



Alumni Newsletter

May 01, 2012



Spring 2012

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[More News]

ALUMNI NEWS

Chris Hawley, '95, won the 2012 Pulitzer Prize for investigative reporting.
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RICHARD A. MAXWELL PROJECT

The Richard A. Maxwell Project, a hub for teaching, research and service related to sport media, is off to a successful start.
[\[READ MORE\]](#)

BRADSHAW TALKS ABOUT HER 10 YEARS AT BGSU

Kathy Bradshaw, who will start in the fall as the new chair of the department, celebrates 10 years at BGSU.
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Alumni Newsletter

LETTER FROM THE CHAIR

Dear Journalism Alumni:

Welcome to the Spring 2012 edition of our Alumni Newsletter. As always, I hope you enjoy reading about the great accomplishments of our alumni and our faculty.

This will be my last chair's letter, as I am stepping down when my 4-year term ends at the beginning of fall semester. I am happy to say I am passing the baton to the very capable hands of Dr. Kathy Bradshaw, who I know will do an excellent job.

It has been quite an eventful four years, as I was reminded in reading over my previous chair's letters. We have implemented a new curriculum and substantially re-worked our classes to include multi-platform work critical to today's journalists. We have also implemented a systematic, multifaceted assessment plan that will help us continually keep tabs on how well we're doing at preparing our students.

None of these accomplishments, however, is "finished." As I've discussed before, we are committed to a continual evaluation of our curriculum and individual classes to make sure we keep up with the changes in the industry. Thus, the next four years promise to be equally eventful.

In fact, Dr. Bradshaw's tenure as chair is already off to an eventful start before it even begins. Three members of our faculty, Dr. Tori Ekstrand, Dr. Seth Oyer and Sara Shipley Hiles, will be leaving us at the end of this semester. This will present major challenges, especially in the Public Relations sequence where both Dr. Ekstrand and Dr. Oyer spent most of their time. We are already working to get courses staffed for fall semester, and are also pursuing permission from administration to begin searching for permanent replacements.

In the meantime, one of my final projects as chair that I will be working on this summer is re-invigorating our [Alumni Mentor Program](#). This program seeks to pair existing students with alumni for an ongoing mentoring relationship. To make the program more rewarding to both mentors and students, we have also established more specific guidelines for mentoring activities and also evaluations to be completed by mentors and students each semester. These evaluations are all on-line, so they can be completed with minimal time commitment. If you're interested in being a mentor starting in the fall, I urge you to sign up. Even if you've expressed interest in being a mentor previously, I would ask that you do it again using the online form so we know who's still interested.

As always, best wishes to you and yours, and be sure to stay in touch.

Sincerely,

Dr. Jim Foust, chair

Department of Journalism and Public Relations

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Alumni Newsletter

ALUMNI NEWS



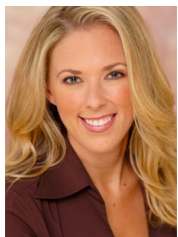
Chris Hawley, '95, along with his three Associated Press colleagues won the 2012 Pulitzer Prize for investigative reporting. Their series exposed the New York Police Department's monitoring of Muslim communities. Earlier in the year, the journalists were awarded a George Polk Award in Journalism from Long Island University and a Goldsmith Prize for Investigative Reporting by the Joan Shorenstein Center on the Press, Politics and Public Policy at Harvard. [\[LINK TO BGSU PRESS RELEASE\]](#)



Mizell Stewart was named vice president of content for Scripps newspaper group in January. Stewart will be responsible for developing strategies to create, produce and deliver news and information for print and digital platforms in all 13 Scripps news markets. The 1994 graduate moves from the Scripps-owned Evansville Courier Press where had been editor since 2007. [\[LINK to BGSU Magazine\]](#)



The March 1, 2012 issue of the Ohio Newspaper Association's bi-weekly newsletter featured a story by Bryan Times editor and 2008 alumna **Tami Brigle** who talked about her community's struggle for access to public meetings on the fate of the Ohio Turnpike. Born and raised in Williams County, Brigle started as a reporter at the Times right after graduation. [\[LINK TO ONA BULLETIN\]](#)



Natalie Taylor said everyone kept telling her to pursue a career in local broadcasting when she graduated in 2004, but she wanted more for herself. She strove both as an undergraduate and graduate to achieve her niche and chase her dream in the sports broadcasting world. Taylor returned to Ohio in December to cover the Columbus Blue Jackets. [\[READ MORE\]](#)



Vince Guerrieri has spent the better part of his year enjoying his title as co-author of the new book "Ohio Sports Trivia," published in 2011 through Canada's Lone Pine Publishing. The book features 224 pages of buckeye state sports facts that focus on the history of all of Ohio's sports figures and legendary athletic franchises. [\[READ MORE\]](#)



Looking back, **Tiffany Tarpley** realized that she should have seen the signs of an interest in broadcast journalism: listening to the news on the radio, watching the nightly news, reading the paper and having a police scanner in the kitchen. The 2003 graduate recently made the transition from FOX Toledo News to



the much bigger CBS affiliate WDJT in Milwaukee, Wis. "She was a very, very determined student," Kathy Bradshaw, associate professor, said. "She was a student who was like, 'I'm here and I'm going to learn this.'" [\[READ MORE\]](#)



Many young boys watch Sunday night football hoping that they will one day be on the field throwing a winning pass. Alumnus **Pete Schramm**, 2009, is living the dream of being a part of the NFL, but not as a quarterback or defensive lineman. Schramm works as a media relations assistant for the Cincinnati Bengals. [\[READ MORE\]](#)



According to Time magazine, if Facebook were a country, it would be the third largest in the world. As this statistic shows the way people are communicating is rapidly changing. **Roger Lowe**, alumnus and senior vice president of communication at the American Red Cross, is taking notice of this change by examining how this new form of communication fits into the emergency response industry. [\[READ MORE\]](#)



Judy Hirsch remembers many of the highlights of her over 30-year career. Starting as a reporter, Hirsch would go on to handle some of the largest nuclear crises in the Midwest. From Three Mile Island to Davis-Besse, Hirsch truly experienced what it was like to go nuclear. She recalls it all now, and despite only being retired a few years, it seems like a lifetime ago. [\[READ MORE\]](#)



Bliss Davis, 2010, has established herself as the daytime producer at WKEF-TV in Dayton, Ohio. Davis used her time at BGSU volunteering on campus and completing internships to give her plenty of experience despite her young age. "I spent a lot of time interning and doing just about anything I could to gain experience while in college," Davis said. [\[READ MORE\]](#)

Taylor's sports journey brings her back to Ohio

Natalie Taylor wanted to exceed expectations.

She said everyone kept telling her to pursue a career in local broadcasting when she graduated in 2004, but she wanted more for herself.

Taylor strived as an undergraduate to make sure she made her niche in the broadcasting world. She was involved with the athletic department where she shadowed and was the field correspondent for the coaches' shows produced by WBGU and aired on FOX Sports Ohio.

Taylor got her first taste of the half-hour program during her junior year. She put together features on different events and stories involving student athletes and helped with editing.

"The first day on the job I could really tell Natalie was going to excel in her field because of her love of sports and her dedication to learning all of the crafts she would need to be successful," Producer/Director of WBGU Tom Zapiecki said.

To add to her experience doing coaches' shows she said she also reported on BG basketball and football teams.

"I was able to generate a decent resume

tape and enough on-air experience that came from working with BG athletics to get my foot in the door," Taylor said.

Taylor also explained how fortunate she was to meet tons of coaches during her time at WBGU. Taylor said meeting Urban Meyer, who is now the head coach at The Ohio State University, was a standout moment.

Another influential encounter Taylor experienced at BGSU was when alumnus Shawn McClintock came in to give a speech during one of her classes. Taylor stayed after the presentation to talk to McClintock, who at that time was head of FOX Sports Pittsburgh. He is currently the senior vice president and general manager of ROOT SPORTS.

Taylor quickly made a very important contact with FOX Sports. McClintock encouraged Taylor to apply for an intern position with FOX Sports Pittsburgh. She was hired that following summer.

After graduating, Taylor immediately moved to Atlanta, Ga., without a job. She waited tables and held small jobs until she could get her foot in the door with her target organization, FOX Sports South.

After not hearing back from numerous employers, a small production company working closely with FOX Sports South hired Taylor for two years. While there Taylor worked behind the scenes and did on-camera opportunities as they became available.

Working in a different environment allowed Taylor the opportunity to get even more familiar with the industry while also building her resume.

Taylor's employment with the production company paid off because FOX Sports South ultimately offered her a job.

She worked at FOX Sports South for four years. Her responsibilities included anchoring and pit reporting both college

sports and weekly shows. As part of her new job, Taylor also worked for as a sideline reporter covering the Atlanta Thrashers (now the Winnipeg Jets).

After two years of covering the Thrashers, Taylor heard rumors that the team would be leaving. She decided to leave before the team could make its move.

"I did everything there," Taylor said. "But, the one thing that I was missing was I had never done local television."

Taylor hired a new agent who called local television affiliates in Columbus.

She was hired at FOX 28 where she reported on sports and did segments and interviews for "Good Day Columbus." After eight months, she knew she belonged in the sports domain.

Cashing in on her experience with FOX Sports and her undergraduate experience at WBGU, Taylor got a job with FOX Sports Ohio.

Taylor now

covers the Columbus Blue Jackets by traveling with the team, doing pregame and post game shows and hosting opening broadcasts. The team and crew have become her family over the season, Taylor said.

Bill Davidge, who is the color analyst for the Blue Jackets, works closely with Taylor during the show.

"Natalie has been with us a little over a month now, and I already joke with her about Big Blue," he said. "Big Blue" is a camera bag Taylor is responsible for carrying around, Davidge said.

Taylor enjoys working with the Blue Jackets and said she never really clicked with news. With her background in cheerleading, she knew she always belonged in the sports field.

"I am a firm believer that everyone makes their own path," Taylor said. "And, you just can't give up; the right door will open."



PHOTO PROVIDED

Taylor reports from the Ohio State University stadium for FOX 28.

NOT A TRIVIAL PURSUIT

Fremont editor tells Ohio's sports stories in new trivia book

Vince Guerrieri has spent the better part of 2011 enjoying his title as co-author of the new book "Ohio Sports Trivia" with fellow journalist and sports fan J. Alexander Poulton.

"Ohio Sports Trivia" was released in 2011 through Canadian publishing company Lone Pine Publishing and features 224 pages of buckeye state sports that focus on the history of all of Ohio's sports figures and legendary franchises.

"It's not a trivia book in the sense of Q and A," Guerrieri, a Youngstown native, said. "It is various vignettes in Ohio's sports history; things people may know about but may not know a lot about."

Guerrieri, 34, said when he was asked to co-author the book, he never thought he would have had the opportunity to put as much of himself into the composition as he did.

"When I heard I would be writing, I figured I'd be doing research or writing a couple

hundred words," he said. "I didn't in my wildest dreams think I'd be getting 30,000 words."

Guerrieri got the assignment in early January of 2011 and was asked to have 30,000 of the book's roughly 45,000 words completed by the first Monday in April; a deadline he said could be met easily with the right amount of journalistic thinking.

"I've always said the job is not to turn out the best story you can, but to turn out the best story you can under the constraints provided," he said. "I didn't look at it as writing a 30,000 word book. I looked at it as 100 300-word newspaper articles, and that made it a lot less daunting."

One of the biggest challenges Guerrieri faced during the writing process was sorting out the state's historic teams and determining what to include.

"One of the things I found was that there were so many things I felt horrible about leaving out," he said. "Ohio has had many minor league baseball teams ... I had to try to hit as many basics as I could

and sprinkle in things you may not have known too much about."

Guerrieri began writing his freshman year when he became a volunteer reporter with The BG News.

During his time at The BG News, he covered many different general reporting assignments, as well as the women's basketball beat.

When he would pack up and leave campus for the summer, Guerrieri continued polishing his craft by working for the Warren Tribune-Chronicle in Warren, Ohio.

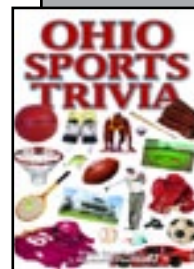
After graduating in May 1999, Guerrieri served as a reporter for the Richmond Times-Dispatch in Richmond, Va., and later as the sports copy editor at the Pittsburgh Tribune-Review.

Currently, Guerrieri is the assistant editor at The News-Messenger in Fremont and The News Herald in Port Clinton. He has been at both publications since August 2005.

For now, Guerrieri does not know if he'll ever step out of his comfort zone and into the world of hardcovers and paperbacks again, but what he does know is it pays to be ready for whatever opportunities that come.

"If you're ready for anything and you're prepared for anything, you just might get it," he said. "Fortune really does favor the prepared mind."

Guerrieri sits in press row at the 2006 MLB All-Star game in Pittsburgh on July 11. It was the 77th playing of the exhibition game and the fifth hosted by the city of Pittsburgh.



An excerpt from "Ohio Sports Trivia," his 2011 book.

IRMA BEEDE

Irma Beede of Youngstown was called the Betsy Ross of football.

Just as Ross sewed the first flag for the United States, Irma Beede sewed the first penalty flag for football.

Beede's husband, Dwight "Dike" Beede, was the football coach for Youngstown College (now Youngstown State University). At the time, penalties were noted by officials with a whistle or a horn. Sometimes, fans and even players and coaches were unaware that a penalty was called because they were unable to hear it over the crowd noise.

Dike Beede came up with the idea for a penalty flag, and his wife sewed it together with cloth from their daughter's Halloween costume and an old bedsheet. It was red and white, with a sinker from Beede's tackle box to weight down one corner.

The flags were used by officials during Youngstown College's game against Oklahoma City on October 17, 1941 at Rayen Stadium, and referees on the crew began using them elsewhere. The idea was picked up by other officials, and in 1948, penalty flags became the industry standard. Today, the penalty flags are yellow and are weighted down with sand.

One of the original flags is on display in Stambaugh Stadium, now the home field for the YSU Penguins. The field there is named for Dike Beede. Rayen Stadium, located at The Rayen School on the north side of Youngstown, also served as home field for the Rayen Tigers and the Ursuline High School Fighting Irish in addition to the Penguins.

When Stambaugh Stadium was built in 1982, Rayen fell into disuse. It was used a few times in the 2000s before the high school that was its namesake closed. Plans are currently being made to use the field again as a high school stadium.



photo provided

Determination:

TARPLEY'S TICKET TO THE TRADE

Looking back, Tiffany Tarpley, '03, realized that she should have seen the signs of an interest in broadcast journalism: listening to the news on the radio, watching the nightly news, reading the paper and having a police scanner in the kitchen.

Originally from Lorain, Ohio, Tarpley began her undergraduate studies at Lorain County Community College before transferring to BGSU.

At BGSU, Tarpley participated in BG 24 News, the campus news station. Tarpley showed her dedication to the station by anchoring and producing shows and news packages.

"She was a very, very determined student," Katherine Bradshaw, associate professor, said. "She was a student who was like, 'I'm here and I'm going to learn this.'"

Tarpley started her first job as a noon editor at WTOL, the CBS-affiliated station in Toledo the Monday following graduation. Once there, she learned valuable information about working as an editor, photographer and writer.

"[Working there] was probably one of the best moves I could've made. It was a great foundation for my career," Tarpley said.

Within a few months, the news director allowed Tarpley to report on-air—something

that Tarpley had been waiting for since she was hired.

After nine months, Tarpley moved to Lima, Ohio, where she worked as a reporter and anchor for WOHL and WLMO, Allen County's FOX and CBS-affiliated stations.

There, Tarpley worked at a smaller market with a smaller staff, who, according to Tarpley, were fairly new to their careers and allowed to gain necessary experience for their futures.

"The more you work through different experiences as a reporter the more it prepares you for your next assignment," Tarpley said.

In October 2004, Tarpley returned to Toledo as a reporter, joining the FOX Toledo news station WUPW. Tarpley felt she had more flexibility and covered more controversial stories than in Lima because of the competition between different news stations.

During her time at FOX Toledo, the position as a weekend anchor opened, and Tarpley jumped at the opportunity.

"The news director [at FOX Toledo] was unsure about her having the job, so she offered to produce and anchor the show," Bradshaw said. "And they said, 'OK, you're on.' She got her job for her willingness to work hard."

While at FOX Toledo, Tarpley covered social issues and



photo provided

Tarpley shares the weekend news at the Fox Toledo news station.

profiled different people and organizations. Through these stories, Tarpley felt she made an impact in the community around her, "even if it [was] in a small way."

Tarpley and the weekend news team were awarded an Emmy for Outstanding Weekend Newscast in 2008 and 2010.

"We had a much smaller crew than other stations in the market and had fewer resources. To know that a group of our peers recognized all of our hard work was an awesome feeling," Tarpley said.

After almost six years of being a member of the news team at FOX Toledo, Tarpley took a job in Milwaukee, Wis., where she reports for WDJT, a CBS affiliated news station. In the larger market, Tarpley mainly covers crime and breaking

news. She also has reported on some historic stories as well. One such story was on the law to end collective bargaining in Wisconsin.

"At first it was pretty exciting to watch something so historic taking place at the state capitol and being there to watch it and report back to our viewers in Milwaukee," Tarpley said. "As we maneuvered through crowds, tried to interview people and walk through snow and then mud...the excitement would fizzle at times."

Bradshaw is hardly surprised with Tarpley's successful career so far. "She had everything it took," Bradshaw said. "She had great grades, multiple and useful student internships, and she poured just tremendous amount of energy into BG24 News. She's a very self-aware human being."

On the job with TIFFANY TARPLEY...

...the **FUN TIMES**.

"Being able to rejoice with fans over a Super Bowl win or getting to spend the day at an amusement park that's closed to the public for a story on a new roller coaster."

...the **CHALLENGING**.

"Asking someone to talk to you about one of their family members who may have died a couple of hours ago is one of the most difficult things about this job."

...the **INTRIGUING**.

"Several years ago a photographer and I flew to the Marine Corps Recruit Depot in Parris Island, S.C., to follow local recruits through training."

Making the Most of the Moment

Alumnus works for the Bengals

Many young boys watch Sunday night football hoping that they will one day be on the field throwing a winning pass or making a key tackle. Alumnus Pete Schramm, 2009, is living that dream of being a part of the NFL, but not as a quarterback or defensive lineman. Schramm works as a media relations assistant for the Cincinnati Bengals.

Schramm has always been a self-proclaimed sports fanatic. He came to BGSU knowing that he wanted to work in sports communication. Originally a sports management major, he switched to print journalism and eventually found public relations.

Schramm got his big break when the Bengals hired him as an intern the semester before graduation.

"I sent my resume and cover letter to a bunch of NFL public relations departments, got an interview down here, and ended up getting the internship," he said.

The internship was successful and gave Schramm valuable work experience, but finding a job after graduation proved to be a difficult task.

"After the internship, I moved home to Sylvania and eventually after a long, painful search, found a job. Then my bosses from the Bengals called me last spring to tell me that this position was opening up and that they wanted to offer it to me. It became official after the NFL lockout ended, and I quickly moved down here and started," he said.

The media relations department is run by four staff members, including Schramm.

"I deal mainly with players, coaches and the media, who all can be moody and who generally have egos that need tended to," Schramm said.

During the football season Schramm's job includes tasks such as setting up news conferences, editing and writing weekly news releases, writing player biographies and monitoring what the media is saying about the Bengals.

During the off season, Schramm's job slows down and consists of more tedious tasks.

"The big project is to put together the media guide, which goes to print in July. It's a long, arduous and boring process," he said. "There's other stuff too, but it's pretty quiet. The offseason is 9-to-5, Monday through Friday, which makes up for the crazy hours, stress and lack of days off during the regular season."

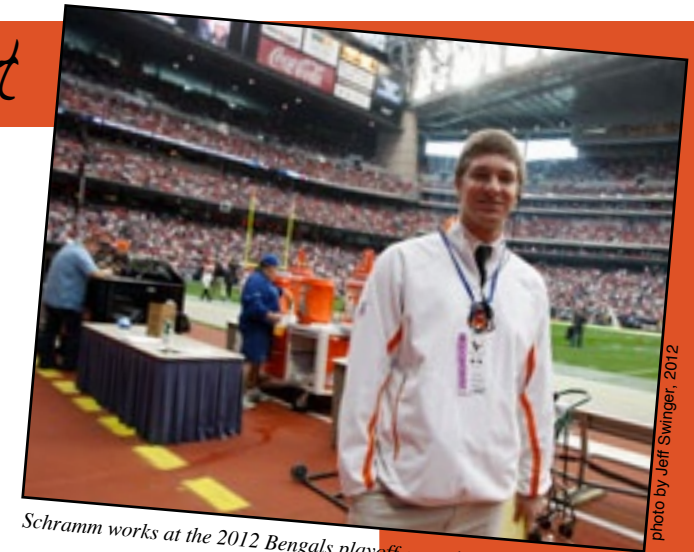
Victoria Ekstrand, associate professor, was one of the educators that helped Schramm along the way.

She had high praise for Schramm and stressed the need for contacts in the public relations field.

"The public relations field is all about social connections and not just social connections online," she said. "You have to know how to meet new people, deal with new people and stretch your comfort."

A great resume is also a key to getting a great job, according to Schramm, who said he had instructor Julie Hagenbuch to thank for his great resume.

"Julie Hagenbuch is a big, big reason I had an effective resume and cover letter, knew where to look, knew



Schramm works at the 2012 Bengals playoff game in Houston.

photo by Jeff Swinger, 2012

how to present myself and could interview effectively," Schramm said.

Hagenbuch said Schramm had a drive that set him apart from other students. "He was always striving to do above and beyond the assignment, and that made the difference," she said.

Schramm may need to connect with his contacts and dust off his resume as his position with the Bengals lasts only two years. He said the Bengals could keep him onboard, but the chance is slim.

"It's still pretty daunting knowing that even with all of this great experience, I may be 26, jobless, and have a ton of student loans in a little more than a year," he said.

Being through the job and internship process recently, Schramm has advice to recent graduates looking for a job. He suggests that they pick up the phone and call the places where they want to work.

"My bosses, as well as a lot of other people throughout the NFL that I know, return every call they receive," he said. "If you have the guts to call and actually talk to them, they'll listen and you'll stick out to them."

Getting to Know Pete

- He was originally a Detroit Lions fan.
- He dreams of being the PR director of an NFL team one day.
- His favorite food is bacon.
- His favorite sport to play is basketball.
- His favorite sport to watch is football.
- His favorite childhood athletes were Grant Hill and Eddie George.
- His favorite color is red.
- He enjoys reading in his spare time.

SOCIAL MEDIA Opens New Chapter in DISASTER RESPONSE



Roger Lowe
Senior Vice President
of Communications,
American Red Cross

photo courtesy of Roger Lowe

Alumnus to present paper about social media's place in emergency response

Have you ever stopped to think just how many people are using social media? According to Time magazine, if Facebook were a country, it would be the third largest in the world.

As this statistic shows, the way people are communicating is rapidly changing. Roger Lowe, alumnus and senior vice president of communication at the American Red Cross, is taking notice of this change.

Social media is becoming a growing form of communication. This was seen by Lowe and others at the Red Cross in the 2010 earthquake in Haiti.

"During the earthquake, we saw people tweeting for help," Lowe said. "There was one case where two girls that were trapped from the earthquake asked for help on their Facebook profiles."

Although 9-1-1 should first be called during emergencies, the fact that an abundance of people are now turning to social media during a natural disaster could not be ignored.

"This is not a communications issue," Lowe said. "We just needed to figure out what to do with this change."

In 2010, the Red Cross conducted the first national survey. The results said that of the 1,058 adults asked, one in five would try to contact help through either email, websites or social media sites.

A second study was completed in August of 2011.

This survey polled 1,011 people via telephone and 1,046 online.

Those polled online said they would use a number of outlets, such as Twitter and Facebook, to get their news if a disaster were to strike. However, the individuals who participated in the telephone survey tended to resort to more traditional ways of getting their news, which include local news outlets and government agencies.

The results gathered by the Red Cross showed that social media is being used to both send out and receive information. "We must now use social media to not only push out information, but to also listen," Lowe said.

In May, Lowe, along with Terry Rentner, director of the School of Media and Communications, and Seth Oyer, an assistant professor, will present a paper at the

International Communication Association. The presentation, titled "Social Media: A Game Changer in Community Disaster Preparedness and Response," will examine social media's place within disaster relief.

"Right now, its unsolved exactly how social media fits into disaster relief," Oyer said.

Although it may not be clear exactly how this new way of communication fits into disaster relief, those within disaster aid agencies are putting their skills to the test.

"The social Web is creating a fundamental shift in disaster response that is asking emergency managers, government agencies, aid organizations and public safety officials to mix their time-honored expertise with real-time input from the public," Rentner said.

Social media is changing how the world communicates and could be the new tool for professionals.

Lowe said, "It's important to adapt to changes, be flexible and concentrate on the goal of bettering what you do."

RED CROSS SOCIAL MEDIA SURVEY RESULTS

2010

- Three in four people participate in at least one social media site.
- Two-thirds say response agencies should closely monitor social media sites.
- Younger respondents (18-34) make more use of social media sites.

2011

- The Internet is the third most popular way to receive information, behind television and radio.
- 31 percent would use social media to let loved ones know they are safe during emergencies.

GOING NUCLEAR

Sitting in a Books-A-Million coffee shop, Judy Hirsch remembered many of the highlights of her over 30-year career. Starting as a reporter, Hirsch went on to handle some of the largest nuclear crises in the Midwest. She recalls it now, and despite only being retired a few years, it seems a lifetime ago.

For a young girl attending an all-girls preparatory school in Buffalo, N.Y., in the mid 1960s, to go to working for one of the premier nuclear power plants would seem to be one of the farthest possibilities. But, that is exactly what happened for Hirsch.

Upon graduating high school, Hirsch had high hopes for a college career. When a youth group adviser recommended Bowling Green, she jumped at the chance.

"The school was small enough to fit in but large enough to be a university," Hirsch said. Without visiting the campus, Hirsch hopped a train to Ohio.

While attending the university in 1966, Hirsch worked at The Key for a year before moving to The BG News for three, and as a reporter she obtained special permission from the dean to stay out on campus after the mandated curfew. She was a managing editor by her senior year and earned a journalism degree.

Hirsch loved BGSU so much that the school was her first choice in pursuing her master's in broadcast. During her two additional years here, she worked with BG 24 News.

"I learned very quickly that radio and television wasn't for me," Hirsch said.

She decided to pursue her career in print. She worked at the Sentinel-Tribune, the Bowling Green city paper, for eight years as a general assignment reporter and photographer.

Hirsch covered mostly the police, fire and courthouse beat and was assigned to cover the campus riots here.

"It was very hard to cover because I was young, and it was my school and my teachers," Hirsch said about the riots. Being a photographer and carrying a large camera was a scary task, she said. "It was a lot like carrying a bull's-eye on you."

Her time at the Sentinel-Tribune set her up for a small weekly newspaper in South Toledo selling advertising space, after a short four month job working in radio.

Her three-year stint there allowed her to

From newspapers to power plants, alumnae reminisces about her 30+ year career

break into her future. While doing a piece on her own about the importance of energy efficiency, she met a friend and fellow alum Roger Buehrer, who was working for Toledo Edison. Buehrer offered her a job in their public relations department.

"It took me about all of 10 seconds to say yes," Hirsch said.

Working for Toledo Edison, Hirsch put in a lot of hours on the public relations team.

One life changing memory for Hirsch was the night of the Three Mile Island accident. The nuclear power plant in Pennsylvania had a small meltdown. Hirsch was the only one on staff at Toledo Edison that night and had to deal with the flood of incoming calls.

"Every light on the phone lines was flashing," Hirsch said. "I had to hang up on a line just to make a call to my supervisors."

That night was one of the worst thunderstorms, Hirsch recalled. The glass that was on the building in downtown Toledo as decoration was falling into the streets.

Between power outages, falling glass and the meltdown, Hirsch was spread thin. This is how she met Ted Myers, a nuclear specialist hired by the company that owned Three Mile Island.

Myers said Hirsch approached him to "try to find someone to explain to her the situation so she could explain to everyone else what was going on."

She was the face for the accident to Northwest Ohio especially because of the structural similarities of Toledo Edison's local Davis-Besse nuclear power plant.

"In public relations not everyone can explain to the public clearly, and very few can explain highly technical public relations. She could," Myers said.

Her excellence during the situation led her to leave the downtown Toledo office and begin working for Davis-Besse nuclear power plant located just outside Oak Harbor, Ohio.

In June 1980, Hirsch began her new job as first supervisor of energy planning where she dealt primarily with city commissioners and



photo courtesy of nrc.gov

mayors. She worked there until 1985 when special projects groups were formed. She moved positions to lead these projects as a manager.

Hirsch was also assigned to provide internal newsletters to the employees of the plant as well as others to Toledo Edison and the local communities.

In the early 1990s, Hirsch's job became more technical, and her group was set to design a new security system for the plant. The project took over four years. During two of those years she was required to live in Huntsville, Ala., where the security designer headquarters is located.

In early 2002, the plant was scheduled to shut down for its biannual maintenance when a football size hole was found. The plant remained nonoperational for two years while the parts were engineered and constructed. In March 2004 the plant started up again, and in April Hirsch retired.

Throughout her employment at Davis-Besse Hirsch made an impact on many people, including Marla Lark-Landis. "I think a lot of Judy," Lark-Landis said. "We have been co-workers and good friends for a very long time."

Lark-Landis and Hirsch worked together most of Hirsch's 25-year tenure at Davis-Besse, including throughout the finding of the hole in the reactor head and every time Hirsch came back after retirement to help out.

Hirsch got called back during the 2006 and 2011 maintenance cycles to write press releases and newsletters.

Fully retired now, Hirsch remained seated in that Books-A-Million coffee shop, where she concludes her nostalgic trip from Buffalo to Bowling Green. ✍

"In public relations not everyone can explain to the public clearly, and very few can explain highly technical public relations. She could."

- Ted Myers, nuclear specialist



Alumni Newsletter

DAVIS WORKS AS ASSISTANT PRODUCER IN DAYTON

| by Kyle Schimming, '12

Broadcast alumnae Bliss Davis, '10, has established herself as the daytime producer at WKEF-TV in Dayton, Ohio.

Davis used her time at BGSU volunteering on campus and completing internships to give her plenty of experience despite her young age. "I spent a lot of time interning and doing just about anything I could to gain experience while in college," Davis said.

That experience included four years at BG24 News and internships at WKYC in Cleveland and WBGU in Bowling Green.

Her internship at WBGU led to a job as a production assistant at the station while still working on her undergraduate studies. "I did a little bit of everything while I was there," Davis said. "It was really good for me because I was able to get experience doing everything from the camera work to the website while I worked there."

Davis said she felt very prepared to work in journalism after graduation. "A good thing about studying journalism at BG is that it puts you out into the journalism world early on," Davis said. "Between the internships that are required and BG24 News, it makes it real-world friendly. It's hard to graduate without knowing how the field is with so many options available."

Journalism seemed like a natural fit early on for the Cleveland native. "I caught the journalism bug in middle school when I read a book where the main character was a journalist," Davis said. "I've always been nosey, and I love to write. When I read the book I realized it was everything I wanted to do, and I'd also get paid for it."

Davis, however, also liked science, and she first enrolled at BGSU as a biology major and briefly thought about education.

She eventually settled on broadcast journalism. "It's real important to do what you like doing, because if you're not then it will get old quickly," Davis said. "This isn't a job that you do for money but because you really enjoy doing it."

Immediately after graduation, Davis landed a job in Midland, Texas, at KWES-TV, where she also worked as a producer. "I really liked what I did in Texas at my job, but it was definitely not a place I loved living," Davis said. "It was such a desert. One day I was driving and tumbleweed actually blew out in front of my car like what you'd see in the movies."

In 2011, the job in Dayton brought her back to Ohio.

Davis has advice for students pursuing a journalism career. "I encourage all students to jump into it as early as you can to make sure you're doing what you really enjoy doing," Davis said. "Don't be afraid to talk to as many people as you can and get help. Most will be willing to help you out."

That includes Davis, who has always been willing to help others.

While at BGSU, she was part of a project that allowed her to travel to Rogers High School, an inner city school in Toledo, to teach journalism to the students. "As a young African-American woman, she was a great role model for the Rogers students," project coordinator Kelly Taylor said. "She got them excited about the power of the press and the impact they could make on their school and in society."

Her willingness to give back is also evident in future career goals. Davis wants to one day work to produce humanitarian projects that focus on African-American and Latino issues in America. "I want to do projects that look into people and the issues they are having," Davis said. "Those type of special stories can do a lot of good."

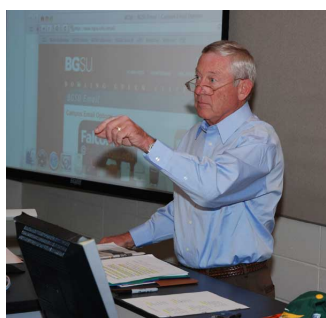
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Alumni Newsletter

RICHARD A. MAXWELL PROJECT

The Richard A. Maxwell Sport Media Project experienced a successful inaugural year. "The Max" is a collaboration between the Sport Management Program, School of Human Movement, Sport and Leisure Studies and the School of Media and Communication, College of Arts & Science.



NFL Course: Dick Maxwell taught a weeklong class and workshop as part of the collaborative initiative of the BGSU Management Program and the School of Media and Communication. The course, titled "The NFL: Modern Sport Media and Management," focused on team and organization management structure, the difference between old and contemporary sport media, and the basics and challenges of being a sports journalist and broadcaster. The course included group role-playing exercises and interviews with other NFL executives and concluded with a trip to the Detroit Lions stadium and broadcast venue. [\[LINK TO SLIDESHOW\]](#)



Conversation with Ed Goren: At the end of the semester, Dick Maxwell invited Ed Goren, vice chairman of Fox Sports Media Group, to be the featured guest at the end-of-the-year recognition night. Goren basically started Fox Sports, beginning with the network's winning of the NFL rights in 1994. The FOX Box, lots of the elements of the pre- and post-game shows and the overall aesthetic of pro sports coverage today was basically his doing. The night was billed as a conversation, with Goren being interviewed by Mike Butterworth, associate professor in communications and taking questions from the audience. In attendance at the event were people from the Pro Football Hall of Fame, the Detroit Lions and the Mud Hens and university members including the provost and football coach as well as students.



Media Watch: The Maxwell Project Sport Media Watch is a project that transforms students into critical analysts of media. BGSU students and faculty have contributed blogs to the Sport Media project with topics ranging from basketball to horse racing, tennis, golf and baseball. During the Super Bowl, student-bloggers weighed in on pre-game, in-game and post-game Super Bowl commentary. The project even had guest blogs from alumnus Dan Spehler, who works for a Cincinnati TV station and went behind the scenes at the Super Bowl. Students have become critical consumers of media and have become more adept at communicating biases, sexism, and knowing what it takes for a successful sports broadcast. Students have also improved their sport communication skills and have become familiar with Associated Press style, an industry standard. You can read the blog [here](#).

Collins Scholarship and Hall of Fame Internship: The Collins Scholarship is awarded each spring to one sophomore or junior in the Sport Management Program and one sophomore or junior in the Department of Journalism and Public Relations who



demonstrates an interest in pursuing a career in the sport media. The scholarship honors Maxwell's father-in-law, the late Bob Collins, who was the highly regarded sports editor of the famous *Rocky Mountain News*. The journalism department chose Nate Lowe. Lowe, who will start his junior year in the fall, carries a 4.0 gpa. He has worked as a sports reporter for two Toledo-area weekly newspapers and interned at radio station as an on-air personality, broadcasting local high school games and hosting talk shows. Last summer, he was the sports information director of the 2011 NABF College World Series, as 22-and-under national showcase baseball tournament. This summer, Lowe was chosen for an internship with the Pro Football Hall of Fame. This internship is affiliated with the Maxwell Project and offered exclusively to BGSU students.



Graduate Assistant: One of the faces behind the successful launching of the Maxwell Project is graduate assistant Jordan Cravens. Cravens, a 2009 print journalism graduate, worked at the Findlay Courier as a reporter following graduation. In 2011 she decided to pursue graduate studies and was awarded a graduate assistantship in the Sport Administration Program in the School of Human Movement, Sports and Leisure Studies. She heads up the Maxwell Project. As part of her responsibilities, she worked with Dick Maxwell during his fall NFL course and accompanied the group on the field trip. She assisted with public relations on the various activities, collaborated on the website, coordinated paperwork and other organizational business, and emceed the April recognition event. In addition to her assistantship, she writes for the Sentinel Tribune.

[LINK TO MAXWELL PROJECT HOMEPAGE](#)



Alumni Newsletter

DEPARTMENT NEWS

PROFESSORS ATTEND SCRIPPS HOWARD AWARDS CEREMONY

Thanks to Mizell Stewart, professors Mike Horning and Catherine Cassara were on the invitation list for the Scripps Howard Awards ceremony April 26 in Detroit. Read Cassara's summary of the ceremony, which included a Scripps Howard investigative journalism award to 2006 graduate Matt Clark, at <http://storify.com/ccassar/invitation-to-a-journalism-celebration>.

COLLABORATION WITH WOMEN'S CENTER SPOTLIGHTS WOMEN IN JOURNALISM

As part of Women's History Month, the department of journalism and the Women's Center collaborated on bringing attention to women in journalism.

The topic for March's Women's History Month was "Covering Women: Journalism, Politics and Activism."

Associate Professor Kathy Bradshaw, the department's diversity representative, was instrumental in the working with the Women's Center for the department to sponsor two women journalists as part of the slate of 10 speakers.

Rose Stewart, a feature writer for The [Toledo] Blade, shared stories of her 38 years as a black female journalist in a session called "Black and Female: A Double Portion." Her presentation was Feb. 29, timed to close out Black History Month and kick off Women's History Month.

In mid-March, Carolyn Byerly, a professor from Howard University in Washington, D.C., shared her research on women journalists in newsrooms around the world. Byerly and her team of 150 researchers interviewed executives at more than 500 companies in 59 nations using a 12-page questionnaire.

Findings from the study are summarized in the "Global Report on the Status of Women in the News Media." [\[LINK TO IWMMF REPORT\]](#)

Though not directly sponsored by the department, Pulitzer Prize-winning columnist Connie Schultz visited campus a week after Byerly to read from and discuss her book "...and His Lovely Wife: A Memoir from the Woman Beside the Man." The wife of Ohio Senator Sherrod Brown, Schultz wrote about life on the campaign trail.

THREE FACULTY TAKE JOBS AT OTHER UNIVERSITIES

Mixed feelings mark the announcement of three journalism faculty members who will leave BGSU at the end of spring semester for new endeavors that coincidentally take them all closer to home.

Tori Ekstrand, associate professor, is headed to the University of North Carolina, Chapel Hill, to teach media law, journalism, and public relations. Ekstrand earned her doctorate degree from UNC, and her parents live nearby.

Seth Oyer, assistant professor, has accepted a position at Buffalo State in journalism and public relations. Oyer hails from Buffalo where he still has family.

Sara Shipley Hiles, instructor, is going to the University of Missouri to teach magazine writing and multimedia classes. She will also work with students on special journalism projects. Sara earned her master's degree from Mizzou, where her sister will be a freshman in the fall. Hiles' family lives in St. Louis.



Alumni Newsletter

FACULTY NEWS

KATHY BRADSHAW. Associate professor Kathy Bradshaw celebrates 10 years in the department. [\[READ MORE\]](#)

OLIVER BOYD-BARRETT. Professor Oliver Boyd-Barrett will be on Faculty Improvement Leave for the year 2012 to 2013, principally to progress four book projects on which he is currently working as author or editor. Each of these is related to international or global media and communication. During his sabbatical Boyd-Barrett will spend the fall semester as a visiting professor at the University of California, Riverside during which time he will also undertake teaching for California State Polytechnic University, Pomona. In the spring semester of 2013, Boyd-Barrett will be a visiting professor at Baptist University Hong Kong (with which BGSU is in partnership). Among other things he will teach a graduate class for Hong Kong journalists. He will also lecture at the Chinese University of Hong Kong.

NANCY BRENDLINGER. While on faculty improvement leave, associate professor Nancy Brendlinger was able to accompany her husband to Khujand, Tajikistan, where he is a Fulbright scholar teaching English this spring semester. During the year-long leave, Brendlinger is working on two major projects – researching and developing environmental journalism curriculum and improving her multimedia skills. In addition to her BGSU projects, in Khujand she has lead a weekly discussion group for high school and college students at the US Embassy funded American Corner at the city library, visited US funded, after school English Access Programs in several towns in northern Tajikistan and has been a guest speaker at Khujand State University. In order to work on multimedia skills, she has been keeping a blog of her Central Asian experiences at nancystan.wordpress.com, which combines photos, video and written information about Tajikistan with personal observations and reports. This audience might find particularly interest the post in February about Tajik journalism, which she wrote after interviewing four journalists in Dushanbe.

CATHERINE CASSARA. Catherine Cassara's four-year grant project, "Partners for a Sustainable Future: Aiding Future Practitioners in Algerian and Tunisian Environmental Media," came to a close in 2011. The program was awarded the grant from the U.S. State Department in 2007 and officially started in March 2008 in Tunisia. Seven successful workshops were held in Bowling Green, Tunisia, and Algeria. [\[READ MORE\]](#)

TORI EKSTRAND. The editor of American Journalism invited Tori Ekstrand, associate professor, to join the editorial advisory board. The journal's editor wrote in an email that the current members of the board think highly of Ekstrand's research and believe her perspective would be valuable to the growth of the journal. Ekstrand has also been blogging for the Citizen Media Law Project at the Berkman Center for Internet and Society at Harvard University. In March, she presented on the panel "Intellectual Property Issues in Social Media" at the South by Southwest in Austin, Texas, in March. [\[Link to BGSU Zoom News\]](#)

JIM FOUST. Jim Foust, associate professor, presented on the panel "Re-assessing Mid-Century Broadcasting" at Broadcast Education Association annual convention in Las Vegas, April 17. The title of his presentation was "Reinforcing Network Hegemony in TV Frequency Allocations."

SARA SHIPLEY HILES. Instructor Sara Hiles will present her paper "Climate Change in the Newsroom: Journalists' Evolving Standards of Objectivity When Covering Global Warming" at the International Conference on Culture, Politics & Climate Change in Boulder, Colo., in September.

MIKE HORNING. The newest faculty member of the Department and Journalism and Public Relations, Mike Horning, successfully defended his dissertation in March at The Pennsylvania State University. [\[READ MORE\]](#)

RAY LAAKANIEMI. Ray Laakaniemi retired in 2000 after teaching journalism at BGSU for 22 years. He is enjoying retirement with his wife, Karen. "The Weekly Writer's Handbook" by the former professor has recently come out in an updated third edition. "It's a book that you will find in a lot of weekly newsrooms or even daily newsrooms," department chair Jim Foust said. [\[READ MORE\]](#)

TERRY RENTNER. Terry Rentner achieved the highest rank in higher education at BGSU, being named full professor. She

said she felt a sense of relief when she received the promotion letter from the dean and provost. She is the first woman in the journalism department to be promoted to full professor. She hopes to use this position to mentor other women to become successful. [\[READ MORE\]](#)

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Alumni Newsletter

BRADSHAW TALKS ABOUT HER 10 YEARS AT BGSU

Teaching, research, and service are challenging, interesting and exciting endeavors for Katherine Bradshaw, associate professor, who has been with the Department of Journalism and Public relations for 10 years.

Teaching. She has stayed in touch with television and radio colleagues from the many years she worked in broadcast journalism, and she expands her connections with people in the industry at the Radio and Television Digital News convention. She explained that the challenges they face with news staff members frequently mirror the challenges she has with students in the classroom.

"That knowledge lets me explain to students how they can give themselves an edge at their first job, and I hope it inspires them to do better in class," she said with a laugh.



For example, one year her industry colleagues were frustrated by news staff members using clichés. One news director created a list of clichés she heard on the air. The news director then emailed that list to the staff, put the list at every desk, and posted it around the station.

The problems change; the work place changes, and the students change. "Unless you are in a classroom, it's hard to imagine the diverse ways students learn. The ever shifting challenge is to prepare diverse learners for jobs in journalism work places," she said.

The challenge has increased because the journalism work place continues to change. That's at the same time that the key basics stay the same for working journalists.

Research. Bradshaw continues work on a historical examination of network television news with colleagues at BGSU and other universities. "After six years of work, we spent most of last year verifying details, and now we are beginning to write articles that we hope will add to knowledge about the history of network television news."

The research provides concrete method examples for her graduate students taking research methods or women and the media. And it provides concrete examples of change for her undergraduate students.

Service. Bradshaw has represented the department with her service to academic professional organizations.

This year she is serving as a member of the Board of Directors of the Association for Educators in Journalism and Mass Communication in her position as chair of the Standing Committee on Professional Freedom and Responsibility. It is the largest organization of journalism teachers and researchers.

In her decade at BGSU, she has served in leadership positions for the Internships and Careers Interest Group, the Electronic News Division, and on the Standing Committee for Research. She has also served on the Board of Directors for the American Journalism Historians Association.

Today she represents AJHA on the Accrediting Council for Educators in Journalism and Mass Communication.

The Accrediting Council is comprised of members from the journalism and mass communication industries and members who teach and research journalism and mass communication. It makes the final decision about which academic units receive accreditation.

Question and Answer.

Q: *What is the most fun about being a journalism teacher.*

A: Two things are the most fun- seeing graduating broadcast journalism students get the jobs they deserve – and staying in touch with the students who have graduated.

Q: *What is the one thing you would like to change about being a journalism teacher?*

A: I would really like students, parents, and industry professionals to understand that being a journalism teacher at BGSU means more than being in the classroom. I also have the responsibility to publish research and serve the profession. That BGSU values research and teaching is one of the best things about working here. I'd also like my colleagues in other fields to appreciate that their journalism colleagues are teaching, doing research, and contributing service to professional organizations...just like they are required to do... and that we are also additionally keeping up with the industry and the daily news.

Q: *What do you like about BGSU?*

A: • I really like that it is important to be a good teacher and a good researcher at BGSU. At some universities, the only thing that really matters is publishing peer-reviewed research. I like that this university recognizes in a practical way the importance between research and undergraduate teaching. It is the way of the future, and BGSU is already there. • I also like that my students are eager to learn. Every broadcast journalism sequence student who was determined to work in broadcast news has found a job when they graduated. I must say that as that among students whose determination wanes so does success in finding a journalism job. It's great that broadcast journalism students at BGSU have access to everything that they need to be a success in the broadcast journalism workplace. They have the opportunity to participate for four years in an entirely student news broadcast. They have the opportunity for hands on learning at internships at television stations in the 72nd market. And they can learn from teachers who have broad, deep, up-to-date, and leading edge knowledge of the industries in which the students will work. • I also like the opportunity to access urban amenities in Toledo, Detroit, Ann Arbor and Cleveland. It's sweet that I have access to urban amenities without having drive through urban traffic everyday. And I have great colleagues. Every one of them cares deeply about their students' success. Nearly all of them have worked in the industry for which they now prepare students.

Q: *What advice do you give all students?*

A: It's the same advice for all broadcast journalism students. I tell them to make their career success their priority while they are at BGSU. Even though they might change their mind about what they want to do, they will have learned from that focus. Keeping all your options open means you are not going in any direction. I tell them to make a decision and to be willing to change it. They should take advantage of BG 24 News, the student run newscast, every week from the moment they arrive. They should make classes a priority. Journalists need to know something about everything, and they need to know how to find out what they do not know. I tell them to plan their education so that they can have multiple internships. And finally, the student with an edge will be closely monitoring daily news. And that advice is based on three things. First, it's what former successful BGSU students have done. Second, it is what research about J&MC students' shows. Year after year, the research conducted about J&MC students employment after they graduate shows that students with the best grades, student media experience, and multiple internships are by far the most likely to get jobs the soonest after they graduate.

Success

Program with Algeria, Tunisia comes to a close

Universities Involved

Bowling Green
State University

University of
Algiers 3, Algeria
IPSI, University of
Manouba, Tunisia

Workshops

2008

March
Tunis, Tunisia

July
Bowling Green

November
Tunis, Tunisia

2009

April
Algiers, Algeria

July
Bowling Green

2010

March
Tozeur, Tunisia

October
Bowling Green

Associate Professor Catherine Cassara liked working with her counterparts at the University of Manouba in Tunisia in 2005 that she decided to do it again.

This time the collaboration would evolve into a program that would span four years and include the University of Algiers 3.

The program would be called "Partners for a Sustainable Future: Aiding Future Practitioners in Algerian and Tunisian Environmental Media."

The focus would be on environmental issues that affect all three countries and how journalists report on those issues.

In September 2007 the program received funding from the U.S. State Department.

Once awarded the grant money, however, problems in Algeria caused a delay in the project.

"We were hit with some issues that made it slower getting off the ground than we intended," Cassara said. "There was bombing in Algeria, and it took time to get back on the same page."

In 2008, the project moved forward.

Angie Burdge, now secretary of Africana, Asian and International Studies at BGSU, was a freshman at the time of first workshop at BGSU.

"I was initially interested in environmental activism, which made me interested in this," Burdge said. "The workshop got me even more interested in the project, and I then wanted to attend in Tunisia."

During these workshops, like the one held in Tunis, Tunisia, in November 2008, many lectures and discussions involved Tunisian government officials and



photo provided

Catherine Cassara talks to Mohamed Ali Kembi and Nancy Brendlinger during a tour of a natural reserve being built at Lake Réghaïa, a 185-acre lake east of Algiers on the Mediterranean coast.

professors speaking on various environmental topics.

At one of these lectures, Burdge presented her own research about rainforest deforestation.

Since she was the only student to attend the first workshop, she was on Tunisian radio with Cassara and Nancy Brendlinger, associate professor.

Brendlinger said it was wonderful working beside Cassara and was thankful to be included in this project.

"My participation in the Tunisia/Algeria project has lead me to the work I am doing now, while on faculty improvement leave, working on environmental journalism and communication curriculum development for BGSU," Brendlinger said in an email.

The program's success goes beyond the education on issues of importance to the environment. The connections made with colleagues, students and other members of the project

in Tunisia and Algeria, were among Cassara, Brendlinger and Burdge's most memorable moments.

Among these connections, Cassara mentioned how helpful Mohamed Ali Kembi was to this project and how vital he was to cooperation with IPSI. Kembi was elected first director of IPSI under the new free Tunisia only a couple months before he died in December 2011.

"Every time we ran up against bureaucratic snags, he worked tirelessly to break things free," Cassara said in the program's closing magazine.

The project was so successful that the groups are trying to work together again, and despite problems in Algeria, the leaders are not giving up.

Cassara continues to spend much of her time finding ways to make this happen.

"It's time consuming, but then you sit back and think, you have literally changed people's lives," Cassara said.



photo provided

Director Catherine Cassara



Alumni Newsletter

HORNING DEFENDS DISSERTATION ABOUT HYPERLOCAL NEWS

The newest faculty member of the Department of Journalism and Public Relations successfully defended his dissertation in March at The Pennsylvania State University.

Michael Horning was hired as a new tenure track professor in the department last August.

Horning's dissertation examined the growth of local independent online news sites, often referred to as hyperlocal news.

"I first became interested in this research because I saw so many people talking about its potential to provide new jobs for journalists," Horning said.

Horning's research examined over 300 hyperlocal sites across the country, assessing the basic demographic characteristics of the sites, the extent of their local news coverage, and their uses of online technologies.

"There is a lot be excited about in media right now," said Horning. "There are many online news start-ups across the country that are covering a wide variety of news in their communities and using social media and other online tools to connect in new ways with readers."

Horning also said that it really is too soon to tell whether hyperlocal news sites will make up the difference in jobs lost in recent years with the closing of a number of national papers. Most sites still only employ a few people and operate on small budgets, though Horning said that some sites like Patch.com have been hiring several journalists over the last few years.

"Patch is still fairly new though, and it's still difficult to say if it has a successful long term-business model," Horning said.

Horning's research also discovered that some of the more exciting developments in online news are coming from unlikely places. His research found that both smaller online news sites and non-profit sites were often more innovative in their uses of Web 2.0 technologies and more likely to cover a wider variety of news topics.

"It suggests to me that you don't have to be a big site with a huge operating budget to be competitive and to produce quality news anymore, and that's pretty exciting," Horning said.

Prior to attending Penn State, Horning earned a Master of Science in Communication and Media Technologies at Rochester Institute of Technology and a bachelor's degree in English Education at Liberty University.

In his professional career he worked as a reporter and assistant editor for The Nelson County Times in Lovington, Va. and as a high school journalism and English teacher.



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From *The Weekly Writer's Handbook*

✓ Meetings may seem boring, but they involve money and decisions and people. There are always stories there if you look for the issues and not the meeting minutes.



✓ Weeklies are not daily papers that come out once a week. Weeklies have different audiences, different purposes and different timing. The copy flow is different; the angle of the stories should be different from a daily. Just because the daily covered a council meeting in a certain fashion does not mean you should report on it in the same way.

✓ Whenever you do a news story, ask yourself what you, as a local writer, can add to that story that an out-of-town paper might not have space for, that the radio or television station (if they cover it) might not have time for.

Ray Laakaniemi retired in 2000 after teaching journalism at BGSU for 22 years. He is enjoying retirement with his wife, Karen, living and working on a campground in Mission, Texas, and seeing his “Weekly Writer’s Handbook” come out in an updated third edition.

His experience as a reporter for weekly newspapers inspired him to write “The Weekly

Writer’s Handbook.”

The first book order was placed in 1993, and the number of total copies sold is over 5,500.

“It’s a book for people who have not had the chance to go to journalism school but are thrust into jobs

where they need those skills,” Laakaniemi said. He felt there was a demand for an instructive book for less experienced weekly newspaper reporters.

He said that though book

orders have slowed down, the book was selling about 100 copies a week when it was first published.

“It’s a book that you will find in a lot of weekly newsrooms or even daily newsrooms,” said Jim Foust, current department chair who was hired while Laakaniemi was the department chair.

While teaching at BGSU, Laakaniemi also worked for the Toledo Blade on weekends.

Over his career as a working journalist, he has written and worked for papers with circulations ranging from 2,000 to 200,000 readers.

He was recognized as a Fulbright Lecturer during his career and had the opportunity to teach public relations classes in Estonia for a year. Estonia gained the Fulbright program after being liberated from the control of Russia, and public relations had not previously been taught there.

Laakaniemi also had the

chance to work in Tokyo for six months for the Stars and Stripes, the newspaper of the U.S. military.

Laakaniemi and his wife work for a program called Workampers, which hires retired people to work for campsites in exchange to camp there. Laakaniemi is a grounds keeper for the campsites while Karen works in the office. They both work two days a week and stay at the campsite, which is located four miles from the Mexican border.

He said they love where they are and what they do with the Workampers program.

His favorite event that he has attended in the Southwest is the Albuquerque Balloon Festival, where 800 hot air balloons rise into the air every October.

According to his profile on the journalism department website, Laakaniemi has traveled to all 50 states and 35 countries. He has taken many photographs during his travels, which are viewable at <http://gallery.pasty.com/index.php?cat=10336>.

His travels have taken him all over the world, but he still has a place in the memories of former students and current faculty members.

“He seems gruff when you first meet him, but he’s very lovable once you get to know him,” Foust said. “He’s a great guy. I run into a lot of alums who ask about Ray.” ♦

On Laak



Ray Laakaniemi talks about retirement and the third edition of his writer’s handbook

MILESTONE ACHIEVEMENT:

RENTNER BECOMES FIRST WOMAN IN JOURNALISM DEPARTMENT TO BE NAMED FULL PROFESSOR

Terry Rentner has achieved the highest rank in higher education at BGSU, being named full professor. She admitted she felt a sense of relief when she received the promotion letter from the dean and provost. With this achievement, she is the first woman to be promoted to full professor in the journalism department. Along with this status, she hopes to use this position to mentor women to become successful in higher education.

"It is a shame that it is 2012 and so few women reach the full professor status," Rentner said. "There is a lack of mentoring since there is a majority of males."

According to the evaluation documents, to be named professor one must have an established reputation within the discipline as evidenced by a record of productive scholarship, significant research, or the equivalent in the creative or performing arts.

Rentner is passionate about her research interests on theoretical and applied models of health communication with an emphasis on social norms programming and public relations methods.

Rentner's main goal is to turn research into practice among faculty and students.

Additionally, she enjoys studying the role of theory in developing effective public relations health campaigns on BGSU's campus. She partners with the BGSU Health Center and other organizations on

campus by researching healthier choices for college students.

Her main research focuses on college students consuming less alcohol by educational programming geared toward BGSU students.

One of her collaborators for the past 20 years, Barbara Hoffman, associate director of clinical and educational services of the Student Health Service, describes Rentner as intelligent, devoted and driven.

Together they have received large grants for their research projects. Rentner said she has received over a total of \$1.3 million of grants for all of her research projects, which is the highest amount in the School of Media and Communication.

"It is an honor to be with her. She is so enthusiastic, and it is contagious when you are around her," Hoffman said.

Hoffman and Rentner's research and programs on campus have brought them recognition for social norm programming.

Seth Oyer, assistant profes-



*Terry Rentner
Director*

School of Media and Communication

sor in the journalism department, has the utmost respect for Rentner. He has worked with her on a research project about the perception of journalism as a career among guidance counselors.

"She has great ideas and is very collaborative. She is just excellent," Oyer said. "I am not surprised that she would become full professor."

Oyer said it is too bad it took this long for a woman to receive the full professor title in the Department of Journalism and Public Relations. "It might have been overlooked in the past, but this is awesome that she is the first woman," Oyer said.

Hoffman said, "She never did all of this work for personal gain, she did it for education."

TIMELINE:

2008-PRESENT

*Director
School of Media and
Communication*

2004-2008

*Chair
Department of
Journalism*

2002-PRESENT

Associate Professor

1996-2002

Assistant Professor

1987-1995

Instructor

1987- PRESENT

*Public Relations
Consultant*

1982-1984

*On-air personality,
WVKS 92.5 FM Radio
in Toledo*

1980-1981

*WNWO-TV 24
General Assignment
Reporter*

AWARDS:

2010

*BGSU Top 5 Master
Teacher Award Finalist*

2008

*BGSU Lifetime
Achievement Award*



Alumni Newsletter

STUDENT NEWS



SENIOR SHARES SOCIAL MEDIA EXPERTISE DURING PR INTERNSHIP

| by Rebecca Shirling '13

Senior Rebecca Akosi has been impressing her supervisors at her internship with the Ohio Department of Transportation this year. She has assisted with planning and carrying out many programs. Akosi is also very involved with many daily duties, such as writing daily press releases.

Perhaps the thing that surprised Akosi's supervisors most was her expertise with social media. She assisted the Public Information Officer, BGSU graduate Theresa Pollick, in the development and implementation of an innovative strategic social media communications plan.

"When we first began utilizing social media throughout the organization many people were intimidated because they had never used this format before," Akosi said.

Akosi even worked with several other districts in the beginning by creating the social media pages, sending out useful links, and offering helpful hints and tricks. "I felt very comfortable offering my assistance in any way," she said. She has continued to send out helpful hints or tricks and make herself available to anyone who may have questions throughout the internship.

"I know how important social media is and I wanted to create a Facebook and Twitter page that really reaches out to the customer who uses these resources as a tool," Akosi said.

She was not always this comfortable with the internship though. "When I first started my internship I was intimidated because I knew nothing about road construction, but I was very open-minded and willing to learn."

Akosi's advice for anyone beginning a new internship or job is "do not be afraid to ask questions and always be willing to learn new things and apply what you learn to your daily tasks."

BG NEWS WINS OHIO NEWSPAPER AND SPJ AWARDS

The BG News was awarded third place in Division A in general news coverage by the Ohio Newspaper Association, and The BG News received third place in the Best Collegiate Newspaper Web Site category. The awards were presented at the Feb. 9, 2012 at the Ohio Newspaper Association conference in Columbus, Ohio.

The BG News received second place in the Region 4 Mark of Excellence competition for Best All-Around Non-Daily Newspaper. Hannah Sparling, who graduated May 2011, received third place in the Mark of Excellence competition in the General News Reporting/Four Year College/University for her story, "It Won't Phase Me." The awards were presented March 24, 2012 at the Region 4 conference in Lansing, Mich.

TWO STUDENT NEWS GROUPS LEARN ABOUT LOCAL NEWS

The BGSU chapters of the Society of Professional Journalists and the Online News Association hosted an event for students titled "Taking Local News Live." The event took place March 31 in West Hall and featured speakers who gave students tips on how to succeed in print and online media after graduation.

About 20 students and faculty attended the event. The speakers at the event included Jan Larson, Thomas Palmer, the BGSU Career Center and instructor Dave Sennerud.

Larson, county editor at the Sentinel Tribune, spoke about her experience in the field and what she looks for in incoming reporters.



Larson encouraged students to question information, try to see the "bigger story" and



hold people accountable.

She stressed that journalists' responsibilities are not to their sources, but they should always treat sources responsibly. Larson also spoke about the challenges the newspaper industry has faced in recent years and encouraged students not to forget the importance of media in a democracy.

Palmer, owner and publisher of GalionLive, spoke about his experience beginning GalionLive, which is a local independent online news site in Galion, Ohio, started in 2008.

Palmer, a lawyer, got into the business of journalism partly because he saw that it could be profitable and partly to address what he saw as an opportunity to engage citizens in local community issues.

He explained GalionLive, how it works and encouraged students entering journalism to be transparent in their experiences reporting and to have dialogue with readers on the web, instead of using "canned" responses.

The BGSU Career Center gave a presentation on how to succeed in an interview and encouraged students to come to the career center with any questions or assistance they needed.

At the end of the four-hour event, faculty member Dave Sennerud talked to students about how to prepare for a job search in journalism. Sennerud encouraged students to look beyond just the traditional media outlets and to look for jobs at places like online sports websites and other companies that need reporters who can tell a story.

Tara Keller, a sophomore print journalism major and a member of SPJ BGSU, attended the event and thought it was beneficial. "It was a good way to get insider tips and discuss the direction journalism is going in," Keller said.

The SPJ BGSU chapter hopes to host future events such as this one.

PRSSA CHAPTER NETWORKS WITH ALUMNI IN COLUMBUS

The BGSU PRSSA chapter was on the road in April, traveling to network with alums in Columbus, Ohio. While there, they visited Ben Marrison, editor at the Columbus Dispatch, and Jillian Roach, account coordinator at GSW, an inVentiv Health Company.

The chapter learned the journalist side of news from Marrison, who gave important insight on how a public relations professional should properly pitch to a journalist. According to those who attended, the best advice he gave was to "never forget what you learned in college."



The chapter then visited Roach at GSW, an award-winning health communications agency. A former member of BGSU's PRSSA Executive Board, she gave students helpful information on agency life and her role within the company.

She also gave post-grad advice such as remember your networking. "Don't forget people that you have met, and the value of your internship is priceless," she said.

This fall, PRSSA will be attending the National PRSSA Conference in San Francisco, Oct. 12-15. If you are an alum in that area and would allow us to visit with you, we'd love to hear from you! Contact PRSSA faculty adviser Julie Hagenbuch at 419-290-3044 or email at hagenjk@bgsu.edu to arrange.

NABJ LOOKING FOR ALUMNI SUPPORT

Student journalists in the BGSU chapter of the National Association of Black Journalists are seeking alumni professional contacts to give guidance, help with networking, work in a one-on-one setting, and provide funding. If you are an alumni and interested in helping, please contact the department chair. [\[READ MORE\]](#)

“We need to build connections with alumni because the group is relatively new.”

-Sara Shipley Hiles, NABJ adviser



Local chapter seeks professional mentors

Student journalists in the BGSU chapter of National Association of Black Journalists are seeking alumni professional contacts to give guidance.

“We’re looking for all kinds of professional contacts,” Sara Shipley Hiles, NABJ adviser, said. “We need to build connections with alumni because the group is relatively new.”

The group is looking for mentors to work with the students in a one-on-one setting and to provide networking. NABJ is also seeking guest speakers and funding.

The BGSU chapter was founded almost three years ago and has been growing in popularity among students of color who are majoring in media and communication fields.

“We have different workshops here on campus about how to market yourself, improve writing skills, video editing, resume building and much more,” Kaila Johnson, the group’s president, said. “I really encourage students of color to come to NABJ because it is so beneficial and has really

helped me learn about my future career.”

NABJ members also want to travel to New Orleans for the National Convention in June. The BGSU chapter of NABJ has never attended a national convention.

Attendance at the national convention lets students network and participate in professional development sessions.

The convention is an opportunity for the group members to get their name out to other chapters and potential employers at a national level.

“This trip is very costly; it’s probably around \$1,500 per person,” Jamar Lark, NABJ member, said. “We will be trying like crazy to raise funds through events so we don’t have to put that burden on our members to cover the cost.”

NABJ members held an overnight bake sale on St. Patrick’s Day that raised around \$350 for travel expenses.

They also held a trash-for-cash fundraiser in Harshman dormitory in April.

They are also looking for

alumni to provide monetary support.

“I think it’s very important that we go because you can meet so many people,” Johnson said. “They will have companies [such as] CNN, MSNBC and ABC News there. People get hired at these conventions.”

The members of BGSU’s NABJ chapter encourage all students of color to come to a meeting and see what the group is about.

“We’re very open to different minorities; we don’t just limit to African Americans,” Lark said. “Any minority looking for that jump start in the journalism profession, NABJ can definitely be an outlet.”

The group met once a month this year and aimed to have a fundraiser each month. Members set up a Facebook page and Twitter account @BG_NABJ.

“NABJ is a great opportunity,” Lark said. “It’s the perfect way to get your foot in the door and do what you want to do within your media related career.”

Member uses NABJ ties to land internship

Jamar Lark, NABJ member, said the organization has helped him tremendously, including getting an internship.

Wesley Lowery, the student representative at Ohio University, helped him get a full-time journalism internship with the Columbus Dispatch for the summer.

“NABJ was the driving force behind me getting the internship. I used my connections and got myself out there,” Lark said.

Lark and Lowery grew up outside of Cleveland and personally knew each other before getting involved in NABJ.

Lowery represents all NABJ chapters nationwide and has interned at the Columbus Dispatch. “He referred me to the company because he thought I would make a good fit,” Lark said.



photo by Anna Christoff '12

Jamar Lark was offered a journalism internship at the Columbus Dispatch from networking he has done through NABJ.



Alumni Newsletter

GUEST SPEAKERS



Feb. 2

Gwynne Dyer

journalist, author, documentary maker

speech title: "The End of War? Nonviolence in the 21st Century"
also spoke in journalism classes



March 14

Carolyn Byerly

professor at Howard University

speech title: "Gender, Power and Journalism"

presented results from research on women journalists in 522 newsrooms around the world
also spoke in journalism classes



Alumni Newsletter

DEPARTMENT AWARDS

WEISS CHOSEN FOR HALL OF FAME

This year's Kappa Tau Alpha Hall of Fame Award winner is Larry Weiss, a graduate with an outstanding professional and public service record.

A native of Canton, Weiss graduated from the journalism program in 1967 with a specialization public relations.

He went to work in Press Relations at Libbey-Owens- Ford in Toledo, then joined creative advertising department at Firestone Tire and Rubber in Akron.

In 1973, he was recruited by then-BGSU president Hollis Moore to become assistant director of alumni affairs. Over his next years at BGSU he became director of Alumni Affairs and eventually worked in governmental affairs for the president. He retired in 2007.



Weiss has served BGSU and the community in many capacities. He was chair of BGSU's 75th anniversary celebration and has served on the boards of trustees for the Bowling Green Chamber of Commerce, the Bowling Green Community Development Foundation and the United Way of Greater Toledo. He also chaired the Wood County United Way campaign.

He loves playing baseball and has played in a number of leagues including the Legends of Baseball League in Cooperstown.

Larry and his wife, Fran, have been great friends to the university, the community and especially to the Department of Journalism and Public Relations.

WHITAKER NAMED CURRIER YOUNG PROFESSIONAL

The Currier Young Professionals Award was established in 2005 to honor the outstanding accomplishments of a recent graduate. This year's honoree is *Carrie Whitaker*.

Whitaker was born in Dayton, Ohio, and is the daughter of a school teacher and a realtor.

Her family moved to the Cincinnati area, and she began exploring the field of journalism at Lakota West High School where she joined the staff of the high school newspaper, *The Voice*, her sophomore year.

Having fallen in love with reporting and editing, Carrie enrolled at Bowling Green State University where she joined the BG News staff as a sophomore, rising to the role of editor in chief her senior year. She graduated in May 2005.



After a short stint as an education reporter at *The Middletown Journal* in Middletown, Ohio, Carrie took a job at *The Cincinnati Enquirer*, where she now covers public safety.

She is engaged to J.K. Smith a working artist and wood shop tech at the independent Art Academy of Cincinnati in Over-the-Rhine.

They live Downtown with wiener dog, Bailey, and cat, Worms, and enjoy camping and traveling, having spent time in recent years in the Czech Republic, Hungary and Honduras, while planning a honeymoon next summer in Istanbul, Turkey.

OUTSTANDING STUDENT AWARDS

Waugh Trophy for top graduating journalism student: Alesha Gailhouse

Outstanding public relations sequence student: Alesha Gailhouse

Outstanding print sequence student: Bobby Waddle

Outstanding broadcast sequence student: Saisha Gailliard

DEPARTMENT SCHOLARSHIP WINNERS

Kailia Johnson	Currier Rising Senior	\$4,000
Danae King	Currier Rising Junior	\$4,000
Alissa Widman	John H. Walker Scholarship	\$600
Shirley O'Nan	Journalism Alumni Board	\$500
Michele Wysocki	Weiss Journalism Scholarship	\$500
Sarah Bailey	Bev Murray Scholarship	\$300
James Matthew Thacker	Spencer Canary Scholarship	\$250
Kelsey Rentner	SMC Fund for Excellence	\$250
Michele Wysocki	Terry Goodman Memorial Scholarship	\$300
Nathan Lowe	Robert F. Collins Sports Media Scholarship	\$500

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Alumni Newsletter

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

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☐ Goodman Scholarship 30-000986

☐ Gordon Scholarship* 30-000472

☐ Murray Scholarship* 30-000796

☐ Walker Scholarship* 30-001171

☐ Alumni Board Scholarship* 30-0001686

☐ Press Club Scholarship* 30-000322

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

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