



ERICA SALKIN

Sharon Dunwoody Early Career Award

ABOUT ERICA

- Associate professor of communication studies and associate dean of the College of Arts and Sciences at Whitworth University in Spokane, Washington
- Author of several articles and books on student media and student speech rights, including the recent "Private Schools and Student Media: Supporting Mission, Students, and Community" from Lexington Books
- Research focus: Freedom of expression in academic settings
- Teaches courses in media writing, digital media, public relations and free speech as well as advises the student newspaper, The Whitworthian

Advice for College Self

Be flexible

Favorite J-School Class

Literary Journalism with Jim Baughman

CURRENT FOCUS

Learning her new position as Associate Dean of the College of Arts and Sciences amid changing attitudes about higher education.

What does UW-Madison mean to you?

So many memories. Starting three separate degrees at very different times in my life meant I had "first days" when I was scared that I was too young, scared that I was too old, and scared that I was too late. In all three situations, UW-Madison, and especially the J-School, told me I didn't need to be afraid. And they were right. I became a far more interesting person after each one of those experiences, and it set me on the path that I'm on today. On, Wisconsin!

What's the most important lesson you learned in the J-School that helped you in your career?

Never underestimate the value of a short, clear message. Use fewer words when you can. And quit using "that" so much (thank you, Bob Drechsel).



School of Journalism
and Mass Communication
UNIVERSITY OF WISCONSIN-MADISON