School of Journalism and Mass Communication
UNIVERSITY OF WISCONSIN–MADISON

CLASS OF 2022
UNDERGRADUATES
The greatest creative campaigns came from great insights.
I will always remember "Creative Nonfiction Writing" with Stacy Forster. It was one of the best classes I've taken during my time at the SJMC.
KATIE AMDAHL

STRATEGIC COMMUNICATION, ENVIRONMENTAL STUDIES AND GRAPHIC DESIGN CERTIFICATES

J-SCHOOL TAKEAWAY

The J-School taught me how to both tell and live a good story, through incessant curiosity, the pursuit of the truth and vibrant creativity.
J-SCHOOL TAKEAWAY

How key communication is to a working environment. Without the capability to work with those surrounding you and communicate in a way that makes sense to them, it is nearly impossible to have an effective workspace!
ANNA
AVERSAA

STRATEGIC COMMUNICATION, RELIGIOUS STUDIES MAJOR

J-SCHOOL MEMORY

Launching the 20th edition of Curb Magazine: Out of the Dark! I am so grateful to have worked with such talented classmates.
EMMA AXELROD

STRATEGIC COMMUNICATION, POLITICAL SCIENCE MAJOR, HONORS IN LIBERAL ARTS

J-SCHOOL MEMORY

Our lab won the J201 pitch project with Wild Wisconsin!
To believe in myself and the value of my ideas.
BEN BAKER

REPORTING

J-SCHOOL MEMORY

Working on the investigative series our class completed for J420.
I loved working with Pat Hastings on my podcast and all the time I spent at WSUM Student Radio, I would not be the person I am today without the station.
SOPHIE BEGIN

STRATEGIC COMMUNICATION, DIGITAL STUDIES AND GENDER AND WOMEN’S STUDIES CERTIFICATES

J-SCHOOL MEMORY

Having the opportunity to create an entire advertising campaign for a fictional client in J345.
REPORTING, ENVIRONMENTAL STUDIES MAJOR, AMERICAN INDIAN STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

The skills I needed to create multimedia for my internship at UW-Madison's Office of Sustainability from podcast episodes to op-eds to Earthweek videos.
KADEN BOSQUEZ

STRATEGIC COMMUNICATION, POLITICAL SCIENCE AND ITALIAN MAJORS

J-SCHOOL TAKEAWAY

The landscape changes daily!
EDEN ROSE BRESLOW

STRATEGIC COMMUNICATION, TEXTILE AND DESIGN CERTIFICATE

J-SCHOOL TAKEAWAY

How to get things done on a deadline!
Always trust your instincts and follow where your passions take you!
How to write and communicate effectively with different audiences
ABBY BUCHHOLZ

STRATEGIC COMMUNICATION, SPORTS COMMUNICATION CERTIFICATE
CAILEIGH BURNETT

STRATEGIC COMMUNICATION, DIGITAL CINEMA PRODUCTION CERTIFICATE

J-SCHOOL MEMORY

Getting to take some of my major courses alongside my best friends!
J-SCHOOL MEMORY

The launch party of the 20th addition of the Curb Magazine this past fall with Stacy Forster and the our class, getting to hold the copy in my hand for the first time and celebrate everyone’s hard work was so rewarding!
LINDSEY CARDELL

STRATEGIC COMMUNICATION, COMMUNICATION ARTS MAJOR, GRAPHIC DESIGN AND DIGITAL CINEMA PRODUCTION CERTIFICATES

J-SCHOOL MEMORY

Honestly any moment with Katy Culver in J202
No idea is a bad one and when coupled with hard work and determination, I can do anything that I set my mind to!
KIERA CARSON

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

Doug's J445 class and the great group dynamic that we had with our final project group
ZACHARY CHERNEY

REPORTING, COMMUNICATION ARTS - RADIO, TV & FILM MAJOR, SPORTS COMMUNICATION AND DIGITAL MEDIA PRODUCTION CERTIFICATES

J-SCHOOL TAKEAWAY

How to put together strong pieces of writing.
ISABELLA COHEN

STRATEGIC COMMUNICATION, DIGITAL STUDIES AND PUBLIC POLICY CERTIFICATES

J-SCHOOL TAKEAWAY

My favorite memory from the J-School was working with my J345 group and our presentation!
CAROLINE COLE

STRATEGIC COMMUNICATION, SUSTAINABILITY, DIGITAL STUDIES AND ENTREPRENEURSHIP CERTIFICATES

J-SCHOOL TAKEAWAY

I enjoyed working with many of my peers and meeting new people through creative projects.
Getting a beer at Memorial Union with Schwoch and our whole 401 class at the end of the first semester of my senior year!
CHANI CORPUS

STRATEGIC COMMUNICATION, ENTREPRENEURSHIP CERTIFICATE

J-SCHOOL MEMORY

Hearing from communications professionals in Journalism 601!
Advanced Sports Marketing with Matt was one of my favorite classes! He’s so insightful and easy to bounce ideas off of. I met some great people and learned so much about branding in the sports world.
ALEKSANDER CWALINA

STRATEGIC COMMUNICATION, POLITICAL SCIENCE MAJOR, EUROPEAN STUDIES, GERMAN LANGUAGE, RUSSIAN, EAST EUROPEAN AND CENTRAL ASIAN STUDIES CERTIFICATES

J-SCHOOL TAKEAWAY

How to write fast and well!
J-SCHOOL TAKEAWAY

Everyone on the team plays an important role, without one the process will struggle.
MADISON DAVALLE

STRATEGIC COMMUNICATION

J-SCHOOL QUOTE

“When in doubt, check the AP Stylebook!”
YINGYUN DENG

STRATEGIC COMMUNICATION, COMMUNICATION ARTS MAJOR

J-SCHOOL QUOTE

Be critical, not cynical.
J-SCHOOL TAKEAWAY

How to work collaboratively with others... even when it seems impossible!!
VICTORIA DOMBECK

REPORTING AND STRATEGIC COMMUNICATION, SPORTS COMMUNICATION AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL MEMORY

Pat Hastings being the absolute GOAT
MORGAN DOOLEY

STRATEGIC COMMUNICATION, GRAPHIC DESIGN CERTIFICATE

J-SCHOOL TAKEAWAY

Journalism projects introduced me to graphic design and I've loved it ever since!
NICHOLAS DOTSON

STRATEGIC COMMUNICATION, POLITICAL SCIENCE MAJOR, ENTREPRENEURSHIP CERTIFICATE

J-SCHOOL TAKEAWAY

I learned how to approach and solve problems with a creative mindset!
YITING DUAN

STRATEGIC COMMUNICATION, ECONOMICS MAJOR

J-SCHOOL QUOTE

“Freedom of communication with its multitude of tongues transmits for all the creative impulses of our pluralistic society.”
Designing an ad campaign for Truly in my creative campaign messages class. I learned so much and had so much fun doing it.
Preparation is key
MEGHAN ERICKSON

STRATEGIC COMMUNICATION, SPORTS COMMUNICATION AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL MEMORY

Gaining hands-on experience working with clients and developing marketing strategies for them to successfully achieve their goals and objectives.
IVIS ESTRADA

STRATEGIC COMMUNICATION, COMMUNICATION ARTS-RHETORIC MAJOR

J-SCHOOL TAKEAWAY

Getting to work with a real client in J449; it gave me a lot of hands-on experience and really prepared me for the industry!
People want to share their stories and messages! Asking for an interview is an enriching experience on both ends.
ELYSSA FELDMAN

STRATEGIC COMMUNICATION, DIGITAL STUDIES AND ENTREPRENEURSHIP CERTIFICATES

J-SCHOOL TAKEAWAY

Some of your most challenging work can have the most rewarding outcomes.
MAYA FIDZIUKIEWICZ

STRATEGIC COMMUNICATION, ENTREPRENEURSHIP CERTIFICATE

J-SCHOOL MEMORY

Going to a late-night bachata dancing lesson for "research" and to capture footage for a multimedia project. Ah, the things you do for a Curb story.
GABE FISHMAN

STRATEGIC COMMUNICATION, PSYCHOLOGY MAJOR, GRAPHIC DESIGN CERTIFICATE

J-SCHOOL MEMORY

Working with Waunakee in creative campaigns
J-SCHOOL TAKEAWAY

I learned the importance of collaborating with others and have built strong connections that I will take with me into my career.
TAMIA FOWLKES

REPORTING, POLITICAL SCIENCE MAJOR, GENDER AND WOMEN’S STUDIES AND LEADERSHIP CERTIFICATES

J-SCHOOL TAKEAWAY

Being willing to explore my interests through a wide variety of media helped me to grow immensely as a journalist, student and as a person.
When the 20th edition of Curb Magazine titled "Out of the Dark" finally hit the racks around Dane County!
OLIVIA FULTON

STRATEGIC COMMUNICATION, COMMUNICATION ARTS MAJOR, DIGITAL STUDIES AND ENTREPRENEURSHIP CERTIFICATES

J-SCHOOL TAKEAWAY

Never be afraid to ask for help, and never doubt your abilities.
Anything can be morphed into a story. There is nothing more human than communicating the story of a person, place, brand, organization, group of people, etc.
I will always remember my instructors like Katy Culver, Pat Hastings, Matt Hermann, Arvind Gopalratnam and Karyn Riddle
NICOLE GLASSMAN

REPORTING AND STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

Winning the final marketing campaign pitch competition in Journalism 345 with my agency team Mojo!
EMMA GRAN

REPORTING, POLITICAL SCIENCE MAJOR

J-SCHOOL MEMORY

Workshopping amazing creative writing pieces in J405 with a fantastic, supportive community of talented writers.
Use storytelling skills in every career! Knowing how to identify an interesting angle or creative spin is a transferable skill.
GABRIELLE GRONEWOLD

STRATEGIC COMMUNICATION, DIGITAL STUDIES AND GENDER & WOMEN’S STUDIES CERTIFICATES

J-SCHOOL TAKEAWAY

To be curious about the world and the people around you. To think ahead and to question things often!
MELISSA GRUSCZYNISKI

STRATEGIC COMMUNICATION, STUDIO ART-PHOTOGRAPHY CERTIFICATE

J-SCHOOL MEMORY

My Social Media Marketing class, as we were able to work with a real world client throughout the duration of our semester long project.
Deb Pierce's Strategic Media class. We worked with local hair salon, Mane Hair Company, and developed some really awesome stuff. I learned so much that semester and had a lot of fun doing it!
JULIA HAFTER

STRATEGIC COMMUNICATION, BUSINESS CERTIFICATE

J-SCHOOL MEMORY

Being able to collaborate alongside classmates and work on projects together. It was always interesting to generate ideas based off of each others differing opinions.
How to format in APA
I will never regret going the extra mile, whether in professional or personal relationships. I cannot thank the J-School enough for teaching me that valuable skill!
When my class's creative campaign project for Adams County made it on the news.
I learned how to make people comfortable in interviews, making them more willing to share details than they would have.
Other people will always criticize me for not using the Oxford Comma, but I stick to the rules of the AP Stylebook.
EMILY HYKES

STRATEGIC COMMUNICATION, BUSINESS CERTIFICATE

J-SCHOOL MEMORY

Producing creative campaigns in J445 with Doug McLeod!
Every day of being Online Editor for the Curb Out of the Dark staff was amazing, but presenting to the Board of Visitors with the leadership team was truly a highlight.
When my J464 group tried to convince a CBD company to hold a marathon at the Bass Pro Shops Pyramid.
MELISSA KLAUCK

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

Never stop asking questions!
AP style! Goodbye to the Oxford Comma!
The good five minutes when I thought there had actually been a chemical spill in Stoughton
EMILY KNEPPLE

REPORTING AND STRATEGIC COMMUNICATION, FRENCH CERTIFICATE

J-SCHOOL TAKEAWAY

Just write the first draft, the rest shall follow!
DREW KOCKEN

STRATEGIC COMMUNICATION, SPORTS COMMUNICATION AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL MEMORY

J563 with Katy Culver - despite the disappointing fully online format and no previous interest of mine in law, Katy managed to make this class easily my favorite in my time in the J-School.
MADELYN KREBS

REPORTING AND STRATEGIC COMMUNICATION, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL MEMORY

Deb Pierce's J463 set me on the career path I am on now, I'm so grateful for her guidance, my group and Streblow Boats!
SAM KUCHTA

STRATEGIC COMMUNICATION, POLITICAL SCIENCE MAJOR, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL MEMORY

Pretty much the entirety of J463
How to work with a deadline and the importance of getting things done on time
CHLOE GRACE LANDSBERG

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

My entire experience in Curb. It was the most all-encompassing academic experience, but I wouldn't have traded it for the world.
MEGAN LANE

STRATEGIC COMMUNICATION, GENDER AND WOMEN’S STUDIES CERTIFICATE

J-SCHOOL MEMORY

Video Production Class with Doug McLeod
Finishing my last print night at The Daily Cardinal in 2142 Vilas Hall, surrounded by my friends and fellow J-Schoolers.
Murphy’s Law of Journalism—the things that you want to capture probably won’t happen once you set out to record it. Plan ahead!
Working on the Badger Report class. While it was certainly stressful and intense at times, this class was super beneficial and rewarding.
Always know what is going on in the world.
Producing good work! There was nothing better than a successful pitch or presentation and relishing in the accomplishment with your group members, makes me proud to be a Badger.
When my J202 lab won the branding contest for "Wild Wisconsin."
Stepping out of your comfort zone is a good thing and can help you discover passions you didn’t know you had.
EMILY LIMBACH

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

J645, a social media marketing course where we were able to partner with Taliesin Preservation and get real world experience of making a social media strategy and potential content for them!
MEGAN LIPKE

STRATEGIC COMMUNICATION

J-SCHOOL MEMORY

Any course with Karyn Riddle
STRATEGIC COMMUNICATION, COMMUNICATION ARTS MAJOR, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

Media planning skills! Thanks Professor Riddle!
The Daily Cardinal Christmas parties!!
GRACE LOCKE

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

Presenting my final strategic marketing campaign in J449! It was such a long semester of hard work that definitely paid off. I was so proud of my team and that our research made a huge impact on a real-life client here at UW-Madison.
MORGAN LUKRICH

REPORTING AND STRATEGIC COMMUNICATION

J-SCHOOL MEMORY

Pat's 335 class
GRACIE LUND

REPORTING, POLITICAL SCIENCE MAJOR, DIGITAL CINEMA PRODUCTION CERTIFICATE

J-SCHOOL TAKEAWAY

The immense responsibility that journalists have when reporting the news and amplifying diverse perspectives.
REBECCA MAGEE

STRATEGIC COMMUNICATION, CHINESE PROFESSIONAL COMMUNICATION CERTIFICATE

J-SCHOOL MEMORY

Trying to find my classes in Vilas!
YUXUAN MAO

STRATEGIC COMMUNICATION, COMMUNICATION ARTS MAJOR, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

Taking J345. This course was the one where I really began to learn strategic communication and immersed myself in the intersections of public relations and multimedia work.
Success is not found by accident. Everything great in life comes from hard work and dedication.
TIA MARTIN

STRATEGIC COMMUNICATION, SPORTS COMMUNICATION AND DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

I learned that working hard and putting in your best effort always pays off.
JOSEPH MARZ

REPORTING, DIGITAL STUDIES AND DIGITAL CINEMA PRODUCTION CERTIFICATES

J-SCHOOL TAKEAWAY

Always make sure you look into all sides of an issue
Getting to interview some of my idols in sport for an J202 project or staying up till 4am to finish the CURB Magazine on the final day before printing!
Every memory made with Pat Hastings. She is my mentor and has been the best part of my J-school experience.
SUNCANA PAVLIC

STRATEGIC COMMUNICATION, AFRO-AMERICAN STUDIES MAJOR

J-SCHOOL TAKEAWAY

A more open minded and analytical way at approaching new information and facts I learn. Alongside this, the ability to acknowledge my own bias and frame when I analyze and retell information.
I will never forget my J202 lab and the friends I made in it. We worked so hard and had so much fun.
REBECCA PERLA

REPORTING AND STRATEGIC COMMUNICATION, ART HISTORY AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL TAKEAWAY

How to create meaningful stories and give convincing presentations
Whether you're in strategic communications or reporting, your words have the power to change the world for the better.
KELLY RASH

STRATEGIC COMMUNICATION, GENDER AND WOMEN’S STUDIES CERTIFICATE

J-SCHOOL MEMORY

All of the group projects I’ve worked on where I met some amazing fellow journalists.
REPORTING, SPANISH MAJOR
J-SCHOOL QUOTE

"Good morning young scholars!"
J-SCHOOL MEMORY

J202 when we walked around campus and did a scavenger hunt and my team came in 1st place!
JOSEPH RICKLES

STRATEGIC COMMUNICATION

J-SCHOOL MEMORY

Being a part of the illustrious, award-winning Curb Magazine
NICOLE ROLAIN

STRATEGIC COMMUNICATION, POLITICAL SCIENCE MAJOR, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

J202 validated my decision to apply to the J-School was the right choice for me. I picked up so many new skills and learned so much from the hands-on learning experience that the course provided.
The Stoughton train derailment! It's an important part of the J-School experience that everyone needs to go through!
ELLA SABIN

REPORTING AND STRATEGIC COMMUNICATION, SPANISH MAJOR, ENVIRONMENTAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

Collaboration, working in a newsroom environment and creating topic-relevant content marketing plans.
AMENA SALEH

REPORTING, NEUROBIOLOGY MAJOR

J-SCHOOL MEMORY

Putting together an entire news show (Badger Report) in Pat Hastings’ news reporting class!
J-SCHOOL TAKEAWAY

The only absolute in communications is the deadline
The small, community feel in the J-School. Because of the small class sizes and the warm, welcoming environment, the J-School really felt like a family.
Debating the answers to Katy Culver's law exams with classmates.
It's not about where you start in your journey, it's about where you end up.
I learned that I have the ability to take on any project I can dream up.
Authenticity and integrity is vital - not only in reporting, but in all aspects of life.
ALEXA SHAVITZ

REPORTING AND STRATEGIC COMMUNICATION, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL TAKEAWAY

Writing for the Daily Cardinal Sports Section during the football season.
ALEX
SHAW

STRATEGIC COMMUNICATION, SPORTS COMMUNICATION AND AFRO-AMERICAN STUDIES CERTIFICATES

J-SCHOOL TAKEAWAY

How to be a great problem solver and work as a team!
DEEPSHIKHA SINGH

STRATEGIC COMMUNICATION, COMMUNICATION ARTS-RADIO, TV AND FILM MAJOR, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

J202 lab with the best TA ever, Gill!
When writing, always be careful, concise, and straightforward.
KISA SOW

STRATEGIC COMMUNICATION, INTERNATIONAL STUDIES MAJOR

J-SCHOOL MEMORY

Working with a Wisconsin-based CBD company in J464
ANNA SPAULDING

STRATEGIC COMMUNICATION, FRENCH CERTIFICATE

J-SCHOOL MEMORY

I loved getting to work on a real social media campaign in 465!
When Stacy cried when she told us we were going to have to go home for COVID and finish 202 at home! She loved us so much!
If you don’t know, ask. Better to look stupid than to be stupid
ISABELLA STIER

STRATEGIC COMMUNICATION, FRENCH CERTIFICATE

J-SCHOOL TAKEAWAY

The J-School has allowed me to learn from the best and the brightest. All of my professors have led by example and I am truly grateful for my education in the J-School.
RILEY SUMNER
REPORTING, COMPUTER SCIENCE MAJOR

J-SCHOOL TAKEAWAY
Ask more questions
The importance of establishing meaningful connections with people.
SAMANTHA TELSON

STRATEGIC COMMUNICATION

J-SCHOOL MEMORY

Taking 616 and 447 with Karyn Riddle and meeting my J-School besties! And sitting in the 5th floor Villas every Tues/Th taking about our dreams of post grad life lol
ISABEL ULLRICH

STRATEGIC COMMUNICATION, ENVIRONMENTAL STUDIES AND SCANDINAVIAN STUDIES MAJORS, EUROPEAN STUDIES CERTIFICATE

J-SCHOOL MEMORY

Taking J202 with Stacy and getting to create a whole idea from start to finish.
J202 when my section did our final project on Save the Bees. It was so fun and definitely a new topic I got to explore! We even won!
How to think critically and engage with the world around me, and for that I am grateful.
KATHERINE VAN DYKE

REPORTING, PUBLIC POLICY AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL MEMORY

Anchoring for The Badger Project. It was so much fun for our video journalism class to collaborate with PBS and create our own newscast for the community!
KYLIE VER KUILLEN

REPORTING, GENDER AND WOMEN’S STUDIES AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL MEMORY

Exploring the genre of creative non-fiction in J401 with the one and only Robert Schwoch!
My favorite J-School memory is interviewing the December 2021 commencement speaker and CNN Chief Congressional Correspondent Manu Raju.
MARGARITA VINOGRADOV

REPORTING AND STRATEGIC COMMUNICATION, DIGITAL STUDIES AND PUBLIC POLICY CERTIFICATES

J-SCHOOL QUOTE

“Wait, is it like Curb like Curb Your Enthusiasm?”
Having stamina in your work ethic
LEAH WEILER

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

How to create an ad campaign from start to finish.
RYAN WOLLERSHEIM

REPORTING AND STRATEGIC COMMUNICATION, ECONOMICS MAJOR, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL QUOTE

"It never hurts to make that extra call."
YING
YANG

STRATEGIC COMMUNICATION, ECONOMICS MAJOR, BUSINESS CERTIFICATE

J-SCHOOL QUOTE

“Change is the only constant in life.”
ZIMO YU

STRATEGIC COMMUNICATION, COMMUNICATION ARTS MAJOR, BUSINESS CERTIFICATE

J-SCHOOL TAKEAWAY

What doesn't kill me makes me stronger (what I learned from J202)
The importance of storytelling in disseminating information.
ZHUONAN ZHONG

STRATEGIC COMMUNICATION, COMMUNICATION ARTS MAJOR

J-SCHOOL TAKEAWAY

How to become a professional in the communication industry
JAMIE ZIEGELHEIM

STRATEGIC COMMUNICATION, ENTREPRENEURSHIP CERTIFICATE

J-SCHOOL TAKEAWAY

The Journalism School has enabled me to strengthen my writing abilities and confidently convey my story to an audience.
JULIANA ZUKERMAN

STRATEGIC COMMUNICATION, ENTREPRENEURSHIP CERTIFICATE

J-SCHOOL MEMORY

Taking class Karyn Riddle. She is one of the most passionate, engaging and understanding professors that simply wants to help her students succeed.