In This Issue:

- School of Communication Director's Note
- Current Students Making a Difference
- Student-Run Election Blog 2012
- Remarkable Faculty Profiles
- Former Student Athlete Updates
- Omaha World-Herald Alumni Profiles
- Lifetime Achievement Honoree
- Where Are They Now? Alumni Updates
- Student Organization Check-Ins

Maverick PR wins 2012 National Outstanding PRSSA Chapter (p. 3)
Mission

The School of Communication provides a student-centered, dynamic environment designed to elevate, empower and engage students to become skilled, ethical citizens and professionals who can excel in diverse local and global communities.

Vision

Our vision is to be a recognized leader in innovative teaching, leading-edge research, creative activity and community engagement initiatives. We will achieve this by supporting and attracting exceptional faculty and outstanding undergraduate and graduate students from within and outside the metropolitan area.

CommUNO Staff

Editor-In-Chief
Megan E. Holt

Content Editor
Kelsey Stewart

Faculty Adviser
Ms. Karen Weber

Firm Director
Maja Mihalinec

Staff Writers
Kristi Ashley
Natalie Davis
Sam Gasnick
Rachel George
Jonathan Heida
Sarah Heimerman
Linyu Huang
Christina Jobman
Laura Robinson
Sydney Williams
Jordan Yager

CommUNO is published by MaverickPR at the School of Communication, University of Nebraska at Omaha, 6001 Dodge Street, Omaha, NE 68182.

For more information, follow us on Twitter, @CommUNO, join the “UNO School of Communication” fan page on Facebook, or visit communication.unomaha.edu.
MaverickPR, the UNO chapter of PRSSA, received the F.H. Teahan Outstanding Chapter Award at the 2012 PRSSA National Conference in San Francisco for the second time in four years.

This prestigious award is given to only one of more than 300 national PRSSA chapters that is “outstanding in everything,” according to the PRSSA national website.

Karen Weber, faculty adviser of both MaverickPR chapter and firm, says it was “priceless” to be in San Francisco with the 12-member team when they heard: “And the award we’ve all been waiting for... the biggest of the night...goes to the University of Nebraska at Omaha.” Weber says this award measures excellence in chapter development, recruitment, community services and professional development. “These students are the best of the best,” Weber says. “They work hard and give generously.”

Megan Romero, MaverickPR chapter president, says the group returned with “a refreshed attitude and increased sense of pride.”
A year ago, as we distributed CommUNO, Tunette Powell was heading to Boston for the 140th Interstate Oratory – the oldest persuasive speaking tournament in the nation. She went on to make history as the first Nebraskan to win.

For the next 365 days, the UNO School of Communication continued a tradition of excellence that included UNO Forensics earning a top 10 finish nationally four years in a row and the Public Relations Student Society of America naming us top student chapter in the nation for the second time in four years. Our MaverickPR chapter and firm hosted more than 70 students from 14 schools, April 12-14, at their PRSSA Regional Conference at Mammel Hall.

Among the industry experts that weekend were Teresa Paulsen, vice president at ConAgra; Kathleen Al-Marhoon, APR, marketing and PR manager at Nebraska Children’s Home; Heather Tweedy, CEO and founder of Bright Sky Interactive; and Dr. Tim McMahon, business professor at Creighton – all alumni of our undergraduate or graduate programs. The excellent reputation of our School and alumni place us on a continuing upward path.

Communication faculty, rather than resting on past accomplishments, challenged each other to develop curriculum revisions that reflect 21st century trends. Our new divisions will be named Communication Studies and Media Communication.

Within Communication Studies, we are building upon rapid growth of our minor. At the same time, faculty members are developing new online offerings in courses such as Interpersonal Communication. The graduate certificate in training continues to be popular as a path to securing good jobs.

Within the media area, broadcasting and journalism are converging. Public relations, advertising and creative media are taking on new opportunities to produce projects through capstone courses. All media students will continue to do internships, competing for prestigious paid internships in the metro and beyond.

Our redesigned media core curriculum includes two Media Storytelling courses. All students must maintain a blog and learn to work across all online media platforms – text, photography, audio and video. Award-winning student media work can now be found at the Gateway, KVNO-FM and KVNOnews.com, MavRadio and The Omaha News.

MaverickPR, MavForensics and MavRadio all found new homes this year that offer more space and facilities to continue their successful programs. For example, MavRadio, under the guidance of Jodeane Brownlee, changed its music format and began broadcasting UNO baseball games.

Recent alumni found great jobs in diverse communication positions such as radio, newspapers, television news, public relations, advertising, training, development, human relations and non-profit positions. At the same time, graduates find that the UNO School of Communication has opened the door to top graduate schools across the country. Several alumni now hold positions as communication professors.

The School’s excellence is no longer confined to our U.S. borders. We are aligning with UNO’s global initiative. Chris Allen returned to UNO this year following a Fulbright Award to teach in Oman. He recently returned to Afghanistan for a week where he taught students in a weeklong seminar at Kabul University. Last summer, as part of the Kabul-UNO Journalism Partnership, Jerilyn Kamm joined me at the Dubai Academy, which instructed journalism faculty from across Afghanistan. UNO journalism will continue a fourth year of the partnership with teaching in Delhi, India in the fall. Our International Communication students are again headed to London in May, and Dr. Joy Chao is developing future collaboration with universities in China.

It is no accident the School is in such a strong position. Consider the three alumni recognized at the 58th Annual Awards Banquet. Rising Star LeAnne Morman, assignment editor and assistant news director at WOWT, represents the best of recent alumni. Alumni Achievement Award recipient Jillian Speake Morris has gone on from UNO to a graduate degree in leadership and a stellar career in military and government public affairs. Lifetime Achievement honoree Patti Matson, who worked in the Gerald Ford White House and as an executive at ABC, is evidence that communication has been a top UNO program for decades.

Patti reminded me recently that in 1962, Omaha University had only one public relations course. She learned to write and communicate at UNO, but it was not until after graduation that she became a professional. Today, we are fortunate our students graduate with a complete set of professional skills and experiences.

I remain in awe of our current top students and the past award recipients. They have helped build a tradition of excellence and continuous improvement.

As I leave the directorship of the School after more than nine years, I am extremely proud of our students, faculty, staff and alumni. We were very good in 2004, but we are even better in 2013. The future is bright, as we have hired a new social media and public relations professor to join our team in the fall. A Faculty Development Fellowship next semester will provide me with focused time on my next book, and the opportunity to return to teaching and research in January with new ideas about social media instruction.

Dean Gail F. Baker has appointed Professor Hugh Reilly as interim director, and the School is in very good hands. We are blessed to be able to teach great students, at a great university, in a great city.

- Dr. Jeremy H. Lipschultz
Terrific 10 Takes on Chicago

By April Bailey

Communication students spent four days visiting Chicago as part of the second annual "Terrific 10" professional development trip. Dr. Jeremy Lipschultz, School of Communication director, and Dr. Sherrie Wilson, mass communication division coordinator, accompanied the 10 seniors and graduate students.

The 2012 group met with professionals in all fields of journalism from the Chicago Tribune, the Chicago Sun-Times, the Chicago Cubs, the Chicago White Sox, Digitas, Bloomberg News, Edelman Digital, Lipman Hearne, Marina City Online, WBBM-TV, WGN-TV, WBEZ and others.

Many visits offered similar messages of how journalism is evolving and the need for journalists to be able to work with all mediums. The trip gave students an up-close look at major market media.

"I'm proud of how our students focused on the unique learning experience," Lipschultz says.

Alison Thomsen, a journalism news-editorial major, says the trip showed her different areas of the communication field she could enter. Thomsen's favorite stop was Lipman Hearne, a marketing and communications firm serving non-profits.

"They were a great company that really made me feel welcome," Thomsen says. "I really connected with how they worked with a lot of non-profit groups because that's something I'm really passionate about."

For PR-advertising student Stephanie Montgomery, the trip helped her make new friends. In addition, Montgomery took away real-world knowledge of the industry.

"Our meeting at Lipman Hearne was my favorite," Montgomery says. "I felt very welcomed at their office and loved that they were a full-service agency."

The trip was made possible by a grant from the College of Communication, Fine Arts and Media, as well as by individual sponsorships from Dr. Martha Bruckner, Paul Critchlow, Dr. Jeremy Lipschultz, Joan Lukas, Jeff Pulver and Teresa Paulsen.

Breanna Warren, Alison Thomsen, Stephanie Montgomery, Ben Bohall, Megan Holt, Natalie McGovern, and April Bailey, along with the Terrific 10, attended a Chicago Cubs' game.

Thanks to Tony Dreibus, the Terrific 10 were able to tour Bloomberg's Chicago office. From left to right: April Bailey, Megan Holt, Dr. Jeremy Lipschultz, Breanna Warren, Jonathan Heida, Kelsey Stewart, Ben Bohall, Alison Thomsen, Krystal Sidzyik, Natalie McGovern, Dr. Sherrie Wilson, and Stephanie Montgomery.
By Natalie Davis

Determined to overcome shyness, Brett Barrington, UNO speech communication major, made it her mission to become more outgoing and extroverted.

"After many years of breaking out of my shell, I actually became quite good at all the qualities associated with communications," Barrington says.

Barrington exceeds all expectations in her classes and knows doing her best in school leads to opportunities.

"You feel great about yourself knowing that you worked hard," Barrington says. "It doesn't come from a place of pride or arrogance, but out of respect for myself."

Barrington enjoys taking classes at UNO and loves learning from educated people and creating lasting relationships.

"It's exciting to be at a school where your teachers and peers are challenging you more than you've ever been challenged academically," she says.

Barrington says it's important for students to be involved so they can network personally and professionally.

She also keeps herself busy with writing. An article she wrote on the Lincoln Highway, the nation's first transcontinental highway, will be published next year in the 2013 Lincoln Highway Visitors Guide.

She expects to graduate in May 2014 and hopes to work for a business that allows her to write and use her people skills.

By Laura Robinson

UNO broadcasting major Marie Hanusek has a motto: "Take it one day at a time. Do your absolute best that day. Then do it the same the next day."

"It was definitely a journey for me," Hanusek says.

She says she explored a few majors before settling into broadcasting, where she found her niche. Hanusek has experience in video and likes that broadcast journalism combines writing and video. However, her journey to senior year has not been particularly easy.

Hanusek has dealt with what she calls the "typical college student's story." She has found that balancing a full-time job with school and other relationships can be an obstacle.

"It's kind of a juggling act," Hanusek says. "It's just part of the journey for a college student."

On the other hand, her years of "walking the tightrope," have been successful. Hanusek graduates in May. She is engaged and will marry next September.

"I want to start my career, but I also want to start a family," she says.

Hanusek wants to live her life and embrace whatever opportunities come her way. Her advice to anyone considering a degree in broadcasting is to not rule out any one aspect. Hanusek says not to have an all-or-nothing attitude and to try your best in every class.
Set Themselves Apart

By Sydney Williams

Ambitious, sassy and driven are three words Christine Dunn uses to describe herself. Dunn is a junior, majoring in journalism-PR/Advertising.

“Successful is to be happy with your decisions and your path to acquiring the goals you set for yourself,” Dunn says.

Dunn has gained hands-on experience working for a variety of businesses throughout the Omaha area. Dunn is currently an event-planning intern for planitOmaha as well as president of UNO’s AdClub, vice president and first coordinator of committees for Zeta Tau Alpha-UNO chapter, and vice president of the Order of Omega.

“I strive to gain as much experience as I can get outside of class,” Dunn says. “I have been exposed to the advertising industry and many options that have changed and altered my career goals.”

After expected graduation in spring 2014, Dunn’s career goals are to become a driving force behind the Metropolitan Entertainment & Convention Authority, TD Ameritrade Park Omaha and Omaha Civic Auditorium.

“I hope that students realize sooner in their college career how many opportunities are available to them whether it’s on campus in extracurricular activities, workshops and internships,” Dunn says. “And you just don’t know where it will take you from there. You just have to immerse yourself and don’t be afraid to apply.”

By Laura Robinson

For UNO senior Jacob Thacker, the road to graduation has not been an easy one. Thacker started his college career at the University of Nebraska-Lincoln as an advertising major, but transferred to UNO days after his father was diagnosed with pancreatic cancer.

His change in schools led to a change in majors. Thacker is now majoring in journalism-PR/Advertising.

While his father recovered from a major surgery, Thacker practically lived at the University of Nebraska Medical Center. He would leave the hospital only when his grandfather came to relieve him so he could attend class.

“The biggest obstacle ever in my college career has been the sickness of my father and losing my father,” Thacker says.

Thacker’s father died last December, and he also lost his grandfather to cancer shortly after.

“The loss of two of the most important male figures in my life has just been a crazy, insane obstacle for me,” Thacker says.

Thacker believes his greatest successes have come from his greatest obstacles.

“I was able to stay in school through all of this and maintain a 3.9 GPA,” Thacker says. Thacker also won a scholarship allowing him to study abroad in France.

Thacker graduates in May 2013 and is eager to begin work.

Thacker says he wants to live life to the fullest, be healthy and find love in all aspects of life.
Communication Students Set Themselves Apart

By Kelsey Stewart

Sean Robinson fueled his passion by working on his high school newspaper staff.

“I saw that I had a knack for reporting and writing news and feature stories,” Robinson says.

Robinson is excited by the journalism profession. He has his sights set on graduate school and then on magazine and feature writing.

“[It] allows reporters to be informative and creative at the same time, all while holding the responsibility of being fair and unbiased,” Robinson says. “It’s a challenge, but one that I am more than excited to tackle.”

Robinson is involved in a number of extracurricular activities, including the Thompson Learning Community, Pi Kappa Alpha fraternity and Student Government. He is also a staff writer for the Gateway.

Student Government helped Robinson grow as a leader, but Pi Kappa Alpha challenged him and forced him out of his comfort zone, he says.

Robinson chose UNO because it gives him the college experience while keeping him close to home.

“I don’t feel like just a number,” Robinson says. “UNO has a great community with faculty and staff that actually care.”

It’s especially true of the journalism program, he says.

“I've always wanted to be a writer and journalist,” Robinson says. “As I come closer to graduation, I see that UNO has given me the opportunity to make my dream a reality.”

Students Visit Warren Buffett

Ten students from the School of Communication joined seven other schools in spending the afternoon with Warren Buffett.

After a tour of the Nebraska Furniture Mart, students met with Buffett for a question-and-answer session.

Buffett, the third richest man in the world, spoke for nearly two hours, answering questions from each school. Some of the questions the 82-year-old Berkshire Hathaway chairman answered were about investing, the economy, branding, business, careers and life.

"He kept repeating how important it is to love what you’re doing," says Maja Mihalinec, director of MaverickPR student-run firm.
Students Run Election Night Blog

By Kelsey Stewart

Nearly 100 students involved with UNO Television, MavRadio and journalism classes participated in covering local and national elections this past fall.

A group of students and some faculty gathered in the CPACS building to write, edit and publish election stories on a blog. The Omaha News also produced a live show.

Students from a Public Affairs Reporting class wrote stories while students from a News Editing class edited them. Stories went through one more round of editing by faculty and were then published at unovote.wordpress.com.

Student reporters covered all aspects of the election from behind-the-scenes looks at polling places to revealing election results. Some stories were written in advance, while others were pieced together from the field.

“We got a list of possible topics, and then we basically had free rein of whatever we wanted to cover,” student Brittany Redden says.

Redden chose to write a feature about first-time voters, whether just of age to vote or new citizens.

“I’m not newly 18, but I’m a first-time voter, and a lot of my friends are, too,” Redden says. “It’s very exciting to participate in the election process for the first time.”

The election night project started in 2006. The goal has been, and still is, to give students a real newsroom experience.

“In the classroom, you can replicate reality, but what you can’t have is the deadline pressure of election night,” says Dr. Jeremy Lipschultz, School of Communication director. “That’s an experience that I think is very important to young journalists.”

The first election night blog was exciting and nerve-wracking, says Teresa Lamsam, professor in the School of Communication. That year also saw technical difficulties.

“We all had cell phones and were talking to the news reporters in the field,” Lamsam says. “They were literally reading the stories to us over the cell phone.”

Lamsam thought this year’s students were very calm throughout the process. The project gives students a chance to do real reporting with deadline pressure, Lamsam says.

“You can sit in the classroom and tell your war stories,” Lamsam says. “But there’s nothing like experiencing the adrenaline rush and having to get over nerves.”

Being placed in this situation forces students to get over any nerves and feelings of intrusion, Lamsam says.

“It kind of forces us to be in a situation we probably wouldn’t have put ourselves in,” Redden says.

“I think it’s a valuable experience, especially for journalism students who may have to do things like this in their chosen field in the future.”
By Christy Jobman

This spring marks 40 years of experience in the communication field for Dr. Chris Allen. Starting his career at 17, Allen covered spring baseball in his hometown of Oska, Iowa. He went on to receive his bachelor’s degree in journalism from Iowa State University as a proud Cyclones fan. He planned to be a reporter for radio news.

“I wanted to be a reporter for the rest of my life and retire rich and happy,” Allen says. “Well, maybe not so rich.”

At 28, Allen had the chance to pursue an entry-level reporting job. His adviser from Iowa State was against the idea. He persuaded Allen to return to Iowa State and get his master's degree. Allen was offered a teaching job in North Dakota while he was completing his master's thesis. He accepted the job and taught there for more than five years.

“I knew right after I started that teaching was what I wanted to do,” Allen says. “But I also knew I would need my doctorate degree.”

Allen went to the University of Missouri to pursue his doctorate in journalism. He began applying for teaching jobs around the country, although he preferred somewhere warm.

“I originally promised myself I wouldn’t go anywhere north of Missouri, but my plans changed,” Allen says.

Creighton University and UNO both offered Allen positions. He ultimately chose UNO in 1996 because he felt immediately comfortable with the communication faculty.

Allen teaches mass communication classes at UNO. He most enjoys teaching Advanced Broadcast Journalism. The class broadcasts live each week. He reminds students that in this class, they are not students, but real reporters who happen to be getting a grade.

Allen says his most rewarding teaching experience was with his Advanced Broadcasting class in 2008. The class covered the Obama/McCain election on The Omaha News.

“It was not only a teaching highlight, but a career highlight after 36 years in the business,” Allen says. “The students shined so bright that night. They did far more than we asked of them and I was so proud.”

In 2010, Allen applied for the Distinguished Fulbright Awards in Teaching Program. The award offers grants to selected individuals to travel abroad to teach. Allen says it was the right time to apply. His kids were grown, and his wife, Elaine, was able to leave for a year to join him.

Allen was granted the award and traveled to Oman for almost 10 months. He and Elaine wanted to travel somewhere they knew nothing about. They wanted to experience something other than Western culture. Allen taught two graduate classes and one undergraduate journalism class while there.

“It was exactly the right place to go,” Allen says.

“I wouldn’t change anything about that trip—the culture, the heat, the food. It was the most amazing experience I’ve ever had.”

Allen says he had to do a lot of adjusting. The Omani people pray five times a day. They have six calls to prayer, but the predawn prayer is optional. The people carried prayer rugs with them everywhere.

“We could be driving on the highway, and they might tell us, ‘Pull over right here, and we’ll go make prayers,’” Allen says.

UNO now hosts about 30 Omani students in a newly formed organization, which offers expanded scholarships to the students. Allen is the adviser for the group.

“The whole experience has been extremely rewarding,” Allen says. “If you have the chance to travel abroad, do it.”
Jodeane Brownlee ties her lifelong passion for broadcasting with helping students succeed in finding their own passion.

Brownlee, instructor for the UNO School of Communication and faculty adviser for MavRadio, wanted to be a broadcaster since she was a child.

"One of my memories is waking up early to watch the first episode of 'Good Morning America,'" she says. "I remember being so excited for that."

Her passion for radio grew, and by the time she was 16 years old, she was a night DJ in her hometown of Spencer, Iowa.

"I would do the night shift and overnights," Brownlee says. "As a high schooler, it really messed with my schedule, but I loved it."

One of Brownlee's greatest successes was getting her bachelor's degree from Morningside College and her master's degree from UNO.

"Writing a thesis and having it published was a big success," Brownlee says. "Because where I'm from, it's blue collar and you're probably going to work in one of the factories."

While she worked on her master's at UNO, Brownlee was a teaching assistant. When she started teaching Radio Production I, her priorities changed.

"At that time, I really fell in love with teaching," Brownlee says. "I thought I would get back into television after I graduated, but I had a kid, and you change your philosophies on a lot of things."

She enjoys teaching Radio Production I because students' confidence grows as the course goes on.

"In week one, students are terrified of the equipment and terrified of having their voice heard," Brownlee says. "By week 16, they're comfortable mixing sounds and using their voice. It's a really proud moment for me because the students are getting into it."

Brownlee also works as the faculty adviser for MavRadio where she oversees all elements at the radio station.

"I really want to get more students involved so it's truly student led," Brownlee says.

MavRadio seeks to have more sponsorships and to become more self-sustaining.

MavRadio gives students the chance to practice their broadcasting skills while gaining experience.

"This is the place where you learn how to ad-lib, hone your skills and make the mistakes," Brownlee says.

Brownlee's greatest accomplishment is seeing students succeed in broadcasting through her classes and MavRadio.

"I feel like some of my greatest successes are watching students graduate and get jobs in the field," Brownlee says. "To watch them grow from being afraid to step in front of a mic and turn it into anchoring in a big city. That's pretty amazing."

"I feel like some of my greatest successes are watching students graduate..." Jodeane Brownlee says.
It is no secret that Dave Ogden, professor in the School of Communication, enjoys baseball. Growing up in a family that lived halfway between St. Louis and Chicago, he found it hard to escape.

Ogden's family followed baseball, Mom with the Cubs and Dad with the Cardinals, two teams competing in the same region.

Ogden played baseball as a child but was a “terrible baseball player,” short and scrawny and “couldn’t hit,” so he lost interest in the sport.

Ogden caught the love for the game again when his son, David, started playing select baseball, legion baseball and played a couple of years at Mount Marty College in Yankton, S.D.

During many of the games he watched, Ogden found himself analyzing the dynamic of the players' relationships and even more so the lack of diversity.

Ogden picked up this subject of study and began working on a book, "Youth Select Baseball and the Marginalization of the Inner City and African-Americans," about youth select baseball and the impact it has had on baseball at all levels, from high school to professional. Ogden traveled with David all around the Midwest to research the topic thoroughly.

This is the first book Ogden has written himself. He has edited three other books, a series on sports icons and figures and how their reputations were formed or trashed. The third volume, "A Locker Room of Her Own," focuses on female athletes.

Through this research, Ogden found that only about 3.5 percent of the children who are playing baseball are African American. The hypothesis for this, Ogden says, is that children are excluded from most select baseball simply because of where they live.

"It's a great outlet for kids who really have the fire in the belly and want to excel. They are focused on baseball and they want to be," he says.

During Ogden's extensive research for this book, he found that children on select baseball teams play on average 65 to 70 games a year. Some 11 to 12-year-olds play 160 games a year.

Children who play little league, around the ages of 8 to 10, are "kind of branded as someone who likes baseball," Ogden says, "but isn't really serious about it or interested in getting into it long term."

To be looked at as a serious baseball player, Ogden says, you have to play select baseball. These teams are "feeder teams for high school teams."

"Omaha is a great place to do this research because hundreds of teams come through during the College World Series," Ogden says. This is very beneficial to Ogden since he lives in the city that has had the College World Series for 62 years and counting.

Ogden's book is a captivating read for someone who is interested in baseball, youth sports or has a child who participates in select baseball or sports psychology. The book also details how professional players get their start and feed "pipelines."

In addition to writing the book, Ogden is working on a few side projects. These include surveys he did with the Iowa Cubs and the Omaha Storm Chasers about how much knowledge people have about the game when they leave a minor league baseball park. Through all of this researching, studying, writing, and a period of sabbatical, Ogden still has a lighthearted attitude about it.

"They're kids, let them enjoy the game," Ogden says. "It gets way too serious. But that's part of the culture."
By Sam Gasnick

Gary Repair has experienced firsthand how technology changed the television business. "When I started, it was all tape-to-tape," Repair says. "Now, the camera is essentially a little computer with a lens attached to it."

Repair, a broadcast instructor and executive producer at UNO Television, has been a producer, director, writer and editor of four documentaries.

Repair was first interested in television in high school. When he started looking at colleges, UNO's television program stood out.

After many years of traveling to work on documentaries and dedicating his time to his family, Repair decided to go to graduate school.

"It's a great benefit to working here," Repair says. "I'm an employee at UNO, and for years, I really wanted to do that, but my family time and situation wasn't quite right while having young kids. I was busy enough at work that I came to the realization that if it doesn't happen now, that it will never happen."

Repair brings a lot of experience to the classroom based on his past.

"If you're going to teach well, you need to know the subject matter yourself..." Repair says.

"[After] a lot of experience from many years of what I've learned, from the good and the bad, I'm hopefully able to pass that knowledge on to my students," Repair says.

He enjoys interacting with the students and teaching.

"If you're going to teach well, you need to know the subject matter yourself very well, and not just beyond a competency or functional phase because students are going to say why or how," Repair says.

The hands-on experience students get through UNO's program helps them land jobs after graduation.

"Students actually produce things, and it's statewide and locally," Repair says. "So their fruits of labor andResume material are right there. It's a very valuable benefit for the program that we have here."

The Internet has had a huge impact on the evolution of broadcasting. Newspapers, radio and television have all had to adapt to producing video for the web, Repair says. "That end of the business has changed dramatically."
Dr. Paige Toller

Instructor Uses Enthusiasm to Excite Others

By Sydney Williams

When Dr. Paige Toller, associate professor of speech communication at UNO, isn't winning the Rose B. Johnson Award for most outstanding article published in the Southern Communication Journal or achieving her tenure, she's being praised as the “dessert queen” by her husband and two children.

“Enthusiasm is contagious,” Toller says.

Much of Toller’s success comes from surrounding herself with enthusiastic and hard-working people.

Toller graduated with her bachelor’s degree in communication from Abilene Christian University in Abilene, Texas, in 3 1/2 years. While Toller was completing her degree, she also found time to plan a wedding and marry her college sweetheart.

She continued her education at Abilene Christian University. After two years of intense reading, writing and research on her thesis, she completed her master’s degree.

From there, Toller and her husband moved to Lincoln, so she could achieve one of her biggest accomplishments, earning her doctorate degree.

“I am definitely pro higher-education. Education opens doors,” Toller says.

This motive was a contributing factor as Toller decided to enhance her teaching.

In 2009, University of Nebraska Medical Center’s Associate Professor and Director of Service Learning Academy Dr. Ruth Margalit introduced Toller to service learning projects. Margalit had partnered with the Siena Francis House, a homeless shelter, and was exploring qualitative research within the shelter.

Toller initiated her first service-learning project with a way for students to develop their humanity and grow as individuals.

Toller says she views service-learning projects as an opportunity to care for others and show compassion, which is a central aspect of who she is. Much of Toller’s time and effort have focused on learning about others and, more important, how to take care of others in times of great bereavement.

After having two children, Toller is changing her research focus from child loss to end-of-life health care and grief. She is devoted to working with families and health care providers at a time when patients are no longer able to speak for themselves.

Someday, Toller would like to get a degree in counseling to become licensed in mental health, but for now she plans on remaining a teacher instead of a student.

The biggest lesson Toller learned while teaching at UNO is that not everybody wants to be an “A” student. From years of teaching, she has discovered a great deal about the communication field. Toller offers positive advice to students entering the communication field.

“Put your best foot forward,” Toller says. “Think about how you’re presenting yourself to others. Show up to class ready to learn. Have your horizons expanded.”
Dean Gail F. Baker

Dean Works Her Way to Top, One Documentary At A Time

By Maja Mihalinec

Gail F. Baker, dean of the College of Communication, Fine Arts and Media, started her career in journalism, made her way to public relations and coincidentally ended up in academia, which was never on her radar. Baker says all those career switches make sense, but her recent involvement with documentaries is where it gets interesting.

"I got pulled into the first project by my friend since age 5, who is an outstanding film producer," Baker explains the unusual switch to writing copy for documentaries. Because the makers of the documentaries live across the country, most of the work was done via email-based conversation, Baker says.

The first documentary she collaborated on was "Paper Trail: 100 Years of the Chicago Defender," an hour-long documentary on the century-old publication primarily serving Chicago's African-American community. During college, Baker interned at the Chicago Defender and later became a full-time employee, gaining experience that added great value to the documentary. "Paper Trail" aired in 2005 and won an Emmy for "Outstanding Achievement for Individual Excellence Off Camera: Writing: Non News."


The second documentary with Baker's name under copywriting aired in 2010. "DuSable to Obama: Chicago's Black Metropolis" tells the history of Chicago's African-American community through the voices of its leading citizens, scholars, artists, politicians and business leaders.

This last one really took something out of me," Baker says of her most recent documentary, "Colorblind: ReThinking Race," which aired in October 2012. "Colorblind" looks at the effects of racism in America by presenting the modern expression of racism, exploring unwilling formation of negative beliefs and recognizing people and projects that promote racial healing.

"Racism is a challenging subject matter," Baker says. "It is hard to deal with it and hard to put on camera."

Baker says "no more documentaries," but adds "never say never." For now, her current project is catching her breath between projects.

With three successful documentaries under her belt and impressive awards on her bookshelves, Baker still cherishes a teaching award from 19 years ago as the achievement she is most proud of. It was the William T. Kemper Award for Excellence in Teaching at the University of Missouri.

Baker takes pride in student achievement and loves helping students nurture new talents and get to where they want to be, but she also takes their failure to heart. "Students are the only reason I'm here and I love creating an environment in which they can succeed."

The person who has helped shape her thinking and perspective most and had the most influence in her life was her older sister, Baker says. "She gave me confidence. She was the smartest person I've known."

While enjoying some free time without any major projects, she is currently training for her first 5-K race this summer and is a commissioner of her own fantasy football league. But surely, she will get antsy to start a new project soon.
Hundreds of students gathered in a lecture hall to watch the first presidential debate on Oct. 3. The School of Communication teamed with the Office of Academic and Student Affairs to host DebateWatch. This year, sponsors used a new approach - Twitter. Students used a UNO-specific hashtag, and the tweets were displayed on a screen next to the debate. An estimated 450 attended the first debate, prompting a second DebateWatch. The second DebateWatch had 50 attendees who were frequent Twitter users and civically engaged.

2012 Marks First College Graduation Ceremony

Instead of a campus-wide graduation, the College of Communication, Fine Arts, and Media held its own commencement ceremony for the first time on May 5, 2012. With 126 graduates, the ceremony took place in the garden of Thompson Alumni Center. Two students gave speeches in the ceremony. "It was all the students we worked with. It was a lot of fun to see them and their families," says Dr. Jeremy Lipschultz, School of Communication director. "We had a great time, so we are hoping to do it the same way again in 2013."
Instructors In Action

Left: Lecturer Jerilyn Kamm and School of Communication Director Jeremy Lipschultz teach in a summer program in Dubai.

Right: Professor Chris Allen and School of Communication Director Jeremy Lipschultz take in a Cubs game at Wrigley Field.

Left: Professor Hugh Reilly and Lecturer Jerilyn Kamm join UNO alumnus John Melingagio at a PRSSA resume and portfolio review.
Instructors Give Insight on Covering Trauma

By Kelsey Stewart

Trauma has become a familiar fixture in the news we see, hear and read every day. It can vary from natural disasters to car accidents and includes tragic elements, such as human trauma, death or serious injury. Trauma is something journalists should be prepared to encounter.

Wendy Townley, part-time instructor at UNO, wrote her graduate thesis on trauma in journalism. Townley interviewed local reporters and photographers about their experiences covering tragic stories.

“They all told me stories about covering different events, but essentially they said that it’s part of the job,” Townley says.

She says journalism and media programs at colleges and universities could do a better job discussing how to cover traumatic events with students before they enter the field.

“I don’t know that there’s really a widespread effort to educate and prepare students for that facet of journalism,” Townley says.

Dr. Teresa Lamsam, associate professor in the School of Communication, is working to change that. Lamsam taught about trauma in journalism at the University of Kansas and hopes to teach a similar class at UNO in the future. However, offering a class at UNO is not an easy task.

“First of all, our curriculum is already overburdened,” Lamsam says. “And we don’t often think about preparing journalists for this side of the job, and we’re not familiar with the research.”

Newsmen have a long-time stigma that journalists should not show their emotions. In such a competitive atmosphere, journalists typically do not want to appear weak or vulnerable.

“There’s the idea that we hide our emotions because to be vulnerable or to be upfront about it is giving people blood in the water,” Lamsam says. “That doesn’t mean we’re heartless or we’re cold because it’s very important to the people in that community that their story’s told.”

Lamsam stressed the importance of journalists having confidence to talk about their emotions after covering a traumatic story. It is OK to confide in a friend or spouse, but Lamsam recommends confiding in another reporter who may be able to understand what you are going through.

“Journalists always want to come off as strong and able to deal with anything,” Lamsam says. “Well, you know, we’re all human. Let’s not forget that factor.”

Townley found that most local reporters kept quiet about their emotions.

Journalists should remain professional, but do not necessarily need to be detached, Lamsam says.

“It’s not really a bad thing to let your emotions show. People want to see that you’re compassionate, that you’re a human being,” Lamsam says. “You’re not some robot there just to get information out of them. There’s definitely some type of line that we need to be mindful of, but it should never be at the expense of compassion.”

Townley also believes journalists need to be professional when covering trauma.

“If you are covering an emotional story in some capacity where someone died, you can’t show up and start interviewing people while you’re in tears,” Townley says. “You have to keep that in check until later.”

Research now shows that journalists suffer in the same way as first responders.

“You’re a first responder, and that’s the truth whether you’re PR or news,” Lamsam says.

Trauma does not always mean catastrophic events and disasters. It can happen anywhere and at anytime. Journalists should be prepared to cover these events and understand how they affect the story.

“The movement for trauma in journalism is really trying to affect that we start equipping journalists with the ability right off the bat to deal with things all the way from tornados to street protests to car accidents to deaths in families - whatever it might be, all the way to the big stuff,” Lamsam says.

Trauma in journalism is often only thought of as affecting journalists who cover war. In reality, daily journalists face trauma and so do public relations professionals.

“I think we have to start redefining what we see as trauma and not consider trauma something that happens in a far-off place at the site of hurricane devastation and a war field,” Lamsam says. “Trauma is happening right here.”
Howard K. Marcus Offers Journalism Major Scholarship

By Kelsey Stewart

Howard K. Marcus was in a quandary over which major to choose for his career. His adviser told him to go with his strengths.

“And so I knew that journalism was the field for me,” Marcus says. “I’ve never been sorry that I chose journalism for my career.”

And although he graduated from UNO in 1983, he hasn’t stopped learning.

“It’s my firm belief that if you stop learning, that’s the time to find another career,” Marcus says.

Marcus has worked at the Omaha World-Herald for 26 years. He’s worked mainly in special sections, but is always prepared to pitch in wherever and whenever needed.

“Education has always been very important to my family,” Marcus says. It prompted him to set up the Marcus Family Scholarship in the School of Communication.

Marcus’ parents, Joan and Milton, attended UNO. His sister, Elaine, benefited from research done at UNMC. “All four members benefited from the same university system in some way, so it just makes sense.” He always planned on setting up the scholarship after he retired but was able to speed up the process after Berkshire Hathaway bought the World-Herald.

The scholarship will go to a student who is a senior majoring in journalism with a GPA of at least 3.0. Financial aid will be considered but won’t be the sole determining factor. Other factors likely to be considered are professional experience and academic achievement.

Marcus wants to be involved in the selection process but won’t have a say in the final choice. “I’d like to have some kind of hand in helping and seeing who the students are,” Marcus says.

The field may be changing, but there’s still a need for journalists. “I thoroughly believe that for young people, journalism remains an excellent career choice.”

The university curriculum keeps up with the changes and prepares students to do the jobs available, Marcus says.

Even throughout his 26-year career, he learns new skills—on the job, from his editors and co-workers and on his own time. But it’s his dream job.

“A lot of people talk about their dream job,” Marcus says. “This is mine, it really is. I can truthfully say that. Of all the rooms that I could work in the city of Omaha or the state of Nebraska or anywhere else, the World-Herald newsroom is where I want to be.”

---

Welcome, Sherice Gearhart!

The School of Communication hired Sherice Gearhart to begin teaching communication, public relations and social media courses this fall.

Gearhart has published articles in multiple journals, including Health Communication, the Encyclopedia of Cyber Behavior and the Journal of Broadcasting and Electronic Media. She has conducted research on political behaviors in social network sites, the self-presentation of identity and civic engagement. Gearhart is currently focusing on political campaign strategies and tactics.

Set to earn her doctorate from Texas Tech University in May, she wrote her dissertation about Facebook users and how they express or choose not to express their opinions online.

Gearhart has also worked as a marketing director for a fundraising firm in San Antonio.
Teamwork In Volleyball Helps in PR Profession

By Maja Mihalinec

"Intense training and competition primed me for performing in a workplace," Julia Doria says on her transition from a student athlete to public relations professional. "I kept the drive and desire to win and am implementing it in my everyday work."

Doria graduated from UNO in 2005 with a bachelor’s degree in journalism - PR/advertising and a minor in marketing. She was a libero on the volleyball team under coach Rose Shires and a three-time member of the All-North Central Conference Academic Team.

While at UNO, Doria was vice-president of the PRSSA chapter. She says being part of the Bateman competition team and working on an assignment for Ford Motor Credit was one of her most memorable academic experiences.

As a busy advertising agency executive, wife and mother, Doria misses volleyball training, having time dedicated to practice, and the flexibility of being a student. She still finds time to play volleyball and travel to adult tournaments and enjoys playing doubles beach volleyball. She stays in touch with her UNO teammates and is thankful for the student-athlete experience.

"I met my best friends playing sports," Doria says, adding that she believes being a student-athlete has helped her shape the skills that make her successful in what she does. Time management and teamwork are just two of these qualities.

"I also learned that you can’t always know how to do everything, but you have to be ready to learn," Doria says.

Doria’s strengths are presenting and securing new businesses. She currently serves as an executive vice president and the chief marketing officer for Bailey Lauerma, a Nebraska-based advertising agency. During her tenure, Doria has helped sign clients such as AMC Theatres, ABF Freight System, and Omaha’s Henry Doorly Zoo and worked on campaigns for Exmark, the commercial division of The Toro Corporation, Cargill and the 2008 U.S. Olympic Team Trials for Swimming.

"New business reminds me of sports," Doria says. "It’s business competition at its best." She says that to give a successful new business pitch you have to work hard, like when you practice before a game. "I like to be over prepared," Doria says.

She counts new business wins as her biggest career successes. "New business always means new opportunities," Doria says. She also loves working with clients who are trying to overcome complex business challenges and marketplace dynamics.

In years past, Doria served on the PRSA Nebraska board and on the Special Olympics Nebraska board, for which she is still serves as a consultant.

If she went back to her student athlete years, Doria says she wouldn’t be in such a hurry to be done. Perhaps she would have taken her fifth year just to be a student to experience all the things athletes sometimes don’t have time for.

Doria is enjoying her family life and spending as much time with her family as possible. She supports the athletic department, but she says watching a sport is just not as fun as playing it. She prefers to spend her free time on the volleyball court.

She remembers starting her career and the feeling of not knowing very much or knowing exactly what she really needed to learn, she says.

"Now, I know where my strengths are, and it’s easier for me to identify the areas I need to improve and spend time focusing on."
UNO's First Hockey Goalie Finds Love in Coaching

By Sam Gasnick

Kendall Sidoruk, the Mavericks' first hockey goalie, continues his passion for the sport. Instead of showing that passion through playing, he shows it through coaching.

Two of his four children play hockey. "They've been around it since they were young," Sidoruk says. "It's kind of in their blood."

Sidoruk came to UNO from Canada in 1996. The following year, he started as goalie, helping to eventually lead the Mavs to the final four of the Central Collegiate Hockey Association league.

After graduation, Sidoruk went on to play professional hockey in Boise, Idaho. His time at UNO helped him out in the American Hockey League.

"I grew as an athlete by coming here and took advantage of the facilities and the help from strength coaches," Sidoruk says.

He decided to stay in Omaha after his run at professional hockey, in part because his wife hails from the Midwest.

"Like many of my teammates from Canada, we've settled down and married American girls," Sidoruk says. "You couldn't find a better place than Omaha to raise a family."

He's currently working for Philips Medical Healthcare as an imaging account manager. His position allowed him and his family to move back to Saskatoon, Saskatchewan, Canada at the end of last year.

Sidoruk still keeps an eye on what the Mavs are up to.

Most recently, Sidoruk says he's in favor of building a new arena closer to campus. "I think it's great, and it's long overdue."

Sidoruk and his team played at the Civic Auditorium. The current team plays at the CenturyLink Center. The Civic's size was perfect for college hockey, while the CenturyLink is too big, he says.

"Driving up the demand for a smaller venue is going to rejuvenate the program," Sidoruk says.

While he may have put away the hockey gear for himself, he loves coaching his children.

"It gives me a chance to give back to the game that gave me everything," he says.
Grad Never Loses Love For Softball

By Jonathan Heida

Jen Redlinger can count herself among an elite group of athletes: a national champion.

The UNO alumna played centerfield for UNO's softball team that won the Division II national championship in 2001.

"It was kinda surreal," Redlinger says. She recalls many rain delays during the tournament. By the time the final game started, she felt like it was just another game.

"We won and I just remember we jumped around and that was it," she says. "I have the ring, and I'm sure I have the watch somewhere."

Redlinger, along with several other teammates, became an All-American for her work during the season. She also was noted for her efforts as leadoff batter and centerfielder that year.

Her teammates remember her as, "the girl who wrote all the raps," Redlinger says. "I would write raps about softball and perform them in front of the team." She admits she wasn't good at rapping. It was something she did to entertain herself and the team during downtime.

Redlinger, a native of Norfolk, Neb., appreciated the guidance of her coach, Mary Yori, who helped inspire campus bookstore.

"It's really all about hockey up there," Redlinger says. "It's pretty fun, even though it's not my sport. Their hockey stadium is on campus and is always sold out."

Since returning to Nebraska, Redlinger works for Werner Enterprises as a recruiter for student drivers that are just graduating from college. She still enjoys coaching and she has coached the under 14-15 and 16 Team Nebraska softball teams for the past two summers.

"It's well worth it even though I don't get to do it all the time," she says.

Redlinger's No. 1 priority remains her 6-year-old son, Caleb Williams "Everything became about him, in a good way," Redlinger says.

Although she never pursued a career in broadcasting, Redlinger says she is thankful for her experiences at UNO. One professor, in particular, Dr. Michael Hilt, made an impact on her.

"He liked sports so he was cool in my book," Redlinger says. "He critiqued us in a way that helped us learn more and more. That's something I use all the time when I'm coaching."
Olayiwola “Kenny” Onatolu began his love affair with football when he was 9 years old. It's a passion that's still going strong as Kenny, 30, enters his seventh year of professional football.

Onatolu graduated from UNO in 2006 earning a bachelor of general studies with a communication major.

"I always kind of excelled at football," he says. "I grew to love the team aspect of it and the hard work part of it. Making it through high school and college football can prepare you for pretty much anything just because it was such a difficult thing to do as far as workouts and school combined and what you do to your body."

His 2005 season at UNO was his most memorable. It was the first time UNO made the playoffs in Onatolu's previous seasons with the team. It was an even bigger deal since the team started the season with many injured players.

"The adversity that specific team faced and surmounted was unforgettable," he says.

After playing football for Papillion-La Vista High School and UNO, it seemed only natural for Onatolu to continue pursuing football after graduation. His first professional football experience landed him in Canada, playing for the Edmonton Eskimos.

"Playing at UNO, a smaller school, a lot of the NFL teams didn't think I was ready to play right away in the NFL," Onatolu says. "I was getting a lot of looks from Canadian teams because of my style of play, and I was a little undersized for my position."

His experience with college football prepared him for the real world and pro football, Onatolu says.

The level of competition between professional and college football is a major difference, Onatolu says. It was easy to dominate every game because of the play at the university's Division II level.

"Everyone you face in the NFL was an all-state in high school and an all-American in college," Onatolu says. "So essentially, you're playing against the best players in the world. "Football is a give all or nothing sport," he says. "If you don't give your all, your lack of effort will show on the field."

Onatolu played one season in Edmonton. When the season ended, NFL teams began calling Onatolu, and he eventually signed with the Minnesota Vikings.

After three years with Minnesota, he became a free agent, giving him a choice of where he wanted to play. The Vikings and the Carolina Panthers went back and forth, negotiating on who would snag the linebacker. Eventually, Onatolu says he decided to "change it up a lil' bit" and join the Panthers.

Onatolu enjoys coming back home to spend time with his family in the off-season, he and his wife, Jessie, have a 10-month-old son, Knox.

As Onatolu enters his second year with Carolina, he ponders what he will do after football, considering everything from broadcasting and radio to teaching and coaching high school or college football.

"It's kind of up in the air. I haven't really pinpointed what I want to do," he says. "With playing football for so long, you have the luxury to be able to take your time to decide what you really want to do, more so for fun, not a job I have to go to but something I really would enjoy doing."
Omaha Press Club Hall of Fame

The Omaha Press Club inducted three School of Communication alumni into the Hall of Fame. Phil Johnson and Rudy Smith, retired photographers from the Omaha World-Herald, and Rose Ann Shannon, KETV news director, were honored at the June dinner. Dr. Hugh Cowdin, professor and chair emeritus, also received an award. Shannon and Johnson were the first married couple to be recognized by the Press Club.

Helene Quigley Scholarship

Family and friends of UNO alumna Helene Quigley have established the Helene Quigley Memorial Scholarship. The fund was established after Quigley’s death in 2012. The School of Communication will award a $1,000 scholarship in each of the next six years. Quigley served as communication director for Omaha’s Heartland Chapter of the American Red Cross, and worked on freelance advertising projects and graphic design. She traveled to New Orleans following Hurricane Katrina to assist Red Cross volunteers.

Student Receives National Recognition

Heather Mead, MavRadio announcer and broadcast news major, received recognition from the National Association of Broadcasters. Mead’s public service announcement, produced in an advanced radio production course, won third place in the NAB Freedom of Speech contest. Her PSA aired nationwide, and she received a $1,000 scholarship.
Instructors lead intellectual, cultural exchange in Dubai

By Jonathan Heida

School of Communication Director Dr. Jeremy H. Lipschultz and Lecturer Jerilyn Kamm spent part of their summer teaching. But it was far from their typical teaching experience. Lipschultz and Kamm participated in the Dubai Academy.

The academy in India taught 25 journalism professors from across Afghanistan active learning techniques in journalism classroom instruction.

Lipschultz and Kamm joined eight professors from San Jose State University, the University of Arizona and Ball State University in Dubai from July 4 to July 18, 2012, at the Dubai Men’s College. They met in Dubai because of safety concerns and resources in Afghanistan. Three professors from UNO’s partner campus, Kabul University also attended the program. UNO and Kabul University have a long-standing relationship, led by the efforts of Thomas Gouttierre, dean of UNO’s International Studies and Programs.

The School of Communication’s involvement came about when the International Studies and Programs department received a three-year grant from the State Department.

“This opportunity to have an international connection of this level and nature is a unique one,” Gouttierre says. “There’s a chance for everybody who participates in this to learn.”

In August, Waheed Gharwal, dean of the faculty of journalism at Kabul University, visited UNO and gave a presentation on building a beneficial partnership including cultural exchange, in addition to journalism.

In 2011, five Kabul University faculty members spent the year at UNO, receiving intensive training in the English language and in modern technologies.

Part of UNO’s grant has gone to purchasing laptops and cameras for participating Kabul University professors.

While technology is available to Afghans, it isn’t as readily available as it is to those in the United States or other, similarly developed countries, Lipschultz says. “Technology in Afghanistan is not quite where it is in a lot of the world. As they get their own equipment, they can use what they saw here in Nebraska as a model for their own setups.”

Kamm taught the group teaching techniques for public relations and graphic design, while Lipschultz taught social media. Other faculty taught materials in basic and advanced journalism, radio and television.

“We are doing more than just helping to update how students are educated,” Kamm says. “We are in the process of translating books for Kabul students and professors to use. Three have already been translated and more are being worked on.”

While in the third year of the grant, Lipschultz says there’s a possibility for a fourth. The relationship between UNO and Kabul University is continuing to develop and could lead to a relationship where students can study abroad.

“It is exciting to watch our relationship grow with Kabul,” Lipschultz says.

UNO’s Own Wins Speaking Competition

Tunette Powell, representing the state of Nebraska, won the nation’s oldest public-speaking competition in April 2012. The competition was held in the nation’s oldest public library in Boston. Powell was a speech communication student and a member of MavForensics. She gave her speech on addiction and persuaded the audience to look at those suffering from addictions and to work on rehabilitation. She competed against 90 competitors from across the nation.

The Interstate Oratory Competition began in 1872. Competitors must win their state competition to become a state representative in the final. UNO has participated in the competition for seven years. This was the first time that UNO has won the Interstate Oratory title.
Cindy Gonzalez started her journalism career at an early age. Gonzalez had mentions and stories published in Highlights, a children’s magazine, in fourth grade. “I always liked to write, and then took journalism in high school and again in college,” Gonzalez says.

Gonzalez, a first-generation college student in her family, was a Goodrich scholar. The structure and support of the program has had a lasting impact on her writing. It taught her about society and economic representation.

Goodrich scholars are a unique group, Gonzalez says. They’ve had similar experiences and share a passion for the future, especially within their communities.

“The Goodrich Scholarship was offered as a vehicle for which a lot of ethnic and minority students would get into school on financial need, giving priority to first-generation students,” Gonzalez says. “Goodrich was awesome, and I made some of my lifelong and best friends there.”

Gonzalez got experience at UNO by working for The Gateway and for KFAB. An internship at the Omaha World-Herald led to a full-time position. She’s currently a business reporter at the World-Herald, switching from features and profiles on social issues last year. Gonzalez covers the economy and housing.

She has seen community change as a result of her reporting, especially after working on the 2009 “Omaha in Black and White” series. The series focused on poverty issues among Omaha’s African-American community.

“From that series came change in Omaha with the unveiling of Building Bright Futures and a few other organizations which spurred improvements in education for the kids,” Gonzalez says.

Some of her other stories on social issues were about immigration, the refugee system and analysis of Latino population growth.

The journalism field is evolving, and Gonzalez has evolved right along with it. Today’s backpack journalists bring with them the skill of versatility.

In addition to media convergence, publications are vying for readers. “Where we are today, there is so much more competition for readers,” Gonzalez says. “In the old days, people would go to their daily newspaper and that would be the trusted, credible source. Now, there are so many other things they read with a lot more misinformation.”

Having been published since fourth grade may qualify Gonzalez as a seasoned veteran but she hasn’t stopped learning. She uses each story as an opportunity to educate herself and her readers.

“I really do try to make a story the kind of story that I’m going to learn something from. I’m going to educate and inform the reader about that topic,” Gonzalez says. “Or I’m going to get the reader so excited about the story that they’re going to want to read about this person and their role in the city.”

“Where we are today, there is so much more competition for readers,” Gonzalez says.

Cindy Gonzalez serves as chair of the UNO Gateway Publication Board.

The nine-member Publication Board is made up of five students, two faculty members and two professional journalists from outside the university. The board supervises the newspaper while allowing editorial freedom.

Gonzalez joined the board in 2005 representing the journalism profession. She has held her current position as chair for three years. In that role, Gonzalez presides over the board and guides the meetings.
By Rachel George

After serving two tours in Vietnam as a U.S. Navy journalist halfway through college, Mike Holmes was on the fast track to a 38-year career in journalism. Holmes graduated from UNO in December 1974 and considered majors in history, English and engineering before choosing a double major in journalism and political science.

"I couldn't make up my mind about anything else," Holmes says. "I was just too interested in everything to pick one thing. I always liked to read and write, and it was a way to get paid to do that. And the more I did it, the more I liked it."

Throughout his college career, he interned at the Omaha World-Herald before he was hired part-time, working four weeknights and Sundays on the copy desk and reporting.

"It was almost full-time now that I think about it," he says. "I did that all the way through college."

Holmes left the World-Herald to work for the Lincoln Journal Star, calling himself a "roving reporter" of feature and hard news for a year. He then went to work for the Associated Press, a job that eventually took him to four states.

"I started with them in Iowa, in Des Moines, and was the political reporter over there," Holmes says. "I covered state government, covered politics, covered the Iowa caucuses in 1980. The first George Bush beat Ronald Reagan in that one."

The Associated Press then took Holmes to Toledo, Ohio, to open the first AP bureau in the city. Three years later, Holmes moved to Austin, Texas, where he covered the state Capitol, politics and "everything else that happens in Texas."

Around the year 2000, the AP moved Holmes to Nebraska where he became the bureau chief in charge of all operations in the state. This included news, sales and dealing with the newspaper membership and the broadcast members.

In late 2004, Holmes returned to the World-Herald and worked a few editing jobs in the newsroom. About a year and a half ago, he switched to his current position, editor of the editorial pages.

"The editor asked me to think about it, and it was a chance to go back to doing some writing as well as editing. One of the nice things about this job is that I get to do both," Holmes says. "Every day we deal with the kinds of subjects that I've covered for a long time."

Holmes' political science background may have paid off in his numerous years reporting on political stories. Holmes said he has interviewed every president to date since Richard Nixon, not including the current president, Barack Obama.


"I start thinking about things that we want to comment on, that we ought to comment on, that we've written and have not had a chance to run yet," Holmes says.

Election season added extra responsibility to Holmes and the editorial department.

They interviewed all candidates, taking up a lot of time during the months before the election.

"I feel very strongly that you ought not be making endorsements without giving everybody a chance to make their case," Holmes says.

After 38 years in the field, Holmes' reflections on his career show his interest in the subject has not dulled.

"The best part about it is every day—now very few people can say this—but every day I've gone to work, in my entire career, has been different than the day before and the day after," he says. "I don't think there are many professions where you can say that."

One of Holmes' greatest reasons for his love of journalism is the people he meets on a daily basis.

"They're all, in their own ways, fascinating and interesting," he says. "That's been an upside to it. People are in the news for a reason. It's usually a pretty fascinating story they have to tell."
By Kristi Ashley

When Phil Johnson joined the U.S. Air Force in 1961, he was a 17-year-old looking for a chance to see the world. Instead, he was assigned to Strategic Air Command headquarters at Offutt Air Force Base—nearly 12 hours west of his hometown of Toledo, Ohio.

“I was not terribly excited, but really I had no idea what was out here,” says Johnson, former Omaha World-Herald photojournalist. “Everybody expected—especially that long ago—that there wouldn’t be any trees, that it would be...arid.”

Shortly after he arrived, Johnson took an aptitude test that determined he should become a photographer. He worked for the Air Force newspaper, Air Pulse, and covered accidents and daily activities on the base.

Johnson learned not only the art of photography, but also the skills required to develop the film itself.

With more than a year of photography experience under his belt, Johnson was granted security clearance to work in the special projects lab, working on highly classified projects. One of the most secretive assignments was the processing of film taken by American U-2 pilots flying over Cuba during the Cuban Missile Crisis. Johnson says his age may have kept him from realizing the seriousness of it all.

“There was sort of a doom and gloom, but everybody kind of figured it would work out,” Johnson says. “Or that somehow we would survive.”

Upon discharge, he briefly returned home to Ohio, where he worked for the Ohio Department of Transportation. Then, in October of 1965, he returned to Omaha and was offered a position at the Omaha World-Herald as a photographer.

During his 43 years there, Johnson photographed local news, including Husker football, tornadoes, floods, fires and the 1975 blizzard. He also traveled to the Middle East to cover Operation Desert Storm, the first Middle East war where journalists were not embedded with the troops. Johnson recalls traveling across more than a thousand miles of desert in an old Daihatsu. His group was assigned to find Nebraska and Iowa troops, “which was like looking for a needle in a haystack.” He says the military did not want journalists to seek out troops and was arresting those found doing so.

Johnson also traveled to Latin America in 1984 with two reporters to cover population issues in Central and South America. The eight-part series, “The Population Bomb,” won the first ever Award for International Awareness for the World-Herald.

“We rented a private plane—an old, rickety plane—and it flew us over the Amazon,” Johnson says. “As far as you could see in any direction, it was just solid jungle. That was a pretty neat experience.”

He also traveled to England and France for the 50th anniversary and re-enactment of D-Day and won numerous photography awards from the Associated Press and the National Press Photographers Association.

In June of 2012, Johnson and his wife, Rose Ann Shannon, KETV news director, were inducted into the Omaha Press Club Journalists of Excellence Hall of Fame, the first couple to receive this honor. They celebrated their 34th wedding anniversary the same day.

“We were kind of humbled and thought we didn’t deserve it,” Johnson says. He smiles. “It was pretty neat.”

“There was sort of this doom and gloom out there, but everybody kind of figured it would work out,” Johnson says.
By Sydney Williams

You’re never too old for naps, tutus, cartoons and dressing up for Halloween, especially when you’re Josie Loza, editor of Momaha.com.

Momaha.com is the Omaha World-Herald’s online community for any parents raising a child. Before being editor for this site, Loza’s career was not so glamorous.

In 1999, Loza got her first professional journalism experience at the Omaha World-Herald working as a copy messenger, running errands, delivering mail and answering phone calls.

During her final semester at UNO, Loza was offered a full-time position writing for the obituary section. With many limitations and restrictions in the obituary section, Loza was determined to create a new angle that allowed her to write meaningful details about each person who had died.

Editors were impressed with Loza’s work and gave her the opportunity to write a weekly nightlife column. As a young adult living in Omaha, Loza could relate to the entertainment and bar scene. Several years and a few children later, Loza began to feel out of place.

“I felt like the old lady hanging out at bar premieres,” Loza says. “Now I’m ready to shift gears. I’m ready to grow.”

Loza decided to leave while she was ahead. She is now the editor of Momaha.com, an online haven where parents share advice, support, current events and laughable parenting moments.

“The benefits of having a blog such as Momaha.com help connect readers and build a community for parents to discuss hot-button parenting issues and swap photos and recipes,” Loza says. “Social media is constant for me.”

Once involved in social media, there are countless directions a journalism career can go.

Loza says social media sites have shed a new light on the journalistic process. Social media are a new perspective on how to enter into the world of journalism.

Social media allows people to participate in a conversation. Because there are negative comments and opinions, a person must know when to take the information given to heart and when not. Finding an audience you can connect with is valuable in social media. To develop an audience, you must stay connected with the community.

To build a social media community, you must find values that you voice when writing, researching and monitoring your online status and blogs, she says. You also have to keep a balance between online communications and face-to-face conversations.

“Am I reaching more people online through Facebook, Twitter or my blog vs. that one-on-one personal face time?” Loza says.

Social media helped Loza connect to her fans and audience differently. People from all walks of life can join together and help one another. Social media helps to build a new kind of community.

Loza says when participating in social media, authors open themselves up for criticism. A characteristic that Loza has discovered from working on social media is that people’s online personalities may differ from their real personalities.

Some bloggers keep comments open, letting every follower voice his or her positive and negative opinions, Loza says. The blogger then decides which comments to allow and which comments to deny.

“Sometimes helpful is hurtful,” Loza says.

Having an online audience allows for new perspectives, she says.

To stay connected, Loza advises, “being a conversational writer so that you are talking to your readers instead of talking down to them, as well as finding ways to make a site expand and be revenue generating.”
When Richard Ulmer’s daughter, Rikki, was growing up, she would ask for bedtime stories of Yorktown. Ulmer would oblige and tell her stories of his childhood in the small Iowa town. “She grew up in San Francisco, so it’s an entirely different way of life that was intriguing to her,” Ulmer says.

Rikki’s intrigue made Ulmer, a 1977 UNO alum, think that maybe others would find his stories of interest and led him to write “Yorktown: Growing Up In Small-Town Iowa.”

Ulmer, a judge in San Francisco, didn’t start out in law. Instead, he started in journalism.

Ulmer spent four years working at UNO’s student newspaper, the Gateway. As a sophomore, he took on the role of editor-in-chief.

“It was a wild ride,” Ulmer says. “We broke a lot of stories, and the administration wasn’t happy with us.”

After graduation, Ulmer went on to work at the Omaha Sun and later at the Lincoln Journal Star. In 1980, he joined the Omaha World-Herald. Ulmer started as a general feature writer. He also covered the education beat and the police beat.

After three years at the Herald - and three years of writing the day-after-Thanksgiving shopping story - Ulmer decided it was time for a career change.

“I’d like to say that I could see the end of newspapers on the horizon, but I couldn’t be truthful to say that,” Ulmer says.

Ulmer had always thought about going to law school and had even taken the LSAT before, so he decided to try it again.

“I figured if I got into any of the top 10 law schools, I’d go do it,” Ulmer says. “I was lucky enough to be accepted at Yale, Michigan and Stanford.” He chose Stanford.

California Youth Authority, the youth prison system that has since been disbanded.

“There were all sorts of kids who were getting beaten and raped,” Ulmer says. “It was an awful place.”

When the case was settled with the state, Ulmer met Gov. Arnold Schwarzenegger. “I think I got on his radar screen that way,” Ulmer says. “So I applied to become a judge and was appointed, I think, largely as a result of that.”

Ulmer is now in a criminal court room. It’s very different from a civil practice, he says. “For one thing, everybody’s an atrocious writer. I shouldn’t say exclusively.”

He found time to write his book in the afternoons during the week. “I need to be here in case something comes up, so I just kind of spend that time at the computer screen working on books and writing things.”

Ulmer had help from another UNO alum, David Krajcicek. Krajcicek owns a small publishing company and encouraged Ulmer in his writing.

It took him about two months to write “Yorktown.”

“Producing the first draft was pretty quick,” Ulmer says. “Then I go back and I really try to hone. I got to every word and say, is this word really necessary?”

Ulmer returns to Omaha a few times a year to visit his family. “I still like the people in Omaha a lot better than the people out here,” Ulmer says. “They’re just nicer on the average. But before I’d ever move back, we need to get this global warming thing speeded up.”

Ulmer returned this winter and did a reading of “Yorktown” at the Benson library branch. He also did a reading at the Clarinda, Iowa, library. The Clarinda library was the closest to Yorktown and was where Ulmer developed an interest in reading. Ulmer says he appreciates the education he got at UNO. When he got into law school at Stanford, he saw that his UNO education did him well.

“Sometimes people in the Midwest kind of denigrate themselves and what their skills can be. Don’t sell yourselves short.”

Overall, a journalism background is beneficial, Ulmer says. “Even if you don’t go into journalism, a journalism major is invaluable for just the writing skills it teaches. So few people can write well.”
Patti Matson
Lifetime Achievement Honoree

By Kelsey Stewart

Patti Matson, a veteran of a television network and two White House media operations, is the 2013 School of Communication Lifetime Achievement honoree. Matson and her husband, Ed Gottesman, returned to Omaha for Communication Week.

For Patti Matson, her career has never been 9 to 5.

"I call those jobs 'employment-as-mission," Matson says. "You go to work but you live your work. Personal life comes second -- or third, or fourth."

Now a consultant to the Walt Disney Co., Matson spent almost 25 years working as an executive at ABC television. Prior to her career there, she worked in the Ford and Nixon White Houses and for Omaha Congressman John Y. McCollister.

Born in Illinois to a foreign service officer, Matson lived in Washington, D.C., Mexico and South America before moving to Omaha as a sixth-grader. "I'm more from Omaha than any other place, and that's a good thing," says Matson, who maintains ties to Omaha through her board membership on the Susan T. Buffett Foundation.

Matson, who graduated from UNO in 1966 with a bachelor of science in journalism with distinction, says her time at UNO gave her grounding in the basics.

It started with understanding news. A current events class required Matson and fellow students to read national news magazines for weekly 20-question quizzes. "We learned it was important, whatever field we chose, to be aware of the broader world around us," Matson says.

She gained practical experience by working part-time in the UNO public relations department. "One learned all the basics -- what media need and what readers respond to. It was a job, yes, but it should have been called 'Communications 101.' I should have paid UNO to take it." She also worked on the Gateway student newspaper and the yearbook.

Matson says she and her peers didn't pick specializations in their degrees. "It was a much less sophisticated time.

We were less aware of the specifics of jobs we might be qualified to do." Matson says. "I had graduated and was interviewing for hard news jobs before I realized I was most interested in the communications and marketing side of journalism."

Once Matson found her good editors" early in her career to develop her skills. "When you're first out of school, what you need to do is write, write, write. You need experienced editors telling you how your efforts can be better. I was fortunate to have that in my first two jobs in Omaha."

In 1970, Matson volunteered for John Y. McCollister's first congressional campaign. She did newsletters and other miscellaneous writing for the campaign. When McCollister won the seat, Matson joined him in Washington, D.C., as his press secretary and later as administrative aide.

"You are in very close quarters in a congressional office, and you learn a lot about a lot of issues. You hear constituents' concerns; you learn what they respond to and what upsets them. Eventually, you develop an instinctive feel for how people will react to various news events and changes," Matson says. "Learning how Washington works was helpful in my later television career; understanding constituencies and their

Photo Submitted

nichie, she began working at Omaha National Bank as a writer in the advertising and public relations department. She moved on to become the first editor of a five-state company newspaper at Northwestern Bell.

Matson says it was important to have "really

Continued on page 41
By Jordan Yager

Sammi He traveled to New York City in 2010 as part of MaverickPR’s professional development tour. One of the highlights was meeting Harold Burson, known as the godfather of PR, at a visit at Burson-Marsteller headquarters. After the visit, she stayed up nearly all night studying the international agency in her hotel room to prep for her first interview before she returned to Omaha.

The agency asked her to come back for a second interview in July and by August, she was looking for apartments in the Big Apple. She worked hard to land her dream of working in New York City for an international agency. However, she is quick to give credit to her mentor, Paul Critchlow, a 1972 UNO alumnus, and her experience in the student firm. She also acknowledged the guidance she received from Karen Weber, MaverickPR faculty adviser. “I would like to say to everyone that you are lucky to have Karen Weber as your professor,” He says. “She is truly a good teacher, mentor and friend.”

She admits to being lucky that she didn’t have to endure a long search for a job. However, one of the most challenging aspects of her new job was trying to find the time to finish her thesis. As a new employee, learning the ropes left little time for research and writing, but she persevered and earned her master of arts in communication in 2011.

During her first months adjusting to the new job, Burson himself took He under his wing. “We started a tradition of going out to Sunday brunch and I am so extremely lucky that Mr. Burson showed not only that he cared about my work but about me as a person,” she says. “I continue to learn so much from this great man.”

Today, He, a native of China, is a client service assistant at Burson-Marsteller, working on several national and international accounts such as Coca-Cola, Intel and Avon. One of the best parts about her job is working with a variety of clients and helping to serve their diverse needs. Among the type of work she does for her clients is strategic planning, media outreach and event planning.

Her Chinese background, gives her a more global perspective in the PR field. She enjoys traveling, working with new clients and collaborating with other Burson-Marsteller teams overseas.

She recommends that all students take the time to reflect on what they want to do in this field and network with other professionals.

“I don’t think anyone can be fully prepared for his or her job. Different environments, different office cultures, anything can have an impact on you and your work,” He says. “What you can do is be diligent, ask questions and practice at your free time. Be prepared that there will be curves and be positive.”

Even though He has a “big New York City” job, her workday is pretty normal. She arrives at the office around 8:30 a.m., checks her emails and works on client deliverables.

“The ‘Big Apple’ just carries that sort of stigma...that makes you feel like jobs in the city are so much more luxurious, but they are no different than jobs here in ‘The Good Life,’” He says.

He admits that working in a PR agency is definitely more than an 8 to 5 job, but despite all the over time, she still finds time to enjoy the city. She enjoys biking, boating and walking.

He’s advice to students who want to enter the PR field: “Never be afraid to try new things and pursue your dreams. That was one of the best parts about being in PRSSA and the firm was having the opportunity to learn more about myself and what I wanted to do in this field.”
By Sarah Heimerman

New York City. The Big Apple. At some point, almost everyone has thought about living in the city that never sleeps. And the journey to the city of dreams can take some interesting turns and requires perseverance.

For Juan Carrillo, who lives and works in New York City, the journey began in Rhode Island and led him to Lexington, Neb., when he was 9 years old.

Growing up, Carrillo was interested in advertising. After graduating from high school, he enrolled at UNO where he got involved with MaverickPR, the student-run firm.

While in the firm, Carrillo became social media director, a role he initially didn’t want. At that time, Facebook was just becoming popular, and he was more interested in the idea and creation aspects of advertising. However, as the director, he learned what social media was and how to use it to promote businesses and their services, as opposed to personal use.

After graduating cum laude from UNO in August 2010 with a double major in journalism PR/advertising and English and a minor in psychology, Carrillo continued to work for MaverickPR, because he “knew something good would come from it.”

A highlight of his time with the firm was serving as the account executive for Omaha 10-10-10, a conference sponsored by UNO’s School of Communication about social media and technology. The conference included panels of experts talking about social media as of October 2010, and projections of what social media will be in a decade.

A few months later, he landed a PR internship with Ogilvy Public Relation Worldwide, in Denver. When that internship ended, Carrillo applied and interviewed for a PR and social media internship, but didn’t get the position.

“It was a blessing in disguise,” he says. He flew to New York City on a whim, using money he got from his 2010 tax return.

While in New York, Carrillo met with contacts he had previously made, some through MaverickPR, and asked them to meet with him and give him time.

Carrillo says this helped him be seen as “a more viable candidate for jobs.”

He met with Paul Critchlow, a 1972 UNO alumnus, while in New York, a contact from his days in MaverickPR. Critchlow, vice chairman of public markets at Bank of America Merrill Lynch, helped Carrillo land an interview with Edelman Digital, the first and largest global social agency in the world, where he currently works as assistant account executive.

“Paul Critchlow is my mentor,” Carrillo says, “I’m indebted to him for many things. He has opened doors and is a great friend and leader.”

At Edelman, Carrillo oversees the global Facebook page of Unilever’s Dove Men+Care. He is part of a team that includes people from Russia, Canada, Argentina, and in the future, Greece. Carrillo is working to set up “a global hub” for all the Facebook pages under one link.

One of the biggest challenges is working on a global team. Carrillo says knowing the exact time a meeting is scheduled to start, for a specific time zone, is difficult.

Each morning, Carrillo says he checks emails and Facebook pages of clients. Sometime he does this from his phone, which “is a positive.” Other tasks include scheduling and attending creative meetings, brainstorming, receiving feedback and testing quality assurance and sending that information to developers.

“I [help to] manage the Facebook page, so I am on it 24/7, communicating and reading comments and posts.” Carrillo says.

Of all types of social media, Carrillo says Twitter is the most fun because “it is more interactive and engaging.”

Carrillo also works for clients T.G.I. Friday’s and AXE body spray.

One challenge he faces is time management. “School doesn’t teach you how to manage your time efficiently,” he says.

Students also need be willing to make some sacrifices to gain more experience. While at UNO, Carrillo completed two unpaid internships at the Nebraska AIDS Project and the Red Cross to diversify his skills.

Although he misses home, Carrillo likes the variety of New York City.

In his free time, Carrillo likes to stay active, go to art galleries, attend film festivals, and travel to different areas of the city, particularly Manhattan, Queens and Brooklyn.

His advice to students is simple: “Work hard, get out of Omaha. Show that you are interested and passionate. Be willing to go out of the job description.”
Where Are They Now?

Kathleen Al-Marhoon
Journalism-PR/Advertising
1999

Kathleen is the marketing and public relations manager at the Nebraska Children’s Home Society. She became UNO PRSSA’s professional adviser in January and has assisted this year’s Bateman National Case Study Competition team.

Leo Biga
Journalism
1982

Leo has been a contributor for The Reader, Omaha Fashion Magazine, the Omaha World-Herald and UNO Magazine. He served as public relations director at the Joslyn Art Museum. Most recently, Leo’s book, Alexander Payne: His Journey in Film: A Reporter’s Perspective, 1998-2012, was published.

Cameron Carlow
Journalism-News Editorial
2012

Cameron is a sports copy editor at the Omaha World-Herald. He handles some of the special sports sections, including NCAA basketball tournament, college football pages, the Olympics and U.S. Figure Skating Championships. He also runs the sports department Facebook pages.

Andrea Ciurej
Journalism-News Editorial
2010

Andrea is a community engagement manager at Omaha’s Henry Doorly Zoo & Aquarium where she is responsible for developing and executing social media initiatives and strategies. She is also in charge of executing the Zoo’s newsletter, ZooPrints, and bi-monthly eNews.

Stacy DeMuth
Journalism-PR/Advertising
2007

Stacy is the director of development at Youth Emergency Services, Inc. She is responsible for the design, implementation and management of all development and fundraising activities.
Kristin Donovan
Journalism-News Editorial
2003
Kristin is a copy editor and part-time staff supervisor in the Omaha World-Herald sports department where she edits stories and compiles high school or professional sports rundowns each night. She is the night editor for most Saturday and Monday morning sports sections.

Cathy Enoviso
Journalism-PR/Advertising
2011
Cathy is the event planner for the Alzheimer's Association Midlands Chapter. She is a member of the marketing committee for the Nebraska Urban League Of Young Professionals and the marketing team of the PRSA Midwest District Conference.

Cory Gilinsky
Journalism-News Editorial
2008
Cory is a copy editor in the sports department at the Omaha World-Herald. He also serves as night editor two nights a week. As night editor, he lays out inside pages and determines what gets headlines and what is noted in the briefs section.

Katie Godbout
Journalism-PR/Advertising
2006
Katie is the public relations director of the Boy Scouts of America, Mid-America Council where she is in charge of the internal and external communication. She provides public relations and marketing support to 58 counties in Nebraska, Iowa and South Dakota.

Makiko Hultz
Journalism-PR/Advertising
2011
Makiko is a brand communication specialist at Kiewit where she is responsible for supporting Kiewit's external and internal branding strategies to build and protect the company's reputation. She successfully launched market focus branding in January 2013.
Where Are They Now?

Rich Kaipust
Journalism
1989
Rich is a sports writer for the Omaha World-Herald where he has been one of the reporters covering the Nebraska football beat since 2003. Before starting at the World-Herald in 1986, he was a night copy editor and covered Omaha-area high school, Creighton and UNO beats.

Andrew Kerr
Journalism-News Editorial
2011
Andrew is responsible for the design, development and implementation of websites at Ziass and Company, an Omaha-based agency. He recently released his first native iPhone application, "The Essential Henry Doorly Zoo Guide," providing visitors with information on the world-famous Omaha Zoo.

Joan Lukas
M.A. in Communication
1993
Joan is the current owner of Lukas Partners, a leading Omaha public relations firm. Prior to her work with Lukas Partners, she worked in corporate communications at ConAgra Foods and Oriental Trading Company and served as media relations director at Creighton University.

Kelsie Olson
Journalism-PR/Advertising
2012
Kelsie is an internal communication specialist for the retail distribution department of TD Ameritrade. Her tasks include project communications, retail internal marketing, leadership and senior leadership messaging and maintenance of internal websites and blogs.

Mike Patterson
Journalism
1980
Mike is a sports writer for the Omaha World-Herald where he has covered the high school volleyball, football, girls and boys basketball and baseball beat since 2001. Since starting at the World-Herald in 1988, Mike has also covered the horse racing beat before the Ak-Sar-Ben racetrack closed.
Alumni Updates

Heather Tweedy
Journalism-PR/Advertising
2010

Heather is the founder and CEO of Bright Sky Interactive, an award-winning digital Public Relations firm, with regional, national and international clients. She also serves on the social media committee for the Omaha Chamber of Commerce.

Kristin Webb
Journalism-PR/Advertising
2011

Kristin is a communications specialist for Emspace Group where she assists in community engagement and specializes in writing, editing, media relations, social media and event coordination and is a PRSA Board Member and Awards Chair.

UNO Graduate Student Speaks at May Commencement

Cameron Logsdon was selected as the commencement speaker for the College of Fine Arts, Media and Communication. Logsdon, 23, is a graduate teaching assistant in the School of Communication and has maintained a 4.0 GPA during his time in graduate school. Logsdon became MavForensics’ first national champion in 2010 and won a second national championship the following year.

He received a bachelor’s degree in Speech Communication from UNO in 2011.

In 2013, he was elected as the School of Communication’s Graduate Student Representative and was recently received the 2013 Outstanding Graduate Teaching Assistant of the Year award.

Logsdon is also a father of a 6-year-old son, Cameron-Arttis.
MavForensics team placed sixth in the nation, earning its fourth top 10 finish.
This group tied for the largest number of top tier speakers ever for UNO.
The team, comprised of just 11 students, makes up for what it lacks in numbers with enthusiasm and hard work.
“Our students are fortunate because every weekend they get to stand up and talk to a captive audience about issues that matter to them,” says Abbie Syrek, director of Forensics. “That’s so rare. Students really are limited in their ability to be advocates for social change and for issues that they believe in. That’s one of the best things about forensics.”

Adds Dr. Jeremy Lipschultz: “UNO Forensics is one of the top programs in the nation. For the fourth consecutive year, UNO has been among the elite of competitive public speaking teams. The team represents the School of Communication very well, and we are extremely proud of the effort.”

Among the team’s accomplishments include:
- Set school records in the number of quarterfinals (19) and number of competitors who received individual sweepstakes awards (three).
- Advanced a finalist in prose for the time in school history.
- Earned the third highest “quality” score in the nation.

Lambda Pi Eta Honor Society

Contact Them:
Advisers: Marlina Davidson and Kate Remper
mdavidson@unomaha.edu; krempfer@unomaha.edu
http://www.unomaha.edu/wwwcomm/headlines/lambda_pi_eta.php/
Facebook: UNO Chapter of Lambda Pi Eta

- Conducted its third annual Warm Winter Drive to provide warm winter clothing and blankets to the Siena/Francis House homeless shelter.
- Held a joint induction ceremony with Kappa Tau Alpha for new members on April 12.
- Took three students to the Nebraska Undergraduate Research conference hosted by Wayne State College on April 15.

Jacob Thacker and Lauren Harrahil organized winter clothing and blankets for the society’s Warm Winter Drive.
Ad Club

Contact Them:

Adviser: Hugh Reilly
hreilly@unomaha.edu

Facebook: UNO AD Club

- Traveled to Kansas City on March 28-29 and toured VMC advertising agency and Google Fiber Space.
- Attended “Meet the Pros” Feb. 11-12, sponsored by the Omaha chapter of the American Advertising Federation. Local advertising professionals assisted with seminars and discussions and met with individual students to review resumes and portfolios.

MavRadio

Contact Them:

Adviser: Jodeane Brownlee
jbrownlee@unomaha.edu

http://www.mavradiouno.com/
@MavRadioUNO
Facebook: UNO MavRadio - KVNO 90.7 HD2

- Moved to new home in the CPACS building.
- It made the move from the Milo Bail Student Center on Feb. 28.
- Received new equipment and a new system, making it more user-friendly and allowing students to learn more.
- Appointed Suzanne Furher as MavRadio general manager in December 2012.
- Adopted an alternative rock format.

www.mavradiouno.com

Paul Dobler speaks on the air.

Katherine Jerauld and general manager, Suzanne Furher pose for photo in MavRadio studio.
The Chapter...

- Planned and executed “Big Biz in the Big O” PRSSA Regional Conference from April 12 to 14 at Mammel Hall. More than 70 students from 14 universities attended the event. The event helped students learn the business of corporate communication, agency, event planning and entrepreneurial public relations.
- Held “Saving 8” National Organ Donor Awareness Competition campus event April 16, where more than 100 students heard a heart transplant recipient, Scott Stanley, share his story.
- Created the “Be Bright. Be Bold. Stop the Big ‘O Bullies” campaign in partnership with the Boys and Girls Clubs of Nebraska for the 2013 National PRSSA Bateman Case Study Competition.
- Volunteered at the UltraChic Prom Boutique that collected 2,300 dresses and raised $14,700 for the Lydia House.
- Raised $450 for Hearts United for Animals, a no-kill rescue and shelter, the seventh annual Santa Paws event at the Bookworm.
- Donated 100 backpacks filled with hygiene products and socks for the third annual “Say YES: Give Back with a Pack” drive, which benefits Youth Emergency Services.
- Held its ninth annual La Notte Italiana benefit dinner and silent auction Oct. 19, and raised more than $3,000 in ticket sales, silent auction and proceeds for the chapter.
likely reactions was invaluable.”

Matson worked as a speechwriter and press aide during the Nixon administration. She stayed at the White House during the Ford administration, adding press advance to her experience. Her tasks included visiting 13 foreign countries to plan presidential visits and a year-long, cross-country marathon during a presidential campaign.

Moving from a congressional office to the White House was a natural progression, and it brought a dramatic increase in pace. “In these kinds of jobs, priorities change frequently throughout the day,” Matson says. “You quickly learn to ‘turn on a dime,’ and to be more flexible and nimble in whatever amount of time you are given.”

In 1977, ABC television recruited Matson as director of news information in Washington, D.C. Later that year, she moved to New York as director of business information. In that role, Matson worked with the business and financial press as a spokeswoman for the television network. “It was quite a learning curve,” Matson says. “I soon understood how important it is to learn the language of business and its nuance. It gave me more versatility going forward.”

Matson worked her way up the corporate ladder, becoming vice president, senior vice president and in 1985, being named department chief. A year later, ABC merged with Capital Cities Communications. She remained senior vice president of communications and was named a corporate officer. “Anyone in a corporate communications role who goes through a merger also experiences challenging cultural shifts,” Matson says. “If the person is lucky, he/she gets to help manage the transition.”

In 1996, Capital Cities/ABC merged again, this time with the Walt Disney Co. When Disney asked senior management to move to California in 2001 to better facilitate the merger, Matson opted to stay in New York and retire from the company. She has remained a consultant to Disney since then, as well as other New York-based companies.

“It was a very intense few decades,” Matson says. “Exciting, educational – and intense. ABC’s move west came at a perfect time for me. I have enjoyed pursuing more of a balance in my life, yet maintaining a tie to a dynamic and stimulating business.”

---

Students Visit with Bob Kerrey

Bob Kerrey visited campus the day before the election to speak with students and faculty about how changes in the media have affected campaigning. Kerrey spoke about social media and information overload, among other topics.

Kerrey was joined by his wife, Sarah Paley, and 1972 alumnus Paul Critchlow. Critchlow, a Republican, is a long-time friend of Kerrey, Democrat, and helped arrange the visit with Dr. Jeremy Lipschultz, School of Communication director.

Critchlow and Kerrey have known each other since the early 80s and both are Vietnam veterans.

It was a good opportunity for journalism students to get real experience talking with a Senate candidate. Critchlow says. “He’s just a man of great character.”