

Vilas Insider

School of Journalism and Mass Communication





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From the Director



Happy spring! As you read this message, recovery and rebuilding efforts are in full swing on the fifth floor of Vilas Hall following the

serious flooding we experienced on Feb. 3. Did I say flooding? Yes, unfortunately.

Massive amounts of water from a burst pipe poured down from the ceilings and caused extensive damage to just about every SJMC office, classroom and meeting space. With help from the Dean's office, faculty, staff and graduate students relocated to temporary office locations all over campus. We hope to be able to return to Vilas Hall in early summer. To learn more about the flood, read Stacy Forster's story inside.

Obviously, the flood caused a major disruption in the life of the SJMC. But in many ways, we are back to "business as usual." For example: Katy Culver and Lindsay Palmer were approved for promotion to associate professor with tenure, a huge accomplishment for both of these wonderful colleagues.

Karyn Riddle and Mike Wagner were promoted to full professors, a well-deserved honor for both of these highly productive researchers and award-winning teachers. Our department will also have a new faculty colleague starting in the fall of 2019. His name is Sijia Yang, and he completed his Ph.D. at the University of Pennsylvania. He is an expert in computational communication studies and will teach courses including research methods, health communication, data visualization and strategic communication. We are delighted he is joining our team.

In fall 2018 the faculty established the Sharon Dunwoody Early Career Award, named for our longtime faculty colleague and internationally recognized expert on science and risk communication. The award honors excellence in research and teaching within five to 10 years of earning the doctorate from the School of Journalism and Mass Communication. The first recipients of the award are Stephanie Edgerly, an associate professor at Northwestern University, and Jason Shepard, an associate professor at California State University at Fullerton.

On the curriculum front, we have three new classes on sports communication that will be part of the new SJMC certificate in sports communication. The courses will cover sports and society, sports reporting, sports marketing, social media and other important topics. Doug McLeod and Robert Schwoch developed the structure of this program over the last two years in collaboration with several UW units including the Athletic Department. The

first course offerings begin this summer.

On the research front, I want to highlight a first-of-its-kind study supported by more than \$400,000 in grants. A multidisciplinary team led by SJMC's Lew Friedland, Dhavan Shah and Mike Wagner is exploring trends in communication and political polarization in Wisconsin between 2000 and 2010. The results will have implications for understanding the state's political processes as we head into the 2020 election cycle.

I'll end with one more note about the fifth-floor flooding: I am so proud of the way everyone in the SJMC pulled together, despite the serious damage to our fifth-floor "home," to make sure we continued to carry out our educational mission. I have also been heartened to receive many words of sympathy and encouragement from alumni and friends of the school. It has made me swell with pride in our worldwide Badger network of J-Schoolers. On, Wisconsin!

Hemant Shah

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P.S. The Spring Annual Fund Campaign is underway. Please consider donating and remember that every gift, no matter the size, helps with our post-flood recovery and keeps the SJMC strong.



Researcher Seeks Copies of The Courant

Coranto, the first professional organization for women in journalism, was established at the University of Wisconsin in 1920. In 1943, Coranto began to publish The Courant, an annual newspaper for graduating seniors in journalism. The main story of the spring 1949 issue of The Courant was an historical article on South Hall, then the home of the School of Journalism. Joe Farrenkopf in the College of Letters and Science is trying to locate a copy of that spring 1949 issue for a research project about South Hall and wishes to make contact with alumni and former faculty or staff from journalism who may have the publication. If you have The Courant from spring 1949, Farrenkopf would be pleased to hear from you. He may be contacted by email at joseph.farrenkopf@wisc.edu or by U.S. mail to 102 South Hall, 1055 Bascom Mall, Madison, WI 53706.

Student News



In the spring semester of 2018, Shiloah Coley, a reporting-track student in the School of Journalism and Mass Communication, was a sophomore who landed an internship with the Madison Children's Museum. The internship though, did not only have her working at the museum in Madison. It also took her halfway across the world to Johannesburg, South Africa, as the internship was affiliated with The National Children's Museum and Play Africa, a South African nonprofit dedicated to providing safe learning spaces for children.

While in South Africa working with Play Africa, Coley served as the art programming intern. Apart from running a collaborative program between the Madison Children's Museum and Play Africa, she also ran a program with the Metropolitan Museum of Art in New York. The Met reached out to Play Africa to run the #Met KidsProgram, where children recreate images taken from the Met's archive. As an intern, Coley was given a huge responsibility as she took on this partnership and essentially served as the curator.

Coley decided to go through the Met's archives looking for photos of children. As she was looking through the archives, she realized that there were few to no images of children of color included. This is when Coley changed her idea.

"I still selected images of children at play, portraits of children and children with their families. But when I had kids recreate it, I told them to insert themselves, their friends and their family, to make this about them," Coley says. "I asked them to keep the composition similar, so it was this idea of reclaiming the narrative and making it relevant to the children who are making the artwork, as opposed to just having them copy all this artwork that wasn't really representative of their own lives and what was going on in their lives."

Shortly after returning to Wisconsin for the 2018 fall semester, the Met contacted Coley and invited her to run the program she created at Play Africa during the Met's World Culture Festival. She traveled to New York City, where she served more than 180 families who visited her program.

"Something for me that was super important when I was at the Met was that they had a screen showing the work that the children at Play Africa had made," Coley says. "To see that representation of black and brown children and their artwork being in the Met — that representation is so important."

Coley cites the School of Journalism and Mass Communication for preparing her well to take on an international internship.

"Overall, journalism prepared me with a skill set that made me a great communicator and really allowed me to excel in these internships — even though they weren't necessarily directly related to journalism," Coley says.

Coley is currently completing her junior year at UW–Madison and was awarded the prestigious Truman Scholarship, one of only 62 recipients for 2019. She serves as the co-editor-in-chief of The Black Voice, a black student-run online magazine.

— Megan Otto

Vilas Insider

is the alumni newsletter of the School of Journalism and Mass Communication at the University of Wisconsin–Madison, 821 University Ave., Madison, WI 53706.

Email

info@journalism.wisc.edu

Website

journalism.wisc.edu

Director, School of Journalism and Mass Communication

Hemant Shah

Newsletter Editor

Joy Martell (BA'08)

Design

Danielle Lawry
University Marketing

Production Editor

Jenny Klaila (BA'00) University Marketing

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Vilas Hall Suffers Extensive Flood Damage

At first, the news came in a trickle.

"Vilas Hall is experiencing flooding," the UW–Madison Twitter account tweeted at 7:50 a.m. on Sunday, Feb. 3. "More info to come to building occupants."

Within a couple of hours, it became clear that flooding discovered in a stairwell by a custodian working overnight had unleashed massive damage to the fifth floor offices of the School of Journalism and Mass Communication. By the end of the week, the entire department had moved out so the mess could be cleaned up.

A burst pipe — likely due to the extreme cold the week before — on the sixth floor had sent water streaming down to the fifth floor.

By the time SJMC Director Hemant Shah, IT director Sterling Anderson and assistant professor Katy Culver arrived about 9:30 a.m., water on the floor was up to their ankles. They documented the aftermath with photos of offices with standing water, soaked ceiling tiles on desks and floors, and damaged papers and books before being told by an electrician it wasn't safe for them to stay.

Nearly 30 buildings, including the Chemistry Building, also flooded that weekend, days after temperatures dipped to -26 degrees the last week of January.

More than 170 classes usually held in Vilas Hall that Monday and Tuesday were immediately relocated to other classrooms around campus. The day after the flood, SJMC faculty, staff and students trashed bins of waterlogged items — from rugs to papers, magazines and books — while preparing for a long displacement. Everything on the floor was packed up and moved to storage while dozens of blower fans and a giant dehumidifier worked

nonstop to dry out the walls.

Despite losing its office space, the department was back on its feet within just a few days. Anderson quickly determined the second floor lab spaces used for teaching such core courses as J202: Mass Media Practices were undamaged, and students were back at work there a few days later. The SIMC administrative office was re-established in the Journalism Reading Room, giving the school a sense of normalcy while also allowing the work of the department to continue as usual. And alumni of the school's graduate program, led by Megan Duncan (Ph.D. '18), collected money for gift cards to help graduate students replace lost materials.

"We suffered a pretty serious disruption in our educational mission because of the flooding, which left every single office and room and meeting space on the fifth floor unusable," Shah says. "But within a couple of days, we had everything back up and running. It was business as usual."

In the meantime, crews are repairing ceilings, repainting walls and replacing carpet. And the mass move may ultimately lead to more space for SJMC on the fifth floor because it's prompted conversations about the best way to use offices and meeting rooms.

A group of faculty and staff are looking at how to use the space most effectively when they move back, for example, maybe by replacing old steel desks with furniture that's more modular and easy to reconfigure.

"It wasn't an ideal situation, but there were some weird benefits," says assistant professor Kate Christy, who is part of that group, referencing the forced cleanup that prompted many faculty and staff to toss old papers they didn't use or need anymore. "As a result, we're going to have a more efficient use of space."

With SJMC faculty, staff and students scattered around campus while the repairs happen, time together is rare. So in mid-March, a gathering at the University Club allowed members of the department to catch up on classes and research and trade notes on where they've been working across campus.

"Being apart has helped us appreciate more than ever what a terrific group of people we have in the J-School," Culver says. "No one wants to go through a flood but if you have to stare down a bad situation, you want colleagues and friends like this to do it with."

— Stacy Forster

From the Dean



Dear alumni:

Sometimes friends, parents and alumni ask me, "What can you do after graduation with a major in [fill in the blank]?"

My answer: "Anything."

Evidence comes from our philosophy majors and history majors working in Silicon Valley and on Wall Street; our mathematics and astronomy majors in marketing and law; our political science and psychology majors in consulting, non-profits and entrepreneurial startups.

A favorite expression of mine is: "A major is not a career."

Our students develop a set of skills that serve them for a lifetime: critical thinking, the ability to make connections across disparate ideas, analytical reasoning, exemplary communication skills, and the ability to navigate differences across cultures and opinions. These skills are frequently mentioned by employers as the qualities most wanted in their employees.

To prepare our ambitious, hardworking students to think, work and act in an increasingly complex world, my colleagues in L&S work tirelessly to design and administer cutting-edge coursework in every discipline. They develop new majors and certificates in response to high demand, manage programs that broaden students' understanding of the world, leverage technology in ways that make students better learners, and build increasingly sophisticated skills that will serve students not only in their courses, but throughout their lives. Across L&S, every course, certificate or degree reflects this forward-thinking approach.

I am proud of so many L&S faculty who bring energy and creativity to their teaching. From efforts to make larger classes feel smaller, to the connections made in First-Year Interest Groups, from our stimulating Honors program to our excellent Undergraduate Research Scholars program — our faculty are implementing high-impact learning practices in classes large and small.

A fundamental aspiration for a world-class university is to positively affect the lives of the students we teach. Together we are succeeding.

On. Wisconsin!

John Karl Scholz

Nellie June Gray Professor of Economics Dean, UW–Madison College of Letters & Science



Year after year, J-School alumni make a bet for the future. They invest in our students, helping us deliver experiences that make our program among the best in the country. Your gift helps us remodel learning spaces, develop new courses and support students in internships and hands-on activities. To give today, please visit go.wisc.edu/givesjmc



Faculty Update

Professor Mike Wagner Receives the Chancellor's Distinguished Teaching Award



Professor Mike Wagner was named a recipient of the Chancellor's Distinguished Teaching Award in January 2019. Wagner was one of 10 faculty members chosen to receive this award, an honor that has been given out since 1953 to recognize the university's most outstanding educators.

Wagner teaches a number of undergraduate and graduate courses in the department, including the important gateway course, J202. An innovative teacher, Wagner is also a co-founder of the department's course on fact checking, which led to the establishment of The Observatory, a website that publishes student-researched and student-written fact checks for state, regional and national

news stories. Wagner also teaches graduate courses on politics and media, public opinion and political polarization.

"Teaching and mentoring our terrific students is a challenging, meaningful and fun part of my job," Wagner notes. "While it is very nice to be recognized for my teaching, the best part was reading what my students wrote about what they learned about both the course material and themselves while working with me. It was a reminder that there are many ways to learn — something I'll be sure to keep in mind and build upon in future classes."

Wagner was honored by Chancellor Rebecca Blank and Provost Sarah Mangelsdorf at a ceremony that took place in April.

— Olivia Jones

Gift Impact I

Funding the Future of Journalism







Sharon Stark, Nick Penzenstadler and Cara Lombardo

UW graduate Sharon Stark finds the truth to be imperative. She was enthralled with the reporting of the Watergate scandal and was the editor of a consumer advocacy and personal finance magazine. When the opportunity came to be more involved in philanthropy than she had previously been, she knew she wanted to do something with investigative journalism. From there the Sharon Stark Investigative Journalism and Internship Fund was born. This fund sponsors students holding summer internships on the investigative reporting team at the Milwaukee Journal Sentinel.

Stark has made it possible for former SJMC students like Nick Penzenstadler to take this internship. Currently, Penzenstadler is an investigative reporter at USA Today and notes that his internship at the Journal Sentinel gave him his first exposure to accountability journalism.

"It's news that's aimed at seeking out problems and exposing wrongdoing and then finding solutions for people," says Penzenstadler, whose current career in journalism has a similar focus.

Cara Lombardo, a reporter at the Wall Street Journal covering mergers and acquisitions as well as activist investors, sang similar praises for the fund that allowed her to take part in the same internship.

"Working alongside experienced investigative reporters and editors, I learned skills that make me a better journalist in my job as a staff reporter at The Wall Street Journal today," Lombardo says.

For Stark, this experience has been once in a lifetime. She is enthusiastic about meeting the interns and enjoys hearing what they are learning and working on in their positions.

"This is as much fun for me as it is valuable to the students and to the school. I just think it's just a joy to do something like this," Stark says.

Stark takes great pride in knowing that the experiences students have had thanks to her fund have helped them find something they love doing and even sometimes their career.

"When you can get somebody writing to you afterward and saying, 'You changed my life,' you know that you're having an impact."

— Olivia Jones

Events

The SJMC hosts a wide range of events for students, faculty and community members throughout the year. Ranging from large-scale conferences to more personal discussions given by visiting professionals, SJMC events cater to the interests of many.



Professor Emerita Sharon Dunwoody poses for a photo to accompany the announcement of the new Sharon Dunwoody Early Career Award presented to the first two recipients at the alumni awards event on April 26. Dunwoody was committed to the development of graduate students as scholars, teachers and people upholding the Wisconsin Idea — working in service of those on campus and beyond. The award will honor graduates of our Ph.D. program who are demonstrating these same qualities in the first five to 10 years of their career.



Steven Wang moderates a panel at this year's Communication Crossroads conference. Crossroads is an annual conference run by graduate students, for graduate students, which provides a friendly environment to practice presenting research and gain feedback from faculty and peers. Students present papers on media studies, political consumption, online social networks, marketing, framing, civic engagement, media history and more.



Students in Journalism 463: Digital Media Strategies receive feedback from their client, American Family Insurance, after presenting their digital media plan. The class provides students a hands-on agency experience working with real-world clients.



School of Journalism and Mass Communication University of Wisconsin-Madison 821 University Ave. Madison, WI 53706

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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 and current events. If you were enrolled in J202 now, how well would you do?

- 1. Armed with some outdoor survival training, granola bars, and pink rubber boots, 2-sisters survived 44 hours in Californias rugged wilderness before they were found dehydrated and cold but in good spirits on Sunday, authorities say. (3 errors)
- 2. What are the two types of questions you want to ask in an interview?
- 3. In the face of mounting opposition from local people and politicians, Amazon canceled plans to open a second headquarters in _
- 4. What should go into the lead in an inverted pyramid story?
- 5. What movie won Best Picture at this year's Oscars?
- 6. A sleek new American built capsule with just a test dummy aboard docked smoothly with the International Space Station on Sunday, bringing the US a big step closer to getting back in the business of launching Astronauts. (3 errors)

of launching astronauts.

national Space Station on Sunday, bringing the U.S. a big step closer to getting back in the business

- 6. A sleek new American-built capsule with just a test dummy aboard docked smoothly with the Inter-
 - 5. Green Book
 - 4. The most important, new information
 - 3. New York
 - 2. Objective/information questions and subjective/emotion and opinion questions
 - in good spirits on Sunday, authorities said.

survived 44 hours in California's rugged wilderness before they were found dehydrated and cold but 1. Armed with some outdoor survival training, granola bars and pink rubber boots, two sisters

Answers