Dr. Elton S. Carter was an author, educator, mentor, husband and father, confidant, sage to some and perhaps guru to others. After a lengthy battle with cancer, he died on October 13, 1997 at Methodist Hospital in Omaha, Nebraska. The impact that he had in life remains unmeasurable.

Dr. Carter had a significant affect on many lives over his 78 years. As Dean of Graduate Studies at UNO from 1966 until 1975 he set high standards for the graduate students, and lived by them himself. He was also a professor in the Department of Communication, from 1975 until his retirement from UNO in 1989. He was an internationally recognized expert in the field of general semantics, directed master's theses and taught various undergraduate speech courses.

Dr. Bob Carlson (a fellow of Dr. Carter's in the Department of Communication) took some time to talk about Dr. Carter. He has a great depth of respect and gratitude for the late Dr. Carter and still seems marked by his passing. Perhaps the most poignant documentation about Dr. Carter's life was the eulogy written by Dr. Carlson and given at Dr. Carter's memorial service in October of 1997. Dr. Carlson concluded the eulogy be asking, "What can we learn from the life of Elton Carter? Maybe the one thing more than any other that I'd like to leave you with is this: try to make a difference in the world by being an inspiration to others, challenge them, show concern and compassion for them, comfort them, be a champion for them, be like Elton Carter."

Upon his retirement, the Elton S. Carter Master's Thesis Award was created which is given annually to the UNO graduate student who, during the year, completes the most outstanding master's thesis at the university. Contributions to continue funding the award can be sent to the Elton S. Carter Master's Thesis Award at the University of Nebraska Foundation, 8712 West Dodge Road, Suite 402, Omaha, Nebraska 68114.
1997-1998 has been a busy and productive year for the Department of Communication. We welcomed Melissa Jahn as our new Director of Forensics. She and the team have done an outstanding job throughout the year. UNOmaha is well-represented at local, regional, and national tournaments by these very talented students. Our student organizations, The Public Relations Student Society of American-UNOmaha chapter, Ad Club, and the student chapter of the Society of Professional Journalists, have all been extremely productive throughout the year. Additionally, student radio is available once again in the Milo Bail Student Center. Students, with the assistance of faculty advisor Dr. Chris Allen and the support of businesses such as UPS, Godfather’s, Rod Kush, Pepsi, Borders, Gallup, Lucent Technologies, John Hayes of AMPS, and Red Eye Tavern have created KBUL. The faculty are excited about the work done by these important student groups. Graduate students in the department have also been active on the research front. Seven students have been chosen to present nine papers at three different regional conferences. It is truly an honor for the individuals, the department, and the university to have our students’ scholarship recognized in this way.

The department is also honored by the creation of new and expanded scholarship opportunities for our students. The first Paul and Fern Borge Communication Scholarship was awarded in Spring 1998. Paul, as many of you will remember, was a long time faculty member in the department and is currently emeritus faculty. Paul and Fern established the scholarship to recognize an outstanding student majoring in any area of the department. Stephen Croucher, a journalism major with a public relations/advertising emphasis, was the first recipient. With his success in the classroom and his achievements as a UNO Ambassador, writer for the GATEWAY, and as a member of the Forensics Team, Stephen exemplifies the type of student Paul and Fern Borge wanted to honor with this scholarship. We awarded our first McIntire scholarship in 1997-1998. For 1998-1999, we will award six $1500.00 McIntire scholarships. While all the details have not been finalized at this point, we will have additional new scholarships to award for 1998-1999. I look forward to reporting on those awards in our next newsletter. The scholarship opportunities provided by individuals and organizations are critical to our students and the department. We appreciate everyone who has assisted the department with these important awards.

As you can tell from the Faculty Notes, faculty have been very busy as well this year. Just recently, we learned that Dr. Karen Kangas Dwyer would receive one of the University’s Outstanding Teaching Awards at the April Honors convocation. We will have a story on her and the award in our next newsletter. With the student and faculty accomplishments, I am really excited about the future. Given our limited resources, we constantly struggle to support all our activities such as the student organizations, the annual High School Journalism Conference, and undergraduate and graduate student travel to professional conferences. Remember you can contribute directly to the department through the UNO Alumni Association and the University of Nebraska Foundation (simply designate your contribution for the Department of Communication). All contributions, small or large, are welcome and provide important support for our students and various projects.

Please call, fax, write, or email. Also, I encourage you to visit us. Let me know when you will be on-campus so that I can show you our facilities such as the Oral Communication Resource Center, the Writing Lab, and hi-tech classrooms. I look forward to hearing from you.

Dr. Smith-Howell can be reached by calling 1-402-554-4849 or E-mail to smhowell@cwis.unomaha.edu.
Awards luncheon Honors

On May 9, 1997 the 42nd Annual Communication Awards Luncheon was held at the Milo Bail Student Center. Among those honored were UNO alumni, current UNO staff and broadcast journalists from the area.

Alumni Achievement

UNO Department of Communication alums have been honored for winning Pulitzers and other prizes, but Mike Hill was the first to be honored for bringing home an Academy Award. Mike won an Academy Award for film editing on “Apollo 13.” Mike has worked on such films as “Night Shift,” “Splash” and “Cocoon.” One of Mike’s favorite films as an editor, though, recalled his days in reporting class at UNO, the 1994 story of a New York tabloid, “Paper,” with Michael Keaton.

Mike, a 1967 Burke High grad, received his UNO degree in 1972, in Criminal Justice. Mike worked part-time at Channel 6, splicing commercials together, separating them with black leader, so directors could “go to black” between commercials. Upon graduation Mike was hired as Chino prison guard in California. He left his prison guard job, though, for a job gophering films to studio editing rooms. Today, Mike is the one editing films.

Mike continues to live in Omaha with his wife LeAnne Baker and daughter Jessica, a fourth grader, but his job does require him to leave home for periods of time. Mike edited “Ransom” as director Ron Howard’s home in Connecticut and took the family along to Ireland for “Far and Away” in 1992. Mike proves nice guys finish first. Talent, experience and outstanding personal qualities took him to the top.

Alumni Achievement

Advertising. In 1981, Cody began his association with Walt Disney World Company. In 1993, Cody moved to Carlson Wagonlit Travel as Director of Communications and Public Relations/North America. In that position, he headed the public relations, media relations, internal communications and meeting planning and staging duties for Carlson Wagonlit Travel such as developing and launching two web sites for CWT and coordinating the North American program in support of Children’s Miracle Network charity. In late 1996, he became Vice President, Public Relations & Communications.

Alumni Achievement

Debra Prestage is an outstanding example of what a student can do with a degree in communication, specifically journalism. Since graduating from UNO in December, 1978, Debra has worked for the Mutual of Omaha Companies and The Swanson Corporation, but this doesn’t begin to tell the whole story.

A few of the communication assignments Debra has undertaken during her career have been as a copywriter, an audio visual program supervisor, a Creative Services Manager, an account manager, a marketing coordinator, and a Director of Advertising and Communication. Debra has designed sales contests, written product sales and sales training films, developed field sales training and recruitment materials, planned convention activities, prepared national advertising campaigns, written a corporate newsletter, and implemented national direct mail campaigns.

From advertising/public relations promotion of UNO’s Student Programming Organization to the Vice President, Public Relations for Carlson Companies, Doug Cody has done it all as an advertising/public relations professional. At UNO, Cody organized the first, and probably only, live radio broadcast of a UNO SPO concert--Herbie Hancock over KQ98 radio and put together a one-of-a-kind show with two famous Omaha acts: Mannheim Steamroller opening for C.W. McCall.

Cody began his advertising/public relations career in Omaha with Smith Kaplan Allen & Reynolds Advertising as a delivery boy--until his supervisor asked him if he’d like to write some radio commercials. From this start, he became Vice President/Creative Director as well as President of the Omaha Federation of Advertising.

(Continued on Page 7)
John Atberton . . . has had a counseling private practice for 24 years; Assistant Professor at Nebraska Methodist College -- teaching psychology, human relations and a speech course.

Lisa Barrett . . . still working at the law firm of Kratina & Ellis as a legal secretary. Last year I added Switzerland to my travels, with a stop in Amsterdam on my way home.

Robyn Binns . . . I am in my 12th year of technical writing. I am currently a Technical Writer/Analyst with Grapevine Systems, Inc. (a wholly-owned subsidiary of Transaction Systems Architects (TSA)) developing on-line and hard copy documentation for Grapevine’s software products.

Sue Bramow . . . Senior Research Analyst for Applied Communications, Inc. in Omaha.

Cindy Christensen . . . appointed to the newly created position of Development Director at Joslyn Art Museum in December, 1996.

David Clopton . . . Independent consultant in marketing and sales. UNO is a great school to prepare for life work.

Kevin Collison . . . Won the 1996 George Polk Local Reporting Award and received an Honorable Mention in the 1996 Newspaper Guild’s Heywood Brown Award for story about teen-age mother killed trying to reach a mall which had discriminated against innercity bus route.

Ed Cook . . . Audio-Visual Tech with the Texas Education Agency. As a Video Producer/ Director, I hold responsibility to the TV production. "Live TV" means tight deadlines with no variances.

Betty Ellsworth Davis . . . My "promotion passion" continues to be the National Association of Soda Jerks, which has taken me to Chicago, Kansas and other national locations to open/dedicate new soda fountains. The Soda Jerk is the tonic America needs! Continuing PR consulting assignments and special events at Creighton.

Jim Falvo . . . Coordinator of Distance Learning at Rogers University in Oklahoma.

Julie Francis . . . Senior training consultant at Central States Health & Life Company of Omaha and a massage therapy student. Her husband Eric is a photographer.

Jeanne Gilbert . . . supervise a copywriting section in the creative department within the sales & marketing operation at the Mutual of Omaha Companies. I continue to write special projects for senior management and serve as personal speech writer and script writer for the Executive Vice President of Sales & Marketing.

Coleen Gowen . . . has been accredited by the International Association of Business Communicators (IABC) in April, 1997.

Melanie Griffiths . . . Manager of corporate communications at Kirkpatrick Pettis, an Omaha-based investment firm owned by Mutual of Omaha, since 1990.

Natalie Hadley . . . joined Kirkpatrick Pettis, an Omaha-based stock brokerage, in December, 1995 as Communications Specialist.

Mike Hendricks . . . What a year. First they eliminate my desk and my job at the KC Star, then I get a plum job -- metro columnist -- and then the paper is sold to Knight Ridder.

Joseph Hengemuebler . . . short 8 hrs. of graduating in 1986, is now the Executive News Producer for Gannett’s flagship CBS-TV affiliate in Washington D.C., WUSA-TV. Has won an Emmy and Associated Press awards.

Julie A. Hengemuebler . . . 85’, interrupted her Masters studies at the U of Missouri School Journalism to go to Switzerland to play professional basketball. (She had been an NCAA center for Cherri Mankenburg for her two years as an UNO undergrad.) Julie was on the Swiss team that won the Women’s Swiss gold cup in 1987. She is currently the General Manager of Illinois company’s Tucson, AZ facility with over 300 employees reporting to her. She just assumed this role after fours successful years as Center Manager for Matrixx Marketing, a Cincinnati Bell company, also in Tucson.


John M. McNamara . . . Assistant Dean for External Affairs at the John Marshall Law School in Chicago, Illinois. The law school will celebrate its 100th anniversary beginning in August 1998 and I am taking the role of project leader for coordinating the events scheduled aspart of our centennial celebration.
through August 2000. My wife, Robin Tryloff (former director of the Nebraska Arts Council), is the director of the Sara Lee foundation in Chicago.

**Jill Moss** . . . Still working at *Voice of America*. Recently took on new job responsibilities directing 2-hour live news program broadcast to Asia. Also producing 3-minute econ report for the show. At end of this semester, I'll be 12 credit hours into my Masters degree in Communications Education at George Mason University. Husband and I waiting to hear back on Peace Corps application. We've targeted a program in Asia with a departure date in mid-October.

**Dick Palmquist** . . . Executive Director, Nebraska Broadcasters Association; President, Palmquist & Associates, consulting, speaking, speech coaching.

**Ward Peters** . . . owns HOME Real Estate with three partners. Had "To the Hilt" column in the *Gateway* for two years -- interviewing folks traveling through Omaha. Married to Jean Ann Ballinger. Father to 10 year old, Dolan Elizabeth Peters.

**Mari Petersen** . . . Joined Boys Town as Manager of Marketing, Marketing Research, Planning and Development.

**Marge Peterson** . . . have worked at *Home & Away* magazine since graduation and am currently serving as Managing Editor. I am serving a two-year term as president of Midwest Travel Writers Association, the oldest association of travel writers in the U.S.

**Pat Pleiss** . . . Johnson County Wastewater's world wide web site (http://www.jcw.org) was awarded a Certificate of Excellence by the City-County Communications & Marketing Association (3CMA). Pat Pleiss ('92) is the author and maintains the site. Each year 3CMA awards Saavy Awards to communication materials created by city or county government employees. The Certificate of Excellence is comparable to a third place award. "Surfin' The Sewers" was chosen for the award out of 293 entries. Pleiss also recently designed & launched a web site for the Greater Kansas City Chapter of the American Society for Public Administration (ASPA). Kansas City has the seventh largest ASPA Chapter in the nation. The site's address is http://www.kcpp.lib.mo.us/aspa.

**Gary Repair** . . . Executive Producer, UNO Television.

**Bess Shoecraft** . . . still in our same house in Dallas that we built in 1949, two blocks from the delivery room at Methodist Hospital. We will have been married 61 years on June 14. I still attend book reviews, luncheons, belong to a Garden Club, and play bridge.

**Diane Slawson** . . . Owner, Oak Creek Communications. Newest project: volunteer member, Public Relations/Community Relations and grant writing committee member for Hiawatha, TA Habitat for Humanity Project (first one for this growing community near Cedar Rapids).

**Julie Stoner** . . . admissions counselor for the University of Nebraska at Omaha working with adult learners, transfer students, business recruiting, the admissions customer service group and communications projects.

**Karen Weaver** . . . working at Inacom Corporate Executive Center located in Old Mill, Omaha. Contracted as an Assistant Product Manager in purchasing department. Daily responsibilities include: purchasing computer & related products, controlling the flow of product between vendor to the end-user, while maintaining a positive relationship, open to communication. Inacom is a technology, management, service company. Providing products to its clients as a reseller, and support to its end-users.

**John Weber** . . . In March '97 elected treasurer of Mantrap Township. Closed out winter of 1996-97 with a series of great pictures of comet Hale Bopp taken from our frozen bay of Spider Lake. (I even captured an aurora getting into the act!)

**Cynthia Wilhelmi** . . . Program coordinator of Family Friends of Eastern Nebraska, a program of the Visiting Nurse Association. The program provides free respite care for families with special needs children under age 12.

**Carol Wilson** . . . working as Regional Support Specialist on underwriting at Guarantee Life Company in Omaha.

**Vern Wirka** . . . just signed my Dana contract today...will be teaching radio & TV News Writing, Interviewing, Radio Production and I will manage the campus radio station.
The odds were stacked against the reinstatement of student radio at UNO from the beginning, so it was appropriate that the original "Mission Impossible" television theme was the first song broadcast when KBUL signed on at 10:18 am on January 12. After staff introductions and the unveiling of the new studio, the updated "Mission Impossible" movie theme was played, signifying the beginning of a new era in student radio at UNO. This was followed with Republica's "Ready to Go," keeping with the optimistic theme of student radio's triumphant return to campus.

A dedicated group of students, led by Dr. Chris Allen of the Communication Department, were determined to see Program Director Joe Hammon, a senior communication major, realize his year-old dream of bringing student radio back to UNO. "We showed up and people can respect that. Right now we are trying to be the voice of the students," he said.

KBUL had several obstacles to overcome to make Hammon's dream a reality. KBLZ, the last student-run radio station, was pulled from the air in 1995 after allegedly airing controversial material. KBUL also needed to raise thousands of dollars to buy equipment and get the station up and running. Those factors, combined with the perception of student radio left behind by KBLZ, and the lack of radio wiring in the new student center made for a potentially daunting task.

KBUL's big break came in October of 1997 when the United Parcel Service donated $4,080 to the cause. Hammon said that Pete Soby, sales director, was instrumental in securing the donation. "In return for their donation, UPS got unlimited sponsorship and the studio named after them. Since then we have been getting more sponsors for our programming," Hammon said.

Other sponsors include Border's, the Red Eye Tavern, Godfather's Pizza, Rod Kush Furniture, AMC Oakview 24 theaters, W.C. Franks, Pepsi, and the Gallup Organization. Hammon said that John Hayes and Amps supplied the station's equipment, while Carl Soby and Lucent Technologies built the studio.

Along with Hammon and Soby, KBUL staff members include Cris Harbold, station manager; Stacy Jo Moss, promotional assistant; Zach Bojanski, sales; Kyle Richardson, music director and Wendy Townley, news director. KBUL's current programming consists of primarily Top 100 songs, with some local music added in and some specialty programs like the lunch hour show "What's on the Plate?" hosted by The Gator(Hammon) and J(Jeff Davis). KBUL has also started a sports show called "The Bullpen" hosted by Kent Cisar.

Hammon said station hours currently run from 8 a.m. to 5 p.m., but may be expanding. KBUL's broadcast range may also expand soon. Presently, KBUL is heard exclusively in the Milo Bail Student Center, but the staff is planning on also broadcasting into the Health, Physical Education and Recreation(HPER) building soon. Hammon said they would like to look into acquiring a transmitter by the year 2000.
Distinguished Service

Laura Dickson explains why research is so important to UNO students.

For more than a decade, Laura Dickson has helped communication students find the research materials they need at the UNO Library. She has made UNO students’ learning experience a top priority. Her subject areas of aviation, business, communication and library science place her at the cutting edge of the dramatic changes in the area of information technology.

Professor Dickson joined UNO as a reference librarian in 1985. She has served as chair of the Reference Department and as Interlibrary Loan Supervisor. She has distinguished herself by creating specialized presentations for a range of communication courses, and she has never hesitated to offer special training sessions. And, she was one of the first on this campus to be an active user and teacher of the Lexis/Nexis database.

Laura came to UNO from the University of South Dakota, where she ran an MBA library program. A 1972 Magna Cum Laude graduate in psychology from Morningside College, she holds a Masters of Arts degree in Library Science from the University of Iowa.

Communication Achievement

A debate springs up now and then over whether Journalism is an art or a craft. Jeff Koterba has turned it into an art. And like all good artists, he makes a difficult job look easy. By his own admission, Jeff spends a lot of time reading, wandering around the newsroom, looking for inspiration. As difficult as coming up with the right idea might be, paring it down to a one-panel cartoon that captures the right mood and conveys the right message is even harder. Jeff manages the task five days a week, which is rare among editorial cartoonists.

Jeff Koterba’s cartooning career began at UNO. He double-majored in art and journalism, and began working at the Gateway in 1979. Several years later he became a sports cartoonist for the Kansas City Star, and was syndicated nationally to such newspapers as the Los Angeles Times, the Miami Herald and the Atlanta Constitution. In 1989 Jeff went to work for the Omaha World-Herald. Jeff is a full member of the editorial page staff. Jeff has ventured off the editorial page, too. His work appears on KPTM-TV’s nightly newscast, and his book, “Jeff Koterba...Back From the Drawing Board,” is currently in bookstores. Jeff has raised the art of communication to the very top of the editorial page.

Communication Achievement

Each year, the Department of Communication presents an award to an individual or group who have demonstrated a level of excellence in their field. This year’s award recipients have achieved this high standard in the area of broadcast journalism. The WOWT-Channel 6 Sports Machine brought the metropolitan area highlights of what was an extraordinary year for UNO athletics. Channel 6 televised the first-round game in the Division II football playoffs for the North Central Conference champion Mavericks. Channel 6 was live via satellite in Warrensburg, Missouri, as the Lady Mavs won the national volleyball title. They brought the celebration into our living rooms.

Throughout the year, Channel 6 featured UNO coaches and players during its regular newscasts, and in its Sunday Sports Extra program. The people who make up this team include: Dave Webber, John Chapman, Merlyn Klaus, and Ross Jerstrom.

The WOWT Sports Machine celebrates their award.

For most UNO communication majors, an internship is a required process. An internship gives the student an insight into their chosen field, giving them an idea if their chosen career is one they want to pursue. An internship also gives a student some invaluable experience and great resume material.

Dr. Michael Hilt, who recently became the internship coordinator for the communication department, says UNO has plenty of internships available. “Most universities have waiting lists for internships. We are in an enviable position, we often have more internships than students to fill them,” said Hilt. “We have positions with all the local TV and radio stations and every local newspaper.” Technology has provided new opportunities with internships. For example, Dr. Hilt recently helped a student find a position for web page design.

Alumni who own or work at businesses who would be able to provide internships are encouraged to contact Dr. Hilt at 554-4855.
Chris Allen . . . Presented papers at AEJMC national conference and the Freshman Year Experience conference. Co-authored with Dr. Leslie Turner an article appearing in American Behavioral Scientist. Received a research grant from the Herbert Hoover Presidential Library and a grant to assist retention efforts from UNO's Student Services and Enrollment Management.

Duane Aschenbrenner . . . Parliamentarian for UNO's Faculty Senate. Provides advice and serves as parliamentarian for numerous local, regional, and national organizations.


Robert E. Carlson . . . Promoted to full professor effective Fall 1997. Presented a paper at the National Communication Association's annual conference. Chair the University Faculty Senate's Personnel and Welfare committee.

Ana M. Cruz . . . Continued work on her Ph.D. at the University of Nebraska, Lincoln. Presented papers at the National Communication Association's and Western States Communication Association's annual conferences.


Dennis Fus . . . Presented papers co-authored with Dr. Karen Dwyer at the Central States Communication Association and National Communication Association national conferences. Published with Dr. Dwyer an article in Basic Communication Course Annual.

Hollis F. Glaser . . . Team-taught interdisciplinary Power of Images humanities course. Two articles accepted for publication in Speech Communication Teacher.

Paula J. Hazelrigg . . . Returned to full-time assignment in Public Speaking Fundamentals after serving as Director of Forensics for several years. Taught Honors Public Speaking and a section of Public Speaking linked with a University Seminar section.

Mike Hilt . . . Published articles in Encyclopedia of Popular Culture in the United States, Feedback, and Psychological Reports. Taught a new graduate seminar on Mass Media and Aging in America. Continues to supervise the internships for journalism and broadcasting majors.

Melissa H. Jahn . . . Joined the department in Fall 1997 from Morehead State University in Minnesota as an instructor and Director of Forensics.


Jeremy Lipschultz . . . Periodic Professional Leave for Spring 1998 to research and write a book on free expression in the age of the internet. Received a National Association of Television Program Executives Faculty Development Grant and worked at WOWT-TV in Omaha during the Summer of 1997.

Susan Pendleton . . . Published an article in Language and Communication. Received a Special Achievement in Public Relations Award from the Nebraska chapter of the Public Relations Society of America for her work with the UNO student chapter.

Marshall Prisbell . . . Continued with a wide range of teaching including interpersonal communication, interpersonal conflict, nonverbal communication, communication and human relationships, persuasion, and the graduate foundation seminar in speech communication.

Randall Rose . . . Presented a paper at the Eastern Communication Association annual conference. Developed a new undergraduate/graduate course in communication theory and worked with Dr. Karen Dwyer in developing a new course in Communication Skills for Training and Development.

Michael D. Sherer . . . Published an article in Visual Communication Quarterly entitled "A TV Camera in Vietnam: Dave Hamer's Early Coverage of the War." Published numerous articles on legal issues in photojournalism in News Photographer. Received the Morris Berman Special Citation from the National Press Photographers Association.

Deborah Smith-Howell . . . presented a paper at the National Communication Association's annual conference.

Leslie J. Turner . . . Published a co-authored article with Dr. Chris Allen in American Behavioral Scientist. Elected to the board of the Omaha Federation of Advertising. Organized this year's Meet the Pros event for college and high school students in the region.

Karen Weber . . . Continues her active involvement as free-lance writer, publicist, and vocalist with Soli Deo Gloria Cantorum and the Clarion Chamber Chorale.

Adjunct Faculty Notes

The Department is fortunate to have many qualified professionals teaching on a part-time basis. These individuals bring their everyday experiences into the classrooms and are important role models and mentors for our students. Adjunct faculty for Spring 1998 include:

Lorraine Boyd an active Omaha PR professional, is a long-time adjunct faculty member teaching several courses related to public relations.

Nancy Carlson of Redstone Communications began teaching for UNO in the Fall of 1997. Currently, she is teaching Public Speaking Fundamentals.

Jim Ferguson of WOWT has taught photography for a number of years where he emphasizes the newest technologies applicable to photojournalism.

Dave Hamer a well-known local broadcast professional, while supposedly retired continues teaching our Television News Video course and working with his "Annual Airborne TV Seminar."

Roger Hamer WOWT news producer, writer and photographer and president of the Nebraska Press Photographers Association, teaches TV Production I and II.

Mike Kobler of Cox Communications teaches Electronic Media and Media Management each spring.

Karen Warncke publications coordinator for UNMC, teaches Newswriting and Reporting and, for the past two springs, Magazine Article Writing.

Tim Winters an editor with the Omaha World Herald, teaches News Editing.

Cathy Wright with a Master's degree from Texas Tech University teaches Public Speaking Fundamentals.

Michelle Chapman, Robert Embrey, Sara Karpan, Holly Miller, Christina Navis, Susan Paley, Gail Rowden, and Rita Shaughnessy, all graduates of the M.A. program in the department, regular teach Public Speaking Fundamentals.

In the never-ending pursuit of higher education, the faculty of the Department of Communication at the University of Nebraska at Omaha, has again risen to the occasion. Many professors have an innate call to truly enrich the educational experience for themselves, peers and students alike. In 1997, a wealth of faculty publications enhanced and seasoned the University as a whole.

Sherrie L. Wilson

Sherrie Wilson, an Assistant Professor, took part in researching and co-authoring the article "Newspaper Ombudsmen's Reactions to Journalists' Use of Anonymous Sources."

Wilson took part in conducting a nationwide survey of 35-40 newspaper ombudsmen, through phone and mail surveys. She said that this survey involved virtually the entire newspaper ombudsman population of the United States.

The results of the survey led Wilson to an interesting discovery of what ombudsmen really think about anonymous sources. "In general, the ombudsmen thought that anonymous sources are used too much by the media, without a lot of justification," Wilson revealed. "The opposite side was they thought their newspapers did a pretty good job with it. (use of anonymous sources)"

Currently, the article is being reviewed and will be published in an upcoming issue of Newspaper Research Journal, look for it in the near future.

Otto F. Bauer, Ph.D.

Sometimes real-life accounts can be a great alternative vehicle to incite situational learning. Dr. Otto Bauer, an instructor in argumentation and debate, has written a book on his experiences in the academic world. His book titled, Lower Moments In Higher Education provides the reader with some interesting and amusing scenarios for teachers and students.

"What I hope the book does first, is entertain," Bauer said, "At the same time I wanted to make a contribution that goes beyond a few good laughs."

His book relays a first-hand account on various academic experiences at many different institutions. One story in particular "A Romp In The Buff," deals with the issue of censorship on the academic level.

"There are ways of looking at that (censorship) at a University that are different than the ways they might look at it in society in general," said Bauer.

Dr. Bauer crafts this story and many other of his personal accounts into issues that the reader can really ponder.

"I tried to take situations that were strange and difficult, and see some principles that were involved."

If you enjoy an entertaining and quick reading book, be sure to check out Lower Moments In Higher Education.

Karen K. Dwyer, Ph.D.

Dr. Karen Dwyer is indeed no stranger when it comes to submitting publications, academic and otherwise. Conquer Your Speechfright is one of her latest publications that take a highly effective approach for speech fright. "Speechfright" is an excessive fear an individual encompasses around public speaking.

"I wanted to get a text book that the students could use - they just didn't have anything out there," Dwyer commented. From that she decided to develop an interactive guide that she could fashion directly to the criteria that would best suit the students needs.

The book focuses on undermining the negative predisposition that an individual may associate with public speaking. For researching the book Dr. Dwyer took many valuable techniques from her classes and lectures, and then formulated them into a book that can be appreciated by anyone who has fear of public speaking. "I have never seen anyone not overcome at least some of their speech fright that has taken the class," she said. "If they are serious about overcoming speech fright, they can do it!"

At the end of the book, Dr. Dwyer effectively brings the book full circle, by emphasizing the point that with all the knowledge obtained by the individual to conquer speech fright, it is only through practice one will truly succeed in public speaking.
The UNO Advertising Club is now preparing to compete in their first National Student Advertising Competition, sponsored by the American Advertising Federation. Participants in this competition are evaluated on three aspects at the district level followed by the national finals. Eleven members of the Ad Club are designing a campaign for this year’s client, Hallmark Cards.

The team decided to call themselves Tiburon Advertising. “Tiburon” is Spanish for “shark.” They believe the name is professional and represents their firm’s aggressive, sleek qualities. “Basically, we just want to be Hallmark’s card sharks,” said Ad Club member Mike Hagstrom.

Student teams prepare a 40-page plans book detailing all the elements of their proposed campaign. Next, they develop a 20-minute presentation to be given to a panel of judges. After the presentation, there is a question and answer period where judges ask the students specific questions about their proposed campaign. The first round of presentations is the District competition that will take place in Sioux City, Iowa. There, the UNO Ad Club, a.k.a. Tiburon Advertising, will compete against 12 other schools. The team that wins the District competition will go on to the National competition in Minneapolis, scheduled for the beginning of the summer. The winning team at the national competition will travel to Kansas City, MO, to present their campaign to Hallmark Cards, Inc.

“The whole team is optimistic about the competition. It’s a challenge, but we’re ready for anything,” said Ad Club member Amanda White. Dr. Leslie Turner, faculty advisor, believes the team’s enthusiasm is justified, saying, “I was involved with the NSAC at another university and took a team to 5th place at the national competition. This team’s book looks terrific and highly competitive. We should do very well.” Students interested in joining the UNO Advertising Club may E-mail Dr. Leslie Turner, at lturner@cwis.unomaha.edu.

UNO students that want to practice their communication skills and learn more about public relations are invited to join PRSSA. PRSSA is the Public Relations Student Society of America. It has chapters in over 175 universities with a membership of over 6,000 students. PRSSA has been established at UNO for ten years.

The UNO student organization consists of 45 current members, led by president Belinda Guarino. The faculty advisor is Dr. Susan Pendleton. According to Pendleton, some goals of PRSSA are to increase student’s opportunity to network with professionals, and to provide projects both on and off campus. Pendleton said one of the key experiences that students learn is leadership skills. “Not only understanding how to listen and to maximize other people’s potential, but the opportunity to make goals and objectives,” she said.

Pendleton said that the classroom experience combined with internships and networking opportunities provide UNO students with valuable advantages. She said that PRSSA not only looks good on resumes, but helps build confidence, while letting students express ideas and learn from others.

UNO’s chapter of PRSSA works with several members of the Omaha business community. One such group it lends its talents and time to is Big Brothers/Big Sisters of Omaha. Those interested in joining or supporting PRSSA may contact Dr. Pendleton at 554-4845.
Forensics team enjoys success

by Melissa Jahn

UNO Forensics has had an exciting 1997-98 season. With several returning members from last year, and a couple of new faces, this team has established itself as a force to be reckoned with. This year the team has traveled to 15 tournaments across the Midwest. These trips included the University of Northern Iowa, Kansas State, Mankato State University, Wayne State in Nebraska, Midland Lutheran College, Cornell College, Northwest Missouri State, and South Dakota State.

Award highlights include Stephen Croucher taking third in Prose at UNI, second in Persuasive at Creighton, second in Extemporaneous at Bethany Lutheran, and first in Individual Sweepstakes (Best overall speaker) at Midland Lutheran. Dave Jackson has had a great season taking second in Prose and Duo at Creighton, fourth in Poetry in Mankato, and first in all three of his events at Midland, including third in Individual Sweepstakes. Dave was also ranked as State Champion at the Nebraska State Tournament in Prose and Program Oral Interpretation. Christine Mixan has also proven herself as an asset to this team by placing second in Duo at Creighton, second in Drama, first in Persuasive and Duo at Midland Lutheran, as well as second in Individual Sweepstakes. Additionally, Christine claimed second overall speaker at Nebraska's state tournament and State Champion in Persuasive Speaking. This placing qualifies her for the Interstate Oratory Tournament April 24-25.

Hyrum Wilson has been consistent as well this season, by placing second in After Dinner Speaking at UNI, third at Kansas State, fourth at Mankato and third at Midland Lutheran.

At most every tournament they have attended, UNO has placed in the top half. Their most exciting win came in November, when they placed first in overall team sweepstakes at Midland Lutheran. Additionally, UNO took all three Individual Sweepstakes placings.

This year the American Forensics Association National Individual Events Tournament will be held in Flagstaff, Arizona. In order to qualify for this tournament, students must fulfill a formula that requires them to place at a certain level consistently within the season. This year four students have qualified for a total of 11 events. These students include: Stephen Croucher qualified in Persuasion, Informative, Extemporaneous, and Comm Analysis; Dave Jackson qualified in Duo, Oral Interpretation, Poetry, and Prose; Christine Mixan in Duo, Persuasion, and Dramatic Interpretation, and Hyrum Wilson qualified in After Dinner Speaking.

If you would like more information about forensics, contact Melissa Jahn at UNO at 402/554-3164 or E-mail to mjahn@cwis.unomaha.edu.

Forensics Team members: Dave Jackson, Christine Mixon, Kathleen Kocsis, Ryan Price, Hiro Ando, Stephen Croucher, Forensics Director Melissa Jahn, and Darian Gaylon.

According to Pat Justice, president of the Society of Professional Journalists, the club hosted several speakers in the fall semester of 1997. These included: Rainbow Rowell, columnist for the Omaha World Herald, Ben Salazar from Nuestro Mundo, Bill Kelly from the Nebraska ETV Network and the Omaha Press Club and Jim Reding, assignment editor for KMTV television.

Justice said that several events are lined up for the spring semester. Morris James, news director at WOW radio will be one speaker. The club will assist in a fundraiser to benefit Toys for Tots, and will also co-host the Nebraska high school journalism competition with the communication department. Along with Justice, SPJ officers include Vice President Kevin Karmann, Treasurer Cris Harbold and Secretaries Barb Bohan and Wendy Townley. Dr. Chris Allen is the faculty advisor. Those interested in joining or assisting UNO's SPJ chapter may contact Pat Justice at 554-2804.
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