newspaper Association’s annual convention.

“These decisions are made quickly and efficiently, and if we are not given the opportunity to actually be in the game we can’t ... react and then sell them on the benefits of Ohio, and ... we can not be in a situation to put our best foot forward,” said Kvamme, a Silicon Valley venture capitalist.

ONA has requested the JobsOhio bill be modified in the legislature to comply with existing sunshine laws. ONA has also made proposals for changes to the existing JobsOhio bill to increase its transparency.

In his own speech to the newspaper executives, Gov. Kasich stressed that JobsOhio will be a private, non-profit organization.

The governor said his aim with the new agency is to create more jobs within the state by enticing national and international companies by

offering them investment opportunities in Ohio.

“This will be an entity that can move at the speed of business, that can bring the best and the brightest and go out and convince businesses to come here,” Kasich said.

The proposed legislation would exempt JobsOhio from Ohio’s open-records and meetings laws.

Kvamme said that confidentiality is important to the agency’s ability to attract and interact with companies, a number of which he said currently hesitate to contact the Department of Development because of the openness standards in the state.

Companies desire operational secrecy for a variety of reasons, he said, including shielding financial and location negotiations from competitors and protecting new product developments and ideas.

Kvamme said his main goal is for JobsOhio to be in a position to take equity in companies in order to generate money, which can then be recycled into an endowment for jobs in Ohio.

The new arrangement for the agency would

enable it to vigorously compete with offers from other states, which he said can’t be achieved under the current Department of Development.

Frank Snyder, president of The Daily Standard of Celina, asked Kvamme questions about journalistic access to information about the agency’s on-going operations.

Once dealings with companies are completed, Kvamme said they would be made “100 percent public” in an annual report, which would include details about company contracts, as well as the salary and bonuses paid to the organization’s employees.

Kvamme said the JobsOhio agency would operate under a strict code of ethics outlined in the agency’s bylaws and be subject to an annual independent audit.

“It’s very important for us to have the accountability and the transparency that make sense to maintain the public trust, but at the same time, we need to be competitive for the state of Ohio,” Kvamme said.

After the speech, Snyder said he thought a report published once a year would not be enough

for journalists to do their job or for the public to keep track of the use of their tax dollars.

While satisfied with Kvamme’s argument that company dealings with JobsOhio need to be private, Snyder said he thought all contract details should be released in a timelier manner once the dealings are complete.

“Some things need to be done confidentially, I understand that. But once the deal is done, put it out there for everyone to see,” Snyder said.

ONA Executive Director Dennis Hetzel said he is also concerned about having access to information about unsuccessful dealings with companies.

In a written testimony to the House Finance Committee on Jan. 27, Hetzel expressed concern about the “open-ended” language of the bill in relation to proposals not fully executed or not accepted.

“Any investigator or auditor knows that it is often more important to review what hasn’t worked or didn’t pan out as well as what has been successful,” he wrote.

ONA’s preferred stance that JobsOhio abide by

the existing sunshine laws, with open records and open meetings, would still accommodate the need for confidentiality through future proposals.

“But this (bill) is the opposite, they’re saying everything is closed, but here’s some things that can be open,” Hetzel said. “And that kind of is a 180, if you will, on the way open government should work, which is, you presume, open.”

Hetzel said he expects the bill to go forward as proposed, however, so in an additional response on behalf of ONA, he submitted three specific suggestions to the Senate Finance Committee to improve the current bill’s transparency.

His Feb. 8 written testimony urged that meetings of JobsOhio be made subject to the notice requirements of the open meetings law, that a “sunset” provision be placed upon closed records, and that JobsOhio be required to maintain and not destroy records under the same requirements followed by other state agencies.

The bill is still under consideration in the Senate.



Former OSU star stresses importance of what newspapers do for society

by Alex Aspacher

Tough times are when it pays to remember who you are and what your greater purpose is, a former NFL and Ohio State football player told ONA newspaper executives at breakfast.

Chris Spielman, ESPN college football analyst and co-host of "The Big Show" on Columbus radio station 97.1, asked his audience not to forget how critical their role is.

"Do not lose sight of what you do, the importance of what you do and what you represent," Spielman said.

"You guys have a responsibility to society. You have journalistic standards to live up to ... integrity and a God-given ability to put words on paper, or on the Internet, or on Twitter, or on Facebook, or on whatever means of media you're going to go into.

"Do not take that responsibility lightly; understand that you've been given a gift."

After OSU, Spielman played football for the Detroit Lions and the Buffalo Bills before he suffered a serious spinal injury in 1997. The next

year while he struggled to get back into playing shape, his wife Stefanie was diagnosed with breast cancer.

The couple fought the disease together, establishing the Stefanie Spielman Fund for Breast Cancer Research.

Spielman said when he received the news of his wife's illness, he came to the realization that football had never been his true purpose in life.

"Now, I have a clear-cut purpose. It's not to be a football player. My purpose is to be a significant person in somebody's life," Spielman said.

Stefanie passed away in 2009 after her fifth reoccurrence of cancer. He has since focused his life on raising funds to fight breast cancer.

The Spielmans "faced a very personal challenge in a very public and selfless way, with poise, determination and courage that has inspired countless cancer patients and their families," Toledo Blade Circulation Director Dick Fuller said.

"Their efforts have impacted cancer research significantly, and they



Chris Spielman speaks at breakfast.

photo by Jessica Hanna

SPIELMAN STATS

11 Seasons in the NFL
Linebacker for Detroit Lions, Buffalo Bills, Cleveland Browns

148
games played

10.5
sacks

Career Accomplishments
29 tackles in 26-24 OSU win over Michigan
1987 Cotton Bowl MVP
1987 Lombardi Award
Two-time All American
Played in 4 NFL Pro Bowls

have, quite literally, helped to save lives," Fuller said.

Spielman encouraged attendees to use their talents and influence in the news business to affect peoples' lives, much like he and his family have done for cancer patients and research.

He said that while newspapers have survived by focusing on the bottom line, impacting peoples' lives leads to true success.

In lieu of an appearance fee, ONA Executive Director Dennis Hetzel presented Spielman with a \$1,000 donation to the Stefanie Spielman Fund, which is now approaching \$9 million, Spielman said. Spielman announced a \$100 donation of his own to the Ohio Newspapers

Foundation "for education."

After his speech, Spielman answered questions about current OSU players and issues such as the proposed extended NFL season, college football postseason and compensation for college athletes.

Advertisers stick with traditional media

by Rose Schneider

Advertisers are not only sticking with print media, but continuing to look for better, more cost-effective ways to advertise within traditional media, said Kim Knopf, owner of Innovative Mattress Solutions, and Jeff Piper, of JPIPERmedia.

One reason Knopf's company continues to use traditional media is because of the impact print has on communities, she said.

"One of our strategies is to really focus in on the local market and customize the message, the products, the pricing," she said. "The traditional media are going to continue to play a very large part of how we

communicate with our consumer."

Nevertheless, Knopf said, her company does use NXG, or Next Generation Advertising, by using Twitter and LinkedIn as ways to expand its marketing campaigns.

"We've been watching that grow quite a bit," she said. "Everybody's trying to figure out how much it's really going to contribute in terms of topline revenue, or how we can really create the buzz within the industry."

But Knopf said her company continues using the traditional means of advertising, despite the huge shift to online media.

"I think history really speaks for itself," she said. "We've been doing this for 27 years, and since day one we've been very successful, and it's had a tremendous impact on the success the company's had."

Knopf cited how Tempur-Pedic, one of the fastest growing brands of mattresses, still successfully uses traditional media for its advertising.

"They are the ones who really go out and they

spend \$80 million in traditional marketing," she said. "Now they do some social Internet marketing as well, but they've really

grown so quickly because of (the emphasis) that they have on a lot of traditional means of advertising."

Knopf said 44 percent of the customers who come into her stores say they did so because of an ad or insert from a newspaper.

Jeff Piper said the focus of his company, JPIPERmedia, is finding ways to engage the readers with remnant advertising.

"The idea is we run these remnant (ads) until you then sell the space locally," he said. "It's a whole lot easier doing the selling if it's (a space with an ad) existing and people can see it."

The key is to use the remnant advertisements in ways and in places "you didn't think about before," Piper said.



photo by Jessica Hanna

Kim Knopf, owner of Innovative Mattress Solutions, said her company still sees results from placing newspaper ads.

For example, by placing ads for texting contests in the remnant space, he said readers are drawn into that space and can then be marketed to through their mobile devices.

Kim Knopf said she was optimistic about the future of the print business as it continues to use the long-standing partnership between advertisers and traditional media outlets, along with the online opportunities.

"The first thing that comes to my mind is that we are still standing," Knopf said. "We've just come through the worst economic recession since the Great Depression and for that I think we really need to give ourselves a round of applause because we are still here, so obviously we're doing something well."



photo by Jessica Hanna

Jeff Piper, of JPIPERmedia, fills remnant space to keep classified sections looking full.

**Kate Marymont**

vice president
of news for the
U.S. Community
Publishing Division
Gannett Co.

John Kroll

director of training
& digital development
The Plain Dealer

Tracey Elson

digital sales manager
Sandusky Register

Evolution of Content

Print media have taken a backseat recently to the fast, at-your-fingertips online media market. No longer are newspapers the main outlet of information. Journalists have been forced to re-examine what their audiences want and how they want it.

The key to drawing audiences back is combining both the integration and differentiation of print and digital, while also maintaining journalistic standards, said Kate Marymont, vice president of news for the U.S. Community Publishing Division of Gannett. "Even as we work to figure out this new digital, mobile world that is coming at us, we have to remember the foundations on which we are built of being strong, community leaders," she said.

Marymont, as well as John Kroll, director of training and digital development at The Plain Dealer, and Tracey Elson, digital sales manager at the Sandusky Register, outlined the evolution of print to online media and suggested several ways to draw readers back in by applying digital media instead of fighting it.

by Rose Schneider

MOJOS

The first step in the evolution was mobile journalists, Marymont said, who were able to take the advantages of the digital media and apply them to print outlets.

The MOJOS, she said, were the sole reporters for every step, including finding the information, reporting on the information and then sending it out to multiple media outlets as fast as possible.

DIFFERENTIATION FOR UNIQUE EXPERIENCE

The next step in successfully navigating the media evolution, Marymont said, is differentiating between print and digital platforms.

"The experience people want from a Sunday newspaper is very different from the experience they want from their iPhone or their iPad," she said. "We have to differentiate the users' experience."

Marymont said Gannett is focusing on making the experience with the Sunday edition better.

Newspapers need to respond to the shift by focusing on building a deeper print experience, she said.

"So what is the right quality for a daily newspaper, or a Sunday paper? We believe that is creating a print experience that focuses on context, on depth, on analysis, not on breaking news," she said. "The daily newspaper is less and less where people turn for their breaking news; they're getting it delivered to their RSS feeds, and text alerts, and Facebook pages and Twitter."

WESTCHESTERBUZZ.COM

While newspapers need to focus on making their content deeper and more complex, Marymont said media websites should focus on finding new ways to provide information to readers in the easiest and quickest ways possible.

Westchesterbuzz.com is dedicated to reporting all news regarding the Cincinnati suburb of West Chester. Marymont said one reporter is dedicated to the site, who knows the community well and consolidates information about the area.

"The idea being that we cannot, as we contract, be the sole providers of information anymore," she said. "What we need to do is pull in the

Kate Marymont



photo by Jessica Hanna

Kate Marymont of Gannett Co. said print media need to develop sophisticated design. The Gannett Design Cluster will include five studios, in Phoenix, Des Moines, Louisville, Nashville and Asbury Park.

information of many others and be the curators who help assemble a good report."

Marymont said the Westchesterbuzz.com reporter posts around 10 items per day, while at the same time pulling in blogs, tweets and information from other sources. This builds "a really rich report for this community."

CLEVELAND.COM

The Plain Dealer has put a lot of resources into its partner website, Cleveland.com, because it combines breaking news with reader responses, Kroll said.

"We can deliver breaking news on the website. But we can also archive all this previous coverage and put it at our readers' fingertips," he said. "We're not just limited by ink on paper."

DIPITY.COM

In 2009, Kroll said, The Seattle Times used the website Dipity.com to create an interactive timeline about an incident in which four police officers were killed. The timeline also linked to articles and made the continuing coverage easier for their readers to follow.

"You can have photos and videos and links to your stories," he said. "You build it on Dipity.com and you can embed it on your website."

The site is free and offers relatively low cost options if you expect more traffic, he said.

COVERITLIVE.COM

When Congresswoman Gabrielle Giffords was shot on Jan. 8, chaos followed with confusing, contradicting reports on what

John Kroll



photo by Jessica Hanna

exactly happened. By using the website Coveritlive.com, the Arizona Republic set out to be the top source of verified accounts of the events, Kroll said.

"They did an incredible job of getting the news out fast (on) a story that was changing, that was complicated, that was confusing," he said.

The Arizona Republic used the site to live chat with readers, incorporating Twitter feeds, which automatically updated the site with all the latest information.

"This is where I could go at any moment and (see) what's really happening," he said.

GOOGLE MAPS

Kroll said newspapers can also incorporate tools to enhance the readers' experience on their websites. The Mount Vernon News, for example, used Google Maps during an abduction and murder story to keep their readers current.

"All you have to do is go to maps.google.com and create a free account and you can not only embed a basic map with just a pointer, you can have multiple pointers you can customize," Kroll said.

Once the account is set up, the settings can be changed to make it as creative as desired, he said.

"This stuff is simple and within anyone's reach."

STORIFY.COM

Storify.com is becoming a popular tool for media sites.

"If you want to report what's happening in breaking news in a smart aggregated way, (it) allows you to meld not only Twitter feeds, Facebook public posts, YouTube and stuff from the Web in a moderated way," Kroll said. "You can put that up in real time and have (the site) changing as you add it, but it can also archive what you've done."

419-4-U

Integrating digital with print has also affected advertising, Elson said. One of the options she discussed was 419-4-U, a texting service the Sandusky Register offers.

The Short Message Service enables people to get information by texting keywords to 419-4-U.

Customers can text in SCORE to 41948 every Friday night during football season and receive score

updates at halftime and the end of the big games in the area, she said.

"The way we make some revenue off of this is we had one sponsor, and each and every Friday night, after all the scores were final, they sent out one final text blast," she said.

The text blast consists of an offer from the advertiser. "The advertiser was very, very pleased with the results they got back," she said.

Tracey Elson



photo by Jessica Hanna



RESHAPING classified advertising

Dispatch finds revenue in free site

by Jessica Hanna

The Columbus Dispatch's classified marketplace was not doing well in 2008.

It was losing page views, ad count and revenue. But with the introduction of a free classified ads program, the paper has seen a turn around, with gains in all three areas.

Rhonda Barlow, director of sales for the Columbus Dispatch, discussed this new program and its results at the Ohio Newspaper Association convention session titled "Reshaping Classifieds."

The company needed to regain market shares lost to free sites, such as Craigslist.com. They decided on a comprehensive approach including a free classified site and other digital revenue sources, with the goals of providing an engaging user experience as well as a hub for e-commerce.

The Dispatch's business office, information technology department, digital department and classified managers in verticals assisted to create and implement strategies during an eight to nine month period, Barlow said.

"We really tried to get a lot of input in putting all these strategies and plans together," she said.

The end result was OHGetIt.com, launched in August of 2009. The webpage has 14 ad categories, as well as a variety of other links including news, weather, restaurants and an events calendar. The website is fully integrated with the

Columbus Dispatch website.

"We wanted it to be where you could reach out, every user, buyer or seller," Barlow said. "(Reach out so) that you could definitely move beyond this point to view our other products within our company, and our other verticals."

Sellers can post basic ads free on OHGetIt.com for seven days. Other packages, including best, better, good and community, are offered as "up sells." These provide additional ad features to sellers, such as the OHGetIt.com map or a features spot among "Today's Top Ads."

Barlow said these package options are presented to consumers in grid form for each category. This style works well, she said, enabling simple, easy comparison.

"It seems that consumers work much better off of grids (with) the options, other than just '\$15.99, here's what you get,'" she said.

Customer service provides a degree of legitimacy that separates OHGetIt.com from other free classified websites, Barlow said.

"We check every ad before it goes online, that is our commitment to our customers and to our users. That's something that you're not



photo by Rose Schneider

Rhonda Barlow, director of sales at the Columbus Dispatch, relates the details of the newspaper's new free classifieds website.

going get on other sites," she said.

Dispatch staff also work on search engine marketing and search engine optimization to drive traffic, and thus sales. "E-mail blasts" with special offers and promotional discounts are used to retain existing users. The website is featured in print in the Columbus Dispatch's classified banner everyday, as well.

When it first launched, OHGetIt.com had more free ads than paid ads, Barlow said. However, paid ads now exceed free ones.

The site has seen gains in revenue and ad count, and the company has begun exploring mobile options, specifically in garage sales, pets and merchandise.

Classifieds in print publications still work for customers

by Jessica Hanna

Revenue still comes from print because classifieds still work.

So said Dave Frisch, regional publisher for Ogden Newspapers, which is based in Wheeling, W. Va. He explained the strategies being used by Ogden Regional Newspaper Group, a group of 39 daily newspapers.

The goal of the classified system he originated is to provide selling and placement of classifieds among multiple publications.

Several Ogden newspapers are grouped to form a network, such as the Ohio Valley Classified network, Ogden said. They are then put in a joint database to enable group selling.

He said his program emphasizes "down selling."

A sale must start with the best ad for the customer, he said. The ad is then scheduled with multiple publications accompanied by a "first day" logo. Attention grabbers such as photos, borders and colors are used to enhance the ad.

The customer is given a price quote for this complete package. Components of the package are removed only if a customer objects to the offer, Frisch said.

"Let's do what we think is best for the customer, and let's let the customer then tell us whether or not that will work," Frisch said. "I think it's kind of taking the same theory that we have when we self-serve online, it's that the customer will buy a larger ad and spend more money if

you just let them do it themselves."

In addition to the benefit of providing increased exposure through joint newspaper networks, all Ogden ads, except employment ads, are also featured online at Hot-Ads.com.

The print classifieds remain Frisch's main focus, however. He has attracted customers through special print programs, such as the Tuesday "Rip and Run" section. "It's a value for the advertiser because they (the ads) are all together," Frisch said. "And it's a convenience for the reader because they can rip and run. Imagine you rip it out of the paper and go off as you're garage sale-ing."

Sellers in this section can choose to "up sell" to a map feature developed by Frisch's web team. Sellers who purchase this option get a logo with their classified ad that identifies it as a location that can be mapped on the website. Frisch said this feature could be particularly useful to those who like to plan garage sale routes.

Another print program Frisch has developed is a "Top Jobs"

section. This is an "up sell" option from the Sunday classifieds to a special Tuesday section. These two pages feature about 70 full color ads, front and back. Frisch said this section is sold out most weeks.

Also emphasizing color to attract attention to the classified section, Frisch's system provides auto dealers and real-estate agents with space for commercial ads with color photos.

"Do we get a lot of revenue for it? No. But it builds up bulk and gives the appearance that the classified section is very vibrant," Frisch said.

He also creates testimonial ads from ad cancellation calls. Once a product is sold and its ad is cancelled, a simple ad emphasizing the rapid sell is published in the classi-

fied section. Frisch said this shows customers that print classifieds still sell.

"We talk about reinventing the classified. It's reeducating our users, our readers, that the classified does work," he said, "We can sell things in print just as easily as you can sell online."



photo by Rose Schneider

Dave Frisch, regional publisher for Wheeling-based Ogden Newspapers, shared aspects of his joint classifieds program.



Increase in online readers helps newspapers survive

by Hannah Nusser

Newspaper audiences are larger than ever, the chairman of the Newspaper Association of America said, and there are many successful business models that can help keep it that way.

In an environment where news executives are running scared about circulation, NAA chairman Mark Contreras, senior vice president/newspapers of E.W. Scripps, said the confusion about circulation arises from inconsistencies between audience measurement systems.

Contreras offered the crowd a “reality check” as to just where the newspaper industry stands and what the Newspaper Association of American is doing to ensure success in the near future.

“I think you can make a credible argument that our audiences today have never been bigger, they’re just differently composed,” Contreras said.

One major problem in the newspaper industry is that “audience metrics are still a mess,” he said. Although audiences are larger than ever, the story can’t be told because of flaws in integrating print and online audiences, he said.

When online and print audiences are lumped together, considering there will be some duplication, newspaper companies can figure out the heft they’re bringing to the marketplace, Contreras said. When the two audiences are examined together, audiences have actually

grown in the past five years.

To demonstrate the flaws of measuring integrated audiences, Contreras used Scripps’ audience metrics for December 2010 from Omniture, Nielsen, ComScore panel methodology and ComScore hybrid.

He said Omniture reported 78 million page views for Scripps in December 2010; ComScore, using a panel methodology, reported 38 million page views for the same month.

Contreras compared the current newspaper industry to the Biblical story of David and Goliath. Whereas newspapers used to be Goliath, he said, major global web portals like Google and Yahoo have taken the title of Goliath.

“In the online world, we’re David now,” Contreras said. “We’re going to take some actions as an industry to try and change that.”

The NAA Board of Directors decided to pursue four industry initiatives that will positively impact newspaper businesses financially, Contreras said.

The first order of business is creating a digital rights agency, he said, which is currently under aggressive development and should be taking form in the second or third quarter of this year. An industry promotion campaign will also be implemented, making an appearance in March or April, positioning newspapers as a “smart, necessary part of American life.”



photo by Nancy Brendlinger

Mark Contreras

SPEED READ

Promising Business Models a sample from Contreras

Use of e-mail marketing

News sites adapting to social world (Twitter/Facebook)

Using gaming with content consumption

Greater use of stringers to supplement professional staff

Video as a staple part of news web operations

Creation of topics pages adopted by traditional news organization

Growth of comments and 2-way interactivity

Infographic from Mark Contreras’ PowerPoint, February 10, 2011

The NAA also decided there must be an agreement on mobile advertising standards, Contreras said. The final and most difficult initiative, he said, is working to create an industry-sponsored digital shopping experience.

“Another realization that we’ve made is that we are where we are (and) we’re going to build from where we are now and look forward,” Contreras said.

Audiences seek new media platforms

by Alex Aspacher

The death of print newspapers is “an unfortunate oversimplification,” said John Murray, the vice president of audience development for the Newspaper Association of America in “The Future of Circulation.”

Murray’s presentation was directly tied to one of the popular themes of the convention – circulation in a society that is increasingly demanding access to new forms of media.

“The Future of Circulation” is also the title of an NAA report from 2000, which was redone in 2005. The report will not be published again anytime soon, Murray said.

“Right now, we’re too busy living the future,” he said.

Murray compared the newspaper industry to a mouse wearing a helmet while attempting to take cheese from a trap. Newspapers are trying too hard to protect themselves in this time of transition, he said, instead of offering more online products, which publishers sometimes perceive as drawing some subscribers away from

print content.

But print still attracts the most readers. In an average week, 75 percent of the 108 million Americans who read newspapers or visit a newspaper website are reading only the paper edition.

Murray has spoken with publishers who have done well by restricting free online content and offering Web subscriptions as well as print ones, he said.

Although people are looking for news on various media, both print

and Web publications are still able to deliver audiences to advertisers.

Some newspapers are simply “selling smarter,” Murray said. A new hybrid model

of delivery, one that includes print copies, websites, tablet and iPad applications and more, has been successful for



John Murray
NAA Vice President
of Audience Development

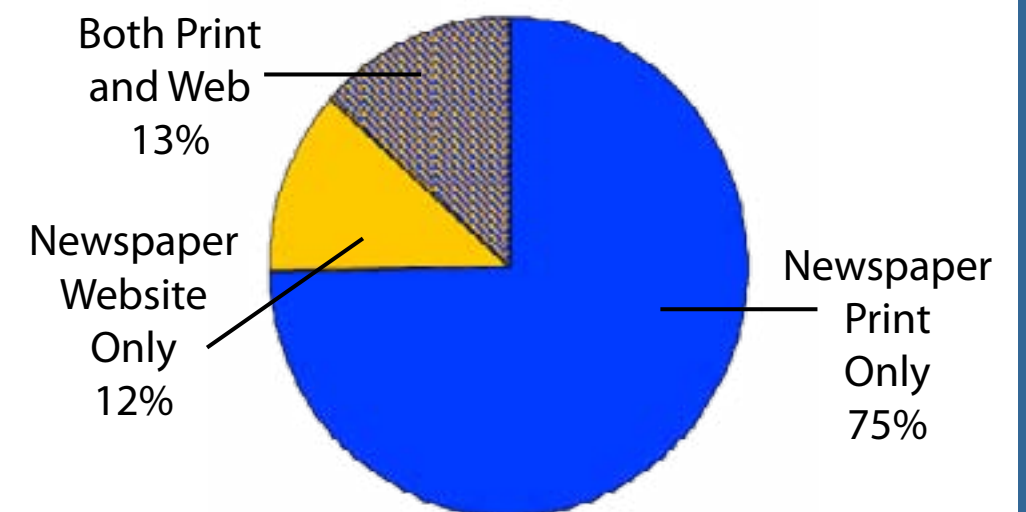
publications like the Chicago Tribune, the St. Petersburg Times and The Tennessean.

“We have to be able to reach these people with new, different

products,” Murray said. “Is the strategy working? Yes. But it requires pulling it all together.”

NEWSPAPER AUDIENCE COMPOSITION

Average Weekday Audience: 108.3 million adults



Data From: Scarborough Research, USA+database, Release 1, 2010
Infographic from John Murray’s PowerPoint, Feb. 10, 2011



BREAKOUT: Weekly newspapers

Weeklies struggle integrating print with online

by Hannah Nusser

The 2011 Weekly Newspaper Roundtable breakout session was buzzing with ideas, challenges and possible solutions, and Jeff Donahue, editor of ThisWeek Community Newspapers and chair of the ONA Weekly Newspaper Committee, was impressed with the higher than usual attendance.

Split between six table topics, the conversation in the room generally reverted back to one recurring theme: integrating print newspapers with the Web. Donahue said most of the discussions were driven by technology rather than content concerns.



photo by Alex Aspacher

Participants reach out to each other to find solutions to their problems.

Social Networking

Conversation buzzed about citizen journalism and the problems accompanying the comment tool on many news organizations' websites.

Erica Peterson, executive editor at Record Publishing Co., said readers seem to enjoy the option of posting their own photos, but otherwise the citizen journalism component of the paper's website is not as effective for generating story ideas as she had hoped.

Participants also had concerns about libel and slander in readers' comments, and how to combat inappropriate remarks and anonymous comments. Some apply letter-to-the-editor policies to online posts.

Steven Triplett, publisher of The News Democrat, is glad he has ultimate control of the postings.

"The ones I have right now I'm pretty comfortable with, so I just let them go straight to Web ... you can always take it down," Triplett said.

Peterson said ugly remarks from readers have her constantly monitoring story comments.

"I feel like I'm a kindergarten teacher ... but again I feel like we have to walk that line because we want people to come (to our website) and talk. We want the interaction, so if I'm banning too many comments it's going to end up shooting us in the foot," she said.

Slideshow photo galleries, reader-driven blogs and interactive commenting were also popular topics of debate.

Newsroom Operations

Producing more content with fewer resources seemed to be a common struggle for participants.

Gary Brock, publisher and editor of the Record Herald, said he was skeptical of the idea initially.

"I get so frustrated by that phrase 'doing more with less,'" Brock said. "We can make do with less. ... You can only try, but you can't do more with less, I just think it's a cliché."

Smaller papers mean smaller staff, he said, which makes expanding coverage more and more difficult.

The secret weapon to doing more with less is the use of free social networking websites like Facebook and Twitter. In addition to linking headlines on Facebook to the news site, Brock said, "you can also start great conversations with your readers."

"Using social networking sites is a way to do more with less," Brock said. "So I guess I can do more with less."

Management Issues

At the table discussing management issues, Beth Mlady, news editor of the North Ridgeville Press, said her daily newspaper competitors were following her on social networking sites, such as Twitter and Facebook, and swooping down on her scoops.

She struggles finding a balance between teasing stories on the Web while keeping stories close enough to sell papers.

Publishing breaking news stories in print as a weekly newspaper also has its challenges, and sometimes an editor has to take risks, Mlady said.

She waited a few days after a tragic breaking news event before approaching the families; and by hanging back, she was able to get an exclusive on the story.

Challenges of Rural Newspapers

The rural newspaper table also discussed using the Web.

John Karlovec, editor of the Geauga County Maple Leaf, said his biggest challenge is getting the print paper to interact with the online edition while still maintaining suitable news coverage with a small staff.

"It's up and down right now trying to figure it out," Karlovec said. "And (we're) doing too much because, again, we don't have a large staff. So it's (about) multitasking and sometimes you're not as current as you should be."

Participants bounced around ideas about whether to charge for online content, package it as a bundle, or offer it for free.

Karlovec said the Geauga County Maple Leaf offers an online only option.

The affect of a website on print subscriptions is also a problem that several newspapers are facing. David Keller, systems administrator of the Morgan County Herald, worried about "your website cannibalizing your print subscriptions, because it was free."

Revenue Enhancement

Table participants discussed innovative ways to increase revenue at their companies, including reverting back to some old clients.

Kim Ross-Polito, publisher of the Crestline Advocate, said they've seen slight increases from 2009, but advertising revenue has fallen flat for many. She walked away with a new idea for raising ad revenue: going back to a previous customer base that had "fallen through the cracks."

Ken Douthit, president of

Douthit Communications, said he increased revenue by hiring an assistant to make cold calls to businesses who had not advertised recently.

Another publisher gained revenue by reducing advertising rates, instead of raising them and then offering special deals and discounts.

"He said he finally got tired of trying to keep track of all that, so he just reduced his rates and that's been very successful for him," Polito said.

Integrating Print With Online Content

Discussion of integrating print and online content was robust.

Diane Chiddister, editor of the Yellow Springs News, said a few newspapers are experimenting with posting videos on their websites of reporters discussing the process of writing their stories as a way of creating a website experience

complementary to the print edition.

She said everyone is still in the stage of trying to establish a web presence without undermining their print product.

"I think everyone is feeling their way on that because it's a whole different set of skills and approaches," Chiddister said.



photo by Alex Aspacher

David Keller, systems administrator of the Morgan County Herald, shows the homepage of his paper to the group.



ONA's Piano Man

Columbus musician provides reception music for 19th year



photo by Jessica Hanna

Don Coe entertains convention attendees during the reception.

club in Minnesota and restaurants and resorts in Arizona. In the last year he's played in about 53 different retirement facilities, rehabilitation centers and nursing homes.

"They don't tell

by Allison Borgelt
At the back of the Hilton foyer, tucked in beside the Hooper & Collegiate Newspaper Awards display, was another white guy in a suit, but he wasn't there to talk newspapers. He was there to play.

Don Coe, of Columbus' German Village, tickled the ivories (or "plastics" of his keyboard). This was his 19th year of providing piano music for the convention's opening reception.

He's played every year since 1991 with the exception of last year's conference, when he was booked for another gig.

"I hated to miss this," he said, explaining that he likes the convention's ambiance and the pay is good.

The New York State-born pianist has performed in venues in and out of Ohio, including a country

me what to play there, but I play what I know," Coe said, explaining that he plays old-time favorites of the retirement facilities' residents. "And I could play other music for them, music that was written much later, but I want them to enjoy just exactly what they like the most."

Vocally, Coe took lessons "off and on for 15 years." He was a member of the Opera Columbus Festival Singers, performed with the Cleveland Orchestra Chorus and chamber chorus, and soloed with the Mansfield, Lima and Lakeside symphonies, he said. He was also a soloist and section leader in several church choirs, with his favorite being the choir at St. Paul's Episcopal Church in Akron.

For all his professional experience and 250-song piano repertoire — plus 50 Christmas tunes — Coe didn't maintain a sustained interest in playing until

later in life. He didn't begin playing professionally until 1984.

"What I did is that I took piano at 9 because my father insisted; I wasn't interested," Coe said. "And then I wanted to quit, 'cause I lost interest after a couple of years. He wouldn't let me."

Coe first took lessons from a classically-trained pianist. When he lost interest in the classical lessons, his father introduced him to a new teacher, John Ulrich, who was "probably the best jazz piano player in Columbus for decades," Coe said.

Coe studied with Ulrich for about a year and a half, and then, when Coe was 14, his father died. He became disinterested in his lessons with Ulrich and quit.

After 27 years of occasional piano-playing for himself and scattered events such as an uncle's 40th wedding anniversary party, Coe ran into Ulrich and decided to start taking lessons again.

"(H)e taught me how to make arrangements of my own songs. ... American popular tunes," Coe said. "And after about a year or so of that, of his instruction, I was playing professionally. I wasn't very good then, but he kept insisting that I go out and play because that's part of learning. You have to play a lot."

MORE GOOD STUFF

SWEET TWEETS

@ONAnews: "The level of partisanship in this state is horrific" -Gov Kasich #ona11

@erica_RPC: Roundtable discussions so engaging, we're running overtime and keeping them going! #ona11

@MKRJ: I'm a hungry journo already. I heard there were pork chops? I love conferences. #ona11

@jordanuhl: Kasich playing dodgeball with tuition increase question at #ona11

@MKRJ: @JohnKasich spoke at #ona11. I have a question. How can you criticize partisanship as an ex-commentator for FOX News?!?

@erica_RPC: [Kvamme] says to move at the speed of business, JobsOhio needs to be a private operation, not subject to sunshine laws. #ona11

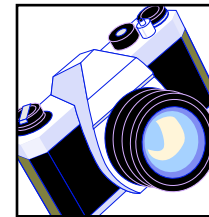
Find it online

click on the subhead to link to page



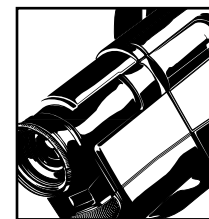
Awards List

See a list of Hooper and collegiate winners at <http://classwork.bgsu.edu/classes/spring/jour1500jf/jour1500jf40/awardlistfinal.pdf>



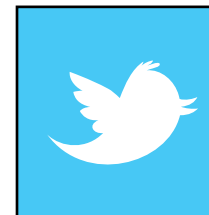
Soundslides

Check out photos from the convention at http://classwork.bgsu.edu/classes/spring/jour1500jf/jour1500jf40/publish_to_web/



Video

View a montage from the convention at vimeo.com/user5946946



Twitter

Read all the tweets from the convention at <http://twitter.com/#search?q=%23ONA11>



photo by Jessica Hanna

all in the family

Ryan Snyder, Jason Snyder, Dave Barnes, Frank Snyder and Sandra Snyder pause at the welcome reception Wednesday evening. Brothers Ryan and Jason work as systems administrators for The Daily Standard, Celina, which has been in their family since 1848. Their father, Frank, is president of the paper.



photo by Jessica Hanna

meet & greet

Convention attendees mingle at the welcome reception held Wednesday night. Guests looked at the Hooper award nominees on display, caught up with colleagues and listened to live piano tunes. This year's convention "is about the future -not only of our industry, but the future of our readers, the future of our advertisers and even the future of our state," 2011 Convention Chairman Dick Fuller, The (Toledo) Blade, wrote in his welcome message in the program.

STUDENT NEWS BUREAU

Student News Bureau members are all seniors majoring in print journalism at Bowling Green State University. They will graduate in 2011.



Allison Borgelt

Allison is editor of Key Magazine at BGSU. She interned with The BG News on campus and The Chautauquan Daily in Chautauqua, N.Y. She wants to write and/or copy edit for a newspaper or magazine and ultimately become a magazine editor.



Alex Aspacher

Alex is a reporter for The BG News. He is interested in online news, sports and multimedia reporting. He is currently looking for an internship with a newspaper for this summer.



Jessica Hanna

Jessica is editor of The Gavel, a Greek publication on campus. She has interned with The BG News, The Chautauquan Daily and the Bluffton News. She would like to write for a daily newspaper and has a particular interest in environmental and international issues.



Hannah Nusser

Hannah minored in communication and has interned for The BG News, the Toledo Free Press and Urbino Now, an Italian magazine. She hopes to constantly improve her writing skills and, some day, become a novelist.



Rose Schneider

Rose has written for numerous publications at BGSU and was a reporting intern at the Erie Times-News this past summer. She would like to write for a newspaper or magazine after graduation.

Faculty Support from Nancy Brendlinger, Catherine Cassara, Jim Foust, David Sennerud and Kelly Taylor



Alumni Newsletter

GUEST SPEAKERS



Feb. 8

Tom Henry

environmental reporter at the Toledo Blade
spoke to environmental reporting class



Feb. 24

Jim Schaeffer

Pulitzer-prize winning investigative reporter at the Detroit Free Press
Skype session with feature writing class



March 17

Salam Al-Marayati

President of the Muslim Affairs Council, Los Angeles, Calif.
part of panel discussion "Media Coverage of Terror in the Name of Religion"



March 17

Charles Kimball

Director of Religious Studies at Univ. of Oklahoma, author of "When Religion Becomes Evil"
part of panel discussion "Media Coverage of Terror in the Name of Religion"



March 17

Jamie Tarabay

NPR Correspondent/Former Baghdad Bureau Chief, author of "A Crazy Occupation"
part of panel discussion "Media Coverage of Terror in the Name of Religion"



April 27

Marcy Wheeler

award-winning journalist and blogger at firedoglake.com
spoke to classes and at an evening speech



Alumni Newsletter

DEPARTMENT AWARDS

RICHARD HENDRICKSON CHOSEN FOR HALL OF FAME

One person each year is inducted into the Kappa Tau Alpha Hall of Fame. This year, Richard Hendrickson joins this distinguished group. Hendrickson is a BGSU "triple dipper." He received his bachelor's in journalism, his master's in political science and his doctorate in communications all from here.

He has worked as a reporter, writer, editor, editorial writer for newspapers, including Lorain Morning Journal.

Hendrickson went into higher education and is currently associate professor in the Tim Russert Department of Communication and Theatre Arts at John Carroll University, Cleveland. He also teaches part time in the journalism and communications departments at California State University, Northridge.

Hendrickson's specializations include First Amendment, sunshine laws and media access to records, specifically juvenile justice systems; convergence of media and the impact of the Web on journalism.

He has a Distinguished Service Award from Cleveland chapter of SPJ, which is the highest honor the Chapter can bestow for service.

More recently, he won the 2010 Distinguished Teaching in Journalism Award from the national SPJ.



KELLER NAMED CURRIER YOUNG PROFESSIONAL

Erin Keller is this year's Currier Young Professional Award winner. Currently, she is the Director of Development for the College of Business at the University of Nevada, Las Vegas.

She works with alumni and friends of the college to raise funds for students, faculty, programs and facilities. Specifically, she focuses on cultivating gifts of \$25,000 and above.

During the three years she has been at UNLV, she was part of a successful seven-year \$500 million dollar campaign and passed the Certified Fund Raising Executive Exam.

She is active in CASE, the Council for Advancement and Support of Education, most recently as a conference speaker and earlier as a mentor.

Prior to arriving at UNLV, she worked as a major gift officer here at BGSU and in development at the University of Akron.

While working in Bowling Green, she volunteered with the Black Swamp Arts Festival, was a team leader for the ALS Walk of Toledo and chapter advisor for Alpha Chi Omega.

Her first job following graduation from BGSU in 2000 in the PR sequence was at the Eastern Michigan University Foundation where she managed the first-ever automated telemarketing center on Eastern's campus.



OUTSTANDING STUDENT AWARDS

Waugh Trophy for top graduating journalism student: Allison Borgelt



Outstanding public relations sequence student: Angie Burdge

Outstanding print sequence student: Heather Linder

Outstanding broadcast sequence student: Maia Belay



DEPARTMENT SCHOLARSHIP WINNERS:

Alesha Gailhouse	Currier Rising Senior	\$4,000
Alissa Widman	Currier Rising Junior	\$4,000
Emily Tucker	Gordon Scholarship	\$1,000
Emily Tucker	Journalism Alumni Board	\$500
Emily Tucker	SMC Fund for Excellence	\$50
Shena Stayden	Walker Scholarship	\$172
Shena Stayden	Fisher Scholarship	\$327
Alex Asphacher	F. Dennis Hale Scholarship	\$130
Catherine Tomanski	Gerald Murray Scholarship	\$150
Eric Laggata	Bev Murray Scholarship	\$100
Michele Wysocki	Robert F. Collins Sports Media Scholarship	\$500

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Alumni Newsletter

DONATION FORM

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

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

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

I would like my gift to be used for:

☐ Dennis Hale Memorial Scholarship 30-001854

☐ Canary Scholarship* 30-000165

☐ Carrier Scholarship* 30-000300

☐ Finney (GILPA) Scholarship* 30-000235

☐ Fisher Scholarship* 30-000203

☐ Goodman Scholarship 30-000986

☐ Gordon Scholarship* 30-000472

☐ Murray Scholarship* 30-000796

☐ Walker Scholarship* 30-001171

☐ Alumni Board Scholarship* 30-0001686

☐ Press Club Scholarship* 30-000322

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

☐ I would like to create a new scholarship

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

* Endowed scholarships

Check enclosed.
Payable to BGSU Foundation, Inc.

Mail Contributions to:
Dr. Jim Foust
302 West Hall
BGSU
Bowling Green, OH
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