



School of Journalism
and Mass Communication
UNIVERSITY OF WISCONSIN-MADISON

Vilas

SPRING 2022

Insider

School of Journalism and Mass Communication



Honoring
Retiring Faculty
and Staff

Undergrads Accepted
to POLITICO
Journalism Institute

The Black Voice's
New Documentary

Grad Student
Wins Teaching
Award



Dear J-School Friends,

As we come to the close of another academic year in the School of Journalism and Mass Communication, I want to proudly share some of the accomplishments of our department with you. The last few years have been challenging for us all, but the dedication of our students, faculty, staff and alumni has been both encouraging and inspiring.

With a return to in-person learning, our students and instructors have adapted remarkably well to the changing environment. The safe return to the classroom and face-to-face interaction have been one of the highlights of my year, demonstrating the value of connection and collaboration in our School.

Our undergraduate students have continued achieving great things, like receiving awards from the Wisconsin Broadcasters Association and Milwaukee Press Club. Students of The Black Voice produced a documentary about the organization's history titled "We the Vision," which premiered in March in a screening at Union South's Marquee Cinema. Students in Professor Doug McLeod's strategic

communication classes worked with UniverCity Alliance to create real life campaigns promoting Wisconsin cities, including promoting diversity and mental health in the Village of Waunakee.

After having to hold the event virtually last year, our graduate students were able to host the Communication Crossroads Conference in person once again, highlighting student research on a variety of topics including health communication, social movements and political discourse. Our graduate students are also being recognized at the university level, including Gryffin Loya, who received a campuswide TA Award for Innovation in Teaching, and Aman Abhishek, who was named a Mosse Graduate Exchange Fellow and will be studying at the Hebrew University of Jerusalem.

Additionally, our faculty and staff have continued to be acknowledged for their strong commitment to teaching and research. Assistant Professor Sijia Yang received an Exceptional Service Support Award from the Office of the Provost. This award will support his crucial research, including a major project on combating vaccine hesitancy called the Communities Confronting COVID-19 (C3) Project. Teaching Faculty Stacy Forster received the Chancellor's Hilldale Award for Excellence in Teaching, recognizing high-quality instruction and her distinguished contributions. Stacy's impact on students is evident throughout the School, from introducing students to SJMC in J202 to leading students in J417 as they create *Curb* magazine, to her work with

professional master's students. Professor Sue Robinson won one of the UW-Madison Awards for Mentoring Undergraduates in Research, Scholarly and Creative Activities for her mentorship in the classroom as well as her work with The Black Voice, the National Association of Black Journalists, the Undergraduate Research Scholars Program and the McNair Scholars Program.

Finally, I wanted to recognize and thank our alumni and friends of the School for all of their support over the course of this year, especially during our recent Day of the Badger fundraising campaign. Together, we were able to raise \$31,743.06 from 138 donors, which included a generous matching gift from current and former Board of Visitors members, led by Ben Deutsch and Scott Farrell. Events like this show that when the J-School community comes together, we can truly make a difference for students.

I thank each of you for taking the time to read this newsletter and for staying connected with the J-School. Your ongoing support means the world to us and our students.

On Wisconsin!



Hernando Rojas
Director, School of Journalism and Mass Communication

Two J-Schoolers Accepted into POLITICO Journalism Institute

By Emily Knepple

Tamia Fowlkes and Gaby Vinick, both SJMC class of 2022 graduates, will participate in the Summer 2022 POLITICO Journalism Institute. This 10-day program offers hands-on training and opportunities to learn from journalists in the biggest political newsrooms in the country.

The institute will run from May 31 to June 10 and will include participants from political hubs throughout the country, including California, New York and Washington, D.C.

Vinick, a D.C. native, has grown up reading POLITICO and closely follows its political coverage. She shared she's excited to "see the city in a new light alongside such a talented team of journalists."

Throughout her time at UW-Madison, she has worked at The Daily Cardinal, Madison Magazine, News Not Noise and PBS Wisconsin. She also founded UW-Madison's chapter of The Women's Network.

"I've always been drawn to the public service aspect of journalism and find that the goals of this POLITICO program align with my career goals," Vinick said. "I'm ready to tackle new

challenges and excited to connect with seasoned professionals and student journalists around the country."

Fowlkes is currently an intern at the The Rachel Maddow Show, a student representative for the National Association of Black Journalists and a WISC-3 Reporting News Intern. Her time at UW-Madison has included a variety of different extracurricular activities that built her skill set as a reporter.

Political journalism intrigues Fowlkes, especially at what she calls the "tumultuous political moment" in which we are currently living. She values the work certain journalists do and their ability to "effectively articulate the weight of these issues to the public in a manner that is concise, straightforward and analytical."

"A lot of people, especially younger audiences, feel as if they can't engage in politics because they don't really understand or connect with the issues," Fowlkes said. "I hope this experience allows me to become more effective at doing that."

Both Vinick and Fowlkes



Tamia Fowlkes (BA'22)



Gaby Vinick (BA'22)

shared it is an honor to be accepted into this program and they are excited to build their networks and develop their skills as journalists.

Vilas Insider

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Cover: Recipients of the 2022 James L. Baughman Senior Achievement Awards. From left, Lauren Lessila, Tamia Fowlkes, Yiting Duan, Zoe Bockhorst and Lauryn Azu. Not pictured: Austin Urbach (Photo: Makenna Erickson)

Retiring Faculty and Staff Leave Behind a Legacy

By Emily Knepple and Ashley Toy



Vilas Distinguished Achievement Professor Lewis Friedland



Distinguished Teaching Faculty III Patricia Hastings



Lecturer and Undergraduate Academic Advisor Robert Schwoch



Helen Firstbrook Franklin Professor of Journalism Hemant Shah

After decades of dedication to teaching, research and service in the School of Journalism and Mass Communication, Lewis Friedland, Patricia Hastings, Robert Schwoch and Hemant Shah are set to retire.

Vilas Distinguished Achievement Professor Lew Friedland joined the faculty in 1991. His research focuses on civic and citizen journalism, communication and society, communication research methods, international news reporting, and civil society and public life, which was reflected in his teaching and affiliation in the Department of Sociology.

During his time in the department, Friedland founded and led the Center for Communication and Democracy and Madison Commons, both of which made huge impacts on students, researchers and the publics they served.

Friedland's research has been supported by major foundations. In addition to many journal

articles and book chapters, his publications include five books. His latest book, *Battleground: Asymmetric Communication Ecologies and the Erosion of Civil Society in Wisconsin*, was written with his colleagues in the Mass Communication Research Center.

Beyond his remarkable scholarship, Friedland has been an outstanding mentor and friend to students and faculty alike.

"It's one of the best lives you can have in the U.S. and maybe the world," Friedland said of his time in academia. "If you can make a career researching, writing, teaching, get paid for it, there's really nothing better."

Distinguished Teaching Faculty III Pat Hastings, whose early career in radio, print and TV provided a robust skill set and a variety of experience, also received an M.A. in journalism from SJMC in 1993.

While at UW-Madison, Hastings has worked hard to create a curriculum that is up to date with the ever-changing

digital landscape. Under her guidance, students have gone on to win awards for their work in broadcast journalism, specifically for The Badger Report, a biweekly student newscast Hastings founded.

"In the last five, six years, we've managed to come up with a whole bunch of classes that feed into a real world, practical approach," Hastings said. She has taught courses focusing on video and audio storytelling, and hopes those classes will continue to teach students the necessary skills to communicate effectively.

Hastings, who is planning to travel, sleep and bike upon her retirement, wants students to know that they are capable of telling stories in all of these different ways. "It's in everything," Hastings said.

She is excited to see what the students go on to do and emphasizes the hardworking nature of the community at UW-Madison. Hastings, who has perspectives from other schools,

shared you cannot appreciate UW-Madison enough.

Robert Schwoch, who has served as both a lecturer and academic advisor during his time at UW-Madison, shares being able to work where he received his B.A. in 1988 has been a rewarding experience.

While working in political communication, Schwoch applied for the then-part-time advisor position and had planned to continue his consulting on the side. Soon after, a professor passed away mid-year, and he was approached to teach a strategic communication course.

Schwoch shares both he and the students ended up enjoying the course, and he's been with the department ever since.

On top of his work in politics, Schwoch, who earned his MFA in writing literature, has always loved writing nonfiction and hopes to revisit it after closing this chapter.

Working at UW-Madison has been his "favorite career out of all [his] careers."

"I just like the opportunity to interact with young people and get a more intergenerational view of the world," Schwoch said.

Helen Firstbrook Franklin Professor of Journalism Hemant Shah joined the department in 1990. His research and teaching focus on race, ethnicity and media. At the time he came to UW, his areas of focus weren't spoken about broadly. But, in the classes he's taught, he's exposed students to a new way of thinking that's only become mainstream in the last decade.

He served as the School's Director from 2014-2020. As Director, Shah saw how committed and loyal the faculty are to each other and the students. In 2019 when the fifth floor of Vilas flooded, he shared every person came together to find practical solutions and, of

course, open, available office space.

During his time as Director, Shah worked hard to retain talented faculty members within the department by using resources and internal support.

"I have loved being a part of this community, the SJMC community as well as the larger UW-Madison community," Shah said. "I think it's one of the great institutions in the country, if not the world, and it's just amazing how much intellectual stimulation that one can get at a place like this, even without seeking out, but if you seek it out it's unparalleled."

All four faculty and staff members retiring this year have been crucial to the department's curriculum and consistent support for its students. They will continue their connection with SJMC via emeritus status in the department.



Faculty, staff and guests of the School of Journalism and Mass Communication gathered in May to recognize the careers and celebrate the retirements of Friedland, Hastings, Schwoch and Shah.

Stacy Forster Wins Chancellor's Hilldale Award for Excellence in Teaching

By Ashley Toy



Stacy Forster, Teaching Faculty III in the SJMC, has received the 2022 Chancellor's Hilldale Award for Excellence in Teaching. The award recognizes distinguished contributions to teaching in

support of the primary mission of UW-Madison.

Forster has been teaching in SJMC since 2012. She teaches several key courses on both the reporting and strategic communication sides of the J-School curriculum, including Journalism 202, the six-credit gateway course to the major, Journalism 345, which introduces students to the strategic communication track, and Journalism 417, which produces *Curb* magazine.

"It's a true honor and privilege for me to be part of our students' UW-Madison experience — I take seriously the trust they've put in

me to help them on a career path they've chosen for themselves in our major," Forster said.

In addition to her teaching, Forster serves as the director of the professional master's program and the editor of Madison Commons.

"I'm inspired by our students' creativity, talents and determination, and I learn as much from them as they do from me," Forster said. "I'm also grateful for my colleagues in the school, who have supported and encouraged me every step of the way."

Sijia Yang Receives Exceptional Service Support Award

By Ashley Toy



Sijia Yang, Assistant Professor in the SJMC, has received an Exceptional Service Support Award. The program acknowledges and supports assistant and associate professors, especially women and those from historically

underrepresented groups, who are tasked with service activities beyond what is usually expected of faculty members.

In addition to teaching both undergraduate and graduate courses, Yang conducts research related to message effects and persuasion using both experimental and computational methods, especially in the area of health communication.

"I appreciate the recognition of my service both to SJMC and to local communities in Wisconsin," Yang said.

This year, Yang has been a co-investigator on a major research project focused on combating COVID-19 vaccine hesitancy in rural communities in Wisconsin

called Communities Confronting COVID-19 (C3).

The campaign aims to amplify the voices and vaccine-related experiences of local community leaders and members living in rural counties in Wisconsin via a series of video public service announcements on social media to target rural residents.

Yang is also a co-principal investigator on another project focused on correcting misinformation about COVID-19, titled "How Large-Scale Identification and Intervention Can Empower Professional Fact-Checkers to Improve Democracy and Public Health," funded by a National Science Foundation Convergence Accelerator grant.

Graduate Student Luis Gryffin Loya Wins Campuswide Teaching Assistant Award



Tell us a bit about this award and your experience as a TA.

I received the Innovation in Teaching Award, which recognizes TAs who bring extraordinary creativity to their work and have developed or adapted teaching methods or techniques in new and innovative ways.

I'm currently the lead TA for

J202: Mass Communication Practices for the School of Journalism and Mass Communication, where I helped move the course to remote instruction and adapt in-lab writing coaching to the virtual classroom. I've also been a teaching assistant for J175: Media Fluency in the Digital Age in the summer with Deb Pierce, who's enabled me to take an active role in developing the course curriculum. Before arriving in Wisconsin, I worked for two years as a TA for introductory communication theory and public speaking.

What do you research?

I research two areas within political communication. One line examines protest news coverage and how this affects social movement outcomes. I also study

political satire and am currently investigating how humor can reduce political polarization. Overall, I'm most interested in understanding how social justice issues are institutionalized. I'm still developing my dissertation but will explore how news coverage of Black Lives Matter protests influences policymakers and criminal justice reforms. I am hoping to understand the agenda-setting effect of protest on the individuals who have the power to introduce or support legislation.

Any other fun facts you'd like to share?

I'm a proud member of the 45x90 club and Nelsen's Bitters Club. My name is also flying through space, affixed to the OSIRIS-REx on its mission to asteroid Bennu.

Day of the Badger 2022: By the Numbers



Faculty and staff celebrate Day of the Badger, an annual fundraising event. Proceeds go to the Annual Fund, which provides discretionary funding for things like student scholarships.

Thanks to our generous donors, this annual fundraiser was a huge success. Here's a look at how we did:

\$31,743.06

raised in **1,848** minutes

138

gifts given during Day of the Badger

28

first-time donors to the J-School

\$12,500

match from **7** generous current and former Board of Visitors members: Gift leaders Ben Deutsch and Scott Farrell, Joy Amundson, Shoshana Dichter, Phil Haslanger, Phil Rosenthal and Dave Zweifel

“We the Vision” Documentary Shines a Spotlight on Historic Student Publications

By Emily Knepple



A still from the documentary “We The Vision,” featuring student leadership from The Black Voice. From left, Nile Lansana, Randee Mervin, Chelsea Hylton and Enjoyiana Nururdin.

When Nile Lansana (BA’21) and his peers were first approached in Fall 2020 to create a documentary about The Black Voice, they were conducting interviews within a month.

Lansana was the co-Editor-in-Chief at the time, alongside Chelsea Hylton (BA’21) and Managing Editor Enjoyiana Nururdin (BA’21). The 2020-21 school year would be The Black Voice’s 50th anniversary, and the staff was eager to showcase all of the crucial work that’s been done over the years.

“We the Vision” premiered on March 1 at the Marquee Theater at Union South. The documentary was directed and produced by Lansana and included interviews with a long list of TBV alumni and current members.

Lansana, Hylton and 2021-22 Editor-in-Chief Lauryn Azu (BA’22) conducted all of the interviews for the documentary. Lansana said most of his

interviews were done over Zoom due to the pandemic. The film was primarily put together during the entirely virtual school year.

The Black Voice originally came out of the 1969 Black student strikes on UW-Madison’s campus. Lansana shared that “We the Vision” falls perfectly in line with the core values of the publication since its inception by continuing to provide a space for Black students to tell their stories. The documentary shines a light on the organization’s formation and its history.

In the Spring 2021 semester, The Black Voice published its first print issue in nearly 50 years. The publication printed its last issue in 1973 and only revitalized in 2014 and had been publishing online since then.

“The story of The Black Voice and ‘We the Vision’ is such an unsung narrative on UW-Madison’s campus,” Lansana said. The movie illustrates a “powerful,

important lineage of Black storytellers on this campus that have been doing the work.” One of Lansana’s core motivations for making the movie was to make sure The Black Voice was never forgotten again.

Lansana hopes the documentary will showcase the “compassion the students who come through The Black Voice have for each other and the platform.” The Black Voice encouraged Lansana to constantly step out of his comfort zone and explore different passions. The alumni included in the film have all gone on to pursue a passion that The Black Voice enabled.

“It’s been amazing to see how that informal mentorship that was rooted in The Black Voice has blossomed to where it is now,” Lansana said. “I’m so excited to see it continue not only through myself but through the students at TBV on campus now.”

Lansana described the process of creating “We the Vision” as a labor of love. Lansana is back in Chicago, where he coaches soccer and is considering his next steps. With the release of “We the Vision,” he is now able to move on.

“I felt like I couldn’t move on from UW and The Black Voice without making this happen and without doing justice and honoring all of the incredible people and all of the amazing work that has been created and the people who come through TBV,” said Lansana.

Sharon Stark Turns Passion for Philanthropy into Professorship

By Ashley Toy



Longtime supporter of SJMC Sharon Stark has pledged an estate gift that will establish a journalism professorship in her name.

As news consumption habits

change and consumers aren’t always getting in-depth, accurate news, Stark saw a need to make an impact.

“All of that has to be changed, or this country doesn’t survive,” Stark said. “We need a journalism revival.”

One of her goals is to create a world-class investigative journalism school. She would like to see someone hired who has been or is still an investigative journalist. She specified the individual should do practical application research, and she hopes they can help give journalists the tools to vet news stories and access fact-checking algorithms.

Stark reiterated her passion for

philanthropy and the importance of seeing the impact of her work during her life and beyond.

“One of the things I want to emphasize is the idea of philanthropy while you’re alive. Because it is fun. It’s been one of the most meaningful things I’ve done in my life,” Stark said. “When you’re doing it for the university, you’re looking at the future and you can have an influence on what happens at some point when you’re not around. It’s a legacy, and legacies are powerful.”

In addition to this gift, she also established the Sharon Stark Investigative Journalism Internship Fund, which supports two student interns at the Milwaukee Journal Sentinel.

New Scholarship Honors Alum and TV Executive Gerald J. Ruben

By Emily Knepple and Ashley Toy



The estate of alum Gerald J. Ruben, who passed away in 2015, has established a scholarship in his memory.

Raised in Kenosha, Ruben came to the University of Wisconsin after serving in the Air Force

from 1954-1958. During his time in the J-School, Ruben wrote for the Daily Cardinal and belonged to honorary journalism fraternity Sigma Delta Chi. He gained professional experience working for the Associated Press, WLIP in Kenosha and Campus Journal, a newscast on WHA-TV in Madison.

After graduating, Ruben worked at different television stations, including WGN in Chicago, and KTTV and KNXT in Los Angeles. In 1978, he joined KTLA where he would spend the rest of his career. He started as news director and eventually became executive producer of KTLA News at 10, a role he held until his retirement in 2008.

In 2006, he was honored for 30 years of distinguished service

as news director and executive producer. He won the prestigious Peabody Award for his station’s coverage of the Rodney King videotaped beating, as well as 12 Emmy Awards and numerous awards from the Radio and Television News Association, the Associated Press and the Los Angeles Press Club. He produced nearly 10,000 television newscasts, believed to be a record for an individual in the United States.

The first recipient of the scholarship is rising senior Samantha Benish. She is currently the Life & Style Editor at The Daily Cardinal, the same paper for which Ruben wrote during his time at UW-Madison.



Students from the Class of 2020 had the chance to return to campus for an in-person celebration after graduation events were canceled due to COVID-19. Curb magazine alums got to see the cover of the magazine they helped to create hanging on the fifth floor of Vilas Hall. From left, Madeline Boulanger, Allysan Melby and Lily Oberstein.



The Communication Crossroads Conference returned in person this year. Crossroads is an interdisciplinary conference on communication organized, led and presented entirely by graduate students. This panel, "Communication and Social Movement" featured several presentations from SJMC students. From left, Kruthika Kamath, Elaine Almeida, Macau Ka Fai Mak and Diego Romeo.



During their fall meeting, members of the SJMC Board of Visitors had the opportunity to meet with students from The Black Voice, Curb magazine and student interns working in the communication field.



We are sad to share that Sharon Dunwoody, Evjue-Bascom Professor Emerita, died on Feb. 4. Sharon joined the faculty in 1981, was the first woman Director of the School and later served as the Associate Dean for Graduate Education. She is pictured here in the Journalism Reading Room in 2019.



We are sad to share that Dave Black (MA'03) died on Feb. 13. Dave inspired generations of students as general manager of WSUM 91.7. He oversaw the eight-year process of building WSUM into the station it is today. He is pictured here in the station's office in 2015.

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J202 Quiz

As a J-Schooler, J202 is the first class taken after being admitted. It is impossible to forget the quizzes that started off each lecture on Monday morning to test students on AP style, grammar, course material and current events. If you were enrolled in J202 now, how well would you do?

1. Fix this sentence: The Power of the Dog is up for twelve Academy Awards at the upcoming Oscars ceremony. (2 errors)
2. What are the different kinds of marketing content covered by the acronym PESO?
3. What kind of natural disaster happened in Stoughton the first weekend of March? (Don't worry, we won't make you write a breaking news story about it.)
4. What does the news value "proximity" refer to?
5. In April, the Senate confirmed President Biden's pick for the vacancy on the U.S. Supreme Court — who is she?
6. Fix this sentence: Brianna Decker, a native of Dousman, Wis., led the US in assists during the team's gold medal run in 2018. (2 errors)

1. "The Power of the Dog" is up for 12 Academy Awards at the upcoming Oscars ceremony.
2. Paid, Earned, Shared, Owned
3. A tornado touched down and damaged homes
4. Where the story takes place — we typically care about news stories that happen close to where we are
5. Ketanji Brown Jackson
6. Brianna Decker, a native of Dousman, Wisconsin, led the U.S. in assists during the team's gold medal run in 2018.

