The UNO Department of Communication honored five communication professionals and educators during its 48th annual awards dinner May 1, 2003. Each year the department uses the occasion to recognize individuals who have made significant contributions to their professions, the community or the university. The 2003 awards and their recipients are:

**Alumni Achievement Award**
Martha Bruckner, Ph.D.

Bruckner is the associate superintendent for Educational Services for Millard Public Schools. Before accepting her current position in 2002, Bruckner spent eight years at UNO, where she served as chair of the Department of Educational Administration and Supervision.

Bruckner began her career in the Ralston school district, as an English and communication teacher. In addition, she coached the speech and debate program at Ralston High School. In 1974, she completed her master of science degree in secondary speech education at UNO. Bruckner continued to succeed at Ralston serving as English department chair, assistant principal and principal. While she was a high school principal, Bruckner continued her own education, pursuing a doctorate in administration, curriculum and instruction at UNL, where she received the degree in 1989. Bruckner joined the faculty of UNO in 1994 as an assistant professor of educational administration and supervision. Throughout her career, Bruckner has written a wide range of scholarly articles, presented at numerous conferences and been active in professional organizations. She received the Del & Lou Ann Weber Award for Excellence from UNO in 2001. Bruckner was nominated for the YMCA Tribute to Women in 1999.

She has been an active member of the Association for Supervision and Curriculum Development and was recently elected president. Bruckner’s commitment to education extends beyond her work as a teacher and mentor. She served as a member of the Ralston Board of Education and was president of the board in 1999-2000.

After leaving UNO, her commitment to the university remained strong through her involvement in the campus Strategic Planning Committee, for which she provided valuable insight from both the K-12 and post-secondary perspectives.

**Alumni Achievement Award**
Kevin Warneke

Warneke is executive director of the Ronald McDonald House Charities in Omaha where he manages the overall operation of the charity, including fund-raising and public relations.

As one UNO communication faculty member said, Warneke "exemplifies the old adage of being born with ink in your veins." Warneke’s father published the Plainview News for four decades. Warneke, his brother and two sisters eventually bought the newspaper from their father, keeping the Warneke name associated with the Plainview News.

After graduating from UNL, Warneke was a reporter for the Omaha World-Herald. He then joined the staff of Boys Town where he worked in its writing division. He left to become the managing editor of the York News-Times.

Warneke has also worked as an associate editor for AAA’s Home & Away Magazine and was the senior associate director of public relations for the University of Nebraska Medical Center.

He is the immediate past president of the Nebraska chapter of the Public Relations Society of America and is chair of the Publications Committee for the UNO Alumni Association. He served as secretary of the Alumni Association and was assistant director of public relations for the Omaha Classic Golf Tournament. He holds a gubernatorial appointment to the Commission to Keep Nebraska Beautiful.

Warneke received his master’s degree in communication from UNO and has taught as an adjunct professor in the Department of Communication for more than a decade. In addition to his work and service to the profession
Recently, I revised the School of Communication proposal for consideration by the Board of Regents. I was reminded once again of the outstanding students, faculty and alumni of this program. We are so busy with accomplishing specific tasks of the day, we don't allow ourselves time for reflection on the purpose of those tasks.

For instance, most of us forget how large and complex this department actually is. In 2002, we graduated 139 students from our programs. We have over 650 current majors in our undergraduate and graduate programs. In 2002 alone, the faculty published (and this count is a conservative one) one book, seven book chapters, 17 articles in scholarly journals and more than 50 articles in professional, popular and trade publications. At least three books by departmental faculty are in press for 2004 publication from major academic publishers.

In the past year, our students have received regional and national recognition in a variety of competitions for awards and internships. Our students receive firsthand advice from alumni who have established national reputations. For example, Merrill Lynch Vice President Paul Critchlow visited campus to discuss with faculty and students his company's response to 9/11. Students also had an opportunity to meet with him in several classes (see story inside). Critchlow received his bachelor's degree from UNO in 1971, a year that heralded change for UNO's communication program. At that time, the faculty in the Departments of Journalism and Speech began the discussions that ultimately created what we have now—the Department of Communication. The merger idea was unique, almost radical.

In 1972, the chairs of the Departments of Journalism and Speech (Dr. Hugh Cowdin and Dr. Jack Brilhart, respectively) wrote: "The primary mission of a School of Communication should be to help students to understand the communication process and to develop skills therein as practitioners." Few academics or practitioners in 1972 recognized how students and faculty from these diverse but related areas would benefit by working more closely together. Professors Cowdin and Brilhart truly understood the future of communication as a discipline and for the University of Nebraska at Omaha. Current students and faculty appreciate the vision that established Communication at UNO.

I hope you enjoy this edition of the newsletter. Dr. Dave Ogden continues his outstanding work coordinating the production with the assistance of faculty and students.

---

**A Special Thank You**

The Department of Communication would like to thank Chet McCarthy and Printing Services for their continued support of CommUNO.

The department would also like to thank Tim Fitzgerald for his ongoing contributions.

---

**Club Updates**

**Advertising Club**

The UNO Ad Club held its first meeting of the school year on Sept. 28. There are a total of 24 members this year with 14 new members. The Ad Club visited Envoy Advertising on Oct. 31 where students got a behind-the-scenes glimpse at how an ad agency works. The club is planning a road trip to visit some ad agencies in Kansas City this spring.

**American Society of Training Development**

The UNO chapter of ASTD continues to work with the Nebraska ASTD chapter. The UNO chapter will resume its meetings in January.

**National Broadcasting Society**

NBS members heard a presentation in October from Bob Polowski, who is developing a Web site on the Lewis and Clark Expedition. NBS is also planning a public service project for next semester.

**Public Relations Student Society of America**

PRSSA members gained professional experience this fall by working as volunteers for three major events in Omaha: River City Roundup, Trendstempers for Juvenile Diabetes and the Susan G. Komen Foundation Race for the Cure. The chapter sent four officers to the 2003 National PRSSA Conference, "Where Opportunity Meets Excellence," in New Orleans. PRSSA is growing also as 13 new members were inducted into PRSSA at its meeting and induction ceremony Nov. 16 at Biaggi's. To celebrate PRSA-PRSSA Relationship Month in November, 12 members attended the PRSA-Nebraska luncheon Nov. 18 and followed with a site visit at Bozell.

Continued on page 5
Faculty Make Impact Beyond Campus

Faculty in the UNO Department of Communication do more than just teach classes. Professors are involved in the professions about which they teach. They also conduct research in a variety of areas. They address community issues and problems; and faculty apply what they learn from those experiences in the classroom. Below are a few examples of such experiences.

ASNE Fellowship
Dr. Sherrie Wilson was among 20 journalism educators nationwide selected to participate in the American Society of Newspaper Editors' (ASNE) Institute for Journalism Excellence program. Wilson spent six weeks as a staff member, primarily as a copy editor, for the San Francisco Chronicle. She coordinates the internship program and teaches media writing, news editing, communication law and mass media ethics.

KETV online work
Dr. Jeremy Lipschultz was among 16 broadcast educators in the nation selected to participate in the Radio and Television News Directors Foundation's Educator in the Newsroom fellowship program. Lipschultz spent four weeks working on TheOmahaChannel.com, KETV's website. He teaches media theory, research, technology and regulation.

Hate Crimes project
Dr. Shereen Bingham will co-teach a class, in spring 2004, that has been accepted by the National Communication Association (NCA) as one of the exemplary projects for their Communicating Common Ground (CCG) initiative. Doctoral student Patrick McNamara, director of the Omaha Hate Crimes Project, is the other teacher for the class.

The goal of the CCG initiative is to pair up college-level communication programs with community and/or schools to provide events that foster respect for diversity and combat prejudice. The class, which is for upper level undergraduates or masters level graduate students, is planning a "day of dialogue" among Omaha area youth.

Nebraska International Group
Dr. Robert Carlson will direct the 2004 Nebraska Semester Abroad program to the Czech Republic. The program, based at Palacky University, Olomouc, Czech Republic, will last from March 1 to June 1, 2004.

Students will receive 12 hours of upper-level undergraduate credit. Four of the credit hours will be an independent study in intercultural communication (or other relevant speech, journalism or broadcasting areas related to the student's major), four hours will be in language or humanities and four hours in the humanities or social sciences.

Side trips could include Budapest, Hungary; Vienna, Austria; Krakow, Poland; Slovakia; and Bohemia. For more information on this semester abroad program, contact Carlson at 554-2603 or e-mail: rcarlson@mail.unomaha.edu.

Book on Communication Apprehension
Dr. Karen Dwyer has just released a new book, titled Vanzelfsprekend, which is Dutch for "Speak for Yourself."

The co-author, European speech and communication consultant Ted Baartmans, asked Dwyer to write the text with him after seeing her workshop on speech anxiety.
Alumnus Visits Campus, Recalls Day of Infamy

The day started simply for Paul Critchlow. He rode his bike the mile between his townhouse and the Merrill Lynch Building in Manhattan, a routine that he calls "a delightful way to live."

He went up to his 32nd floor office. A short time later, he and his coworkers would be running for their lives and Critchlow would again find himself in the national spotlight.

"I heard the boom. I went and looked out the window, and I saw what was happening," he said.

It was Sept. 11, 2001, and Critchlow, Merrill Lynch's senior vice president for communications and public affairs, watched events unfold at the World Trade Center. The first plane had just hit.

Critchlow spent the second anniversary of 9/11 at his alma mater, UNO. Critchlow, who received a bachelor's degree in journalism in 1971, met with faculty and students, visited classes and spoke to several hundred in the Milo Bail Student Center about the reaction and role of Merrill Lynch in the aftermath of 9/11.

Critchlow was key to that role, as he has been in other historical events during the past 35 years. He and other senior managers decided to evacuate Merrill Lynch's three buildings surrounding the World Trade Center.

"We all left. I was about a block away and the second building fell," he said. "Do you remember the people running from the dust cloud? I was one of those people, along with my colleagues."

Critchlow's townhouse in the West Village became corporate headquarters for Merrill Lynch for the next several days. Adding to the already "chaotic" atmosphere at his home was a visit by CBS reporter Leslie Stahl.

"She was just roaming through the neighborhood," Critchlow said. "She wanted to come inside because she thought it was fascinating that Merrill Lynch was being run from this little house in the Village."

Stahl conducted her nationally aired interview with Critchlow on the street outside his home. He said he took the opportunity to assure investors and the public that Merrill Lynch was accounting for its employees (three of whom died in the World Trade Center) and would not be deterred by terrorist acts.

"That was the first message from Merrill Lynch and it had to set a tone," he said.

Critchlow has been with the international brokerage firm since 1985 and is in charge of all marketing and communications. He calls his position "one of the ultimate PR jobs in the financial industry."

Critchlow's involvement in 9/11 isn't the first time he has been at or near the center of corporate and national crises. Several years ago, he helped Merrill Lynch to avert public criticism by negotiating a settlement with New York Attorney General Eliot Spitzer, who accused the company of providing investors with misleading communication about technology stocks.

Almost 20 years before, Critchlow was embroiled in an even greater crisis: the nation's first major nuclear accident. That occurred at Three-Mile Island near Harrisburg, Pa., in 1979, while Critchlow was press secretary to Pennsylvania Gov. Dick Thornburn and director of communication for the Commonwealth of Pennsylvania.

Communications in the midst of historic situations can be traced to the beginning of Critchlow's career. His interest in journalism was sparked by the death of Associated Press photographer Oliver Noonan. Noonan was killed in Vietnam in 1969 after his helicopter, which was ferrying he and other reporters to a battlefield, was shot down. Critchlow happened to be in that battle as a combat soldier. Critchlow was seriously wounded in the firefight and would later receive a Bronze Star and Purple Heart.

"It stuck in my mind that a journalist would risk his life to cover a combat situation," he said. "Eventually the experience caused me to decide that journalism would be an interesting profession."

After returning from Vietnam, Critchlow enrolled at UNO. He received his bachelor's degree and entered the Columbia University Graduate School of Journalism from which he received a master's degree in 1972. He then landed a job at the Philadelphia Inquirer, where he became chief political writer. In 1976, he won the Associated Press Managing Award for deadline reporting.

Critchlow credits UNO for giving him the skills to succeed as a professional communicator.

"I came to UNO and found my calling. I loved it," he said.

He said the advice he was given as an aspiring journalist holds true today.

"I think the most important thing I learned at UNO was the importance of writing clearly," he said. "Written communication is still the core skill for public relations and journalism."
It's A Family Affair

Graduating with degrees from the Communication Department will be a family affair for one Omaha mother and daughter in December.

Kathleen Tewhill will earn her master's degree in communication from UNO, and her daughter, Kristin Donovan, will receive a bachelor's degree in journalism on the same day. Tewhill also received her bachelor's degree from UNO in 1975.

The two of them plan to attend graduation and have an open house to celebrate. "I had originally thought I wouldn't attend the ceremony, but now I think it's neat that Kristin and I are graduating together," Tewhill said. "Also, she pointed out that if I wanted her to go through graduation, it was kind of hypocritical for me to avoid it. My dad has been very sick battling cancer, and the thought of a dual graduation was important to him. This way, he can see his oldest daughter and oldest granddaughter walk across the stage at the same time."

Donovan said her mom persuaded her to attend the graduation ceremony because of the joint celebration. "I knew my mom was going to be there when I graduated no matter what," she said. "I just didn't think she'd be right there," graduating at the same time.

Tewhill said she became interested in returning to school to get her master's degree because of her daughter. "I went with her when she was a freshman to buy her books, and I wandered through the journalism section," she said. "Just looking at the textbooks got me excited about my profession again, and I didn't feel that way for a while."

As for the future, Donovan plans to look for a job in journalism. Tewhill hopes to teach journalism and public relations at the college level. She has already taught for the department as a teaching assistant and part-time instructor.

"Graduations typically make parents reflect about how their children have grown up," Tewhill said. "I had that experience when I bought Kristin her first (Associated Press) style book. I was standing in the bookstore in the midst of all these people searching for books with tears in my eyes because I realized my daughter was following my career path. So I've had my moment, but I'm sure when I hear her name and she walks across the stage to get her diploma, I'll feel that tug in my heart."

-Sherrie Wilson

Faculty Profiles, from page 3

at a National Communication Association convention.

Dwyer said there are virtually no books on public speaking or speech anxiety in Belgium or Holland. Baartmans was able to provide examples applicable there by drawing on famous events and structures of Dutch society.

Dwyer, who does not speak Dutch, will be teaching several workshops in Holland for college speech teachers or trainers/consultants. She said that although their textbooks are in Dutch, most of their oral teaching is in English.

Research of Native American tribal government and media

Dr. Teresa Trumbly Lamsam is developing a prototype Web site that will help tribal governments understand and apply research to their media.

The Web site would help the governments understand and access research.

The site would also help them apply such knowledge.

Tribe government media cannot be studied in the same construct as traditional media, Lamsam said. Instead, it is more of a hybrid in which other aspects, such as communication and public relations, need to be considered.

Lamsam said that since the tribal media is owned by the government, mainstream media tends to be skeptical of its effectiveness. While this government ownership inhibits the watchdog role of media, it does not negatively affect other aspects, such as record-keeping and education. She said certain tenets of mainstream media are also encouraged, such as ethical standards and objectivity.

Lamsam is also researching ways to promote tourism in Pawhuska, Okla., Osage Nation tribal headquarters.

She will also be conducting a Q study, which maps perceptions around a particular topic so that attitudinal camps are the focus, not individual people.

The study will help the Osage Nation tribe and the non-tribal city government locate areas of consensus, thereby highlighting possible paths to promote tourism and development.

-Kristin Logan
Department Honors Excellence

Continued...

Excellence, from front page.

Onion, Warneke has found time to write a couple of books and dozens of articles for local and regional magazines.

Rising Star Award—Pete Soby

Pete Soby showed his penchant for broadcasting before he began his professional career. Almost eight years ago, he and fellow UNO students petitioned communication faculty to establish a student radio station. The most pressing issue was gathering money to get the station on the air. Soby raised more than $5,000 for start-up costs and he continued to find money to keep the station operating.

While in school Soby didn't wait for an internship to begin working in the media. He worked at Fox 42 as a production assistant for two years. He freelanced for Cox Cable Sports. He worked at KMTV for three years as a production assistant, grip, and finally a photographer.

After getting his bachelor’s degree in broadcasting from UNO, Soby worked briefly as a TV news photographer in upstate New York and then returned to Omaha. He joined KETV and has worked at the station as a photojournalist for more than five years. While there, he has established himself as one of Nebraska's most talented TV news photographers. In 2001, Soby won six awards from the Nebraska News Photographers Association, including Best Feature Award. The following year he won eight awards, including Nebraska Photographer of the Year. He is currently president of the NNPA.

Communication Achievement Award—Mike Kelly

On April 10, 2003, Omaha World-Herald columnist Mike Kelly visited New Orleans to receive the American Society of Newspaper Editors 2003 national award for commentary and column writing. That same day, his daughter Bridget stood on the steps of the courthouse in Bell County, Texas, as part of a ceremony calling attention to the plight of victims of violence.

Both events climaxed, in a sense, months of pain and triumph for the Kelly family after Bridget was nearly killed in June 2002. Pain because of the long recovery after her attack. Triumph because she has returned to her job as a first-grade teacher in Fort Hood, Texas, and has become a vocal fighter against the stigma of rape. Bridget was kidnapped from her apartment by a stranger and robbed, raped and shot three times in the back. She played dead but then crawled to a nearby home for help.

Mike Kelly received the national ASNE recognition for five of the columns he wrote about Bridget’s attack and the need to change perceptions about rape. In a column that revealed Bridget had been raped, Mike wrote, “There is shame in rape, and it rests squarely with the attacker, not the victim.”

Kelly's World-Herald columns and an article he wrote for the Dallas Morning News prompted hundreds of cards, letters and e-mails. Those columns, as well as his advice about writing, will appear in a national compilation of the best newspaper writing.

He graduated from the University of Cincinnati with a major in American history and joined the Omaha World-Herald staff in 1970. He covered police, courts, and county government, and general-assignment beats. He was sports editor and sports columnist from 1981 to 1991 and has written a general-interest column since 1991. Kelly is active in the community and emcees the Omaha Press Club’s Gridiron Show, an annual spoof of public figures.

Distinguished Service Award—Marilyn Leach

Since 1976, Leach has served as the director of UNO’s Center for Faculty Development. In that role, she conducts an annual workshop for new faculty.

She has provided various support programs for faculty and has developed activities to assist faculty in improving their teaching, research and service. Some of those activities include teaching evaluation and consultation, instructional technology training, community-based learning and teaching circles.

Her role expanded in recent years when she took on the additional responsibility of directing the UNO Service-Learning Academy. Through the academy she has built bridges between the university and the community. She has facilitated students and faculty in lending their expertise to and working with dozens of nonprofit agencies. The Service Learning Academy has gained national recognition and served as a model for other institutions in creating programs in which faculty and students use their classes to address community issues and concerns.

In 1996, the university recognized her accomplishments by presenting her with the Outstanding Achievement Award from the Chancellor's Commission on the Status of Women.

You’re Invited

Consider this newsletter your invitation to the 2004 UNO Department of Communication awards banquet.

The event will be Thursday, April 29th at 6 p.m. at the Thompson Alumni House 6705 Dodge Street.

Please call 402/554-2600 for more information.
Alumni Updates

1977
John Fey (BS) completed his 15th year at the Omaha World-Herald. He has returned to the sports department as a writer and reporter.

1987
Mark Allen (BS) is a television producer in Los Angeles. He has been producing segments for ABC-TV’s programs, “The Bachelor” and “The Bachelorette.”

1999
Christine Kasel (BS) is editor-in-chief of Omaha Magazine. Before that she served as managing editor for two community newspapers.

2001
Debra Deitering Maddox (MA), is a public speaking instructor at the Asheville-Buncombe County Technical Community College in Asheville, NC.

2002
Erin Mockler (BA) works for the Midlands Business Journal in Omaha.

Cynthia Vana (BA) works as an assistant in the Omaha Public Library’s special projects department. Her job involves media relations, writing, event support and promotions, community outreach and graphic design.

2003
Autumn Klabunde (BS) is an events sales coordinator for Waiter Media in Omaha. She works with local businesses in their sponsorship of community events.

Libby Lind (BS) is an advertising consultant for the Midlands Business Journal.

Sharon Rues Pettid (MA) is president and owner of SRP Consulting, which works with organizations and businesses to improve organizational communication in such areas as customer and employee relations. She also teaches English and communication classes at ITT Technical Institute and Iowa Western Community College.

Learning About London

London was the destination last May for 15 students in the Department of Communication. The students took the two-week trip as part of a class in international communication taught by Dr. Chris Allen, associate professor. Dr. Allen accompanied the students. Students visited London media, media industries and Scotland Yard, where they met with the agency’s public information officer.

Students Receive Scholarships for 2003-04

Professional organizations and the University awarded scholarships this year to 27 students in the Department of Communication.

Most of the scholarships are based on academic achievement and service to the profession and community.

The scholarships and their recipients for the 2003-2004 year are:

Gunnar Horn Communication Scholarship—Abbie Farrens, Paige Dilla and Evangeline North Vergo.


Gunnar Horn Journalism Talent Scholarship— Kelsey Archer, Kristin Nichole Zagurski, Megan Stodden and Danelle Petersen.

Hartman Memorial Journalism Talent Scholarship—Elizabeth Flynn.

Joe H. Baker Memorial Scholarship—Jessica Schroeder.


Hugh Cowdin Scholarship—Linda Mahoney.

Sue Francke Memorial Scholarship—Elizabeth Nowaczyk.

Virginia Allen McIntire Memorial Scholarship—Robert Camerlink, Rachel Moyers, Julia Anderson, McConahay, Nicholas Turner, Kindra Krueger, Marion Rhodes and Caroline Zaayer.

Owen Saddler Broadcasting Scholarship—Angela Weaver.

Paisley Family Newspaper Scholarship—Telecia Monique Baez.

Richard Palmquist Nebraska Broadcasters Association Scholarship—Taylor Stein.

PRSA-Nebraska Scholarship—Rachel Moyers.
What are you doing?
CommUNO wants to know!

Please answer and mail back the following questions.

Name: ____________________________
First ____________________ Last __________________

Graduation Date: ___________ Graduate or Undergraduate (circle) ___________

Where are you living (City, State)? _____________________________

Whom are you working for (Company)? ______________________________

Brief Update of what you have been doing since graduating from UNO.
_____________________________________________________________
_____________________________________________________________
_____________________________________________________________
_____________________________________________________________

If you are going to be in the area or already are and would like to share some of your experiences and expertise with the students, the Communication Department would love to have you as a guest speaker in its classrooms! If you are interested in finding out more, please contact Dave Ogden at:
402/ 554-3132
or e-mail him at:
dogden@mail.unomaha.edu

The University of Nebraska
at Omaha
Communication Department
Arts and Science Hall
108
6001 Dodge St.
Omaha, NE 68182-0112

PLEASE RESPOND.
THANK YOU.