

# CELEBRATING ACHIEVEMENTS

## 2023 HONOREES

### **RALPH O. NAFZIGER AWARD**

*For distinguished achievement within 10 years of graduation*

**Pam Goldstein, 2013**

Director, Head of Crisis Communications, McDonald's

### **HAROLD L. NELSON AWARD**

*For distinguished contribution to research in journalism and mass communication education*

**R. Lance Holbert, PhD, 2000**

Professor of Communication and Social Influence  
Klein College of Media and Communication  
Temple University

### **SHARON DUNWOODY EARLY CAREER AWARD**

*For distinguished achievement in teaching and research within 5-10 years of graduation from the PhD program*

**Matthew Barnidge, PhD, 2015**

Assistant Professor  
Department of Journalism and Creative Media  
University of Alabama

**Erica Salkin, PhD, 1996, 2007, 2012**

Associate Professor and Associate Dean  
College of Arts and Sciences  
Whitworth University

### **DISTINGUISHED SERVICE AWARD**

*For professional contributions in journalism and mass communication*

**Coburn Dukehart, 1997**

Associate Director, Wisconsin Watch

**Gary Mueller, 1986**

Executive Creative Director, BVK  
Founder, Serve Marketing

**Phil Rosenthal, 1985**

Former Columnist, Chicago Tribune

# RALPH O. NAFZIGER AWARD

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## PAM GOLDSTEIN

Pam Goldstein leads McDonald's global crisis communications and works to protect the brand. Pam is a crisis communications expert who has been on the front lines of some of the largest and most complex corporate issues. She was named to PR Week's 40 Under 40 in 2021.

In 2020, Pam led McDonald's global response to COVID-19, overseeing key decision-making and strategy-setting that guided over 100 market teams and enabled the company to build trust. Pam led McDonald's partnership with The White House to roll out nationwide vaccine education across U.S. restaurants. She received the McDonald's President's Award, which recognizes the top 1 percent of corporate staff, and the Circle of Excellence Award in 2020 in recognition of this work.

Pam joined McDonald's from Edelman's Crisis & Risk Management practice, where she guided companies through high-profile issues. Pam led response efforts around one of the largest global product recalls, which invited intense government scrutiny. She co-led Edelman's Data Security & Privacy Group and directed war room efforts for one of the most impactful data breaches on record, which included Congressional hearings and permanently altered the data security landscape.

Prior to joining Edelman, Pam worked at the White House in the Office of Presidential Personnel, where she managed candidate vetting efforts and public records research for appointments by President Barack Obama to positions in the Departments of Justice, Labor, Education and Health & Human Services.

Pam graduated from UW-Madison with honors in strategic communications and political science. Pam lives in Chicago with her husband and one-year-old daughter, is a (very) amateur cook and baker and avid watcher of all things Shonda Rhimes.

# HAROLD L. NELSON AWARD

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## R. LANCE HOLBERT, PhD

R. Lance Holbert is Professor of Communication and Social Influence within Temple University's Klein College of Media and Communication.

Lance's research focuses on the persuasion-based processes of media influence within the context of politics. He has authored or co-authored over 100 peer-reviewed journal articles, books or book chapters.

Lance is also a Distinguished Research Fellow in the University of Pennsylvania's Annenberg Public Policy Center, an International Communication Association (ICA) Fellow, and he just wrapped up a stint as Editor-in-Chief of Journal of Communication. He served as Chair of ICA's and National Communication Association's (NCA) Mass Communication Divisions, as well as NCA's Political Communication Division. He is also a past recipient of the NCA Mass Communication Division's Teacher of the Year Award.

# SHARON DUNWOODY EARLY CAREER AWARD

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## MATTHEW BARNIDGE, PhD

Matthew Barnidge is an assistant professor in the Department of Journalism and Creative Media at the University of Alabama.

Matthew's research specializes in comparative political communication with a focus on how political news and public opinion are shaped by media systems, social norms and digital platforms. He is an associate editor of the International Journal of Public Opinion Research, and

he has published more than 40 peer-reviewed articles in journals such as Journal of Communication, Political Communication, International Journal of Press/Politics, and Digital Journalism.

Matthew is from Houston, Texas, and he spent two years living in Vienna, Austria, where he was a postdoctoral researcher at the University of Vienna. He enjoys chess, music, history and travel.

# SHARON DUNWOODY

## EARLY CAREER AWARD

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### ERICA SALKIN, PhD

Dr. Erica Salkin is an associate professor of communication studies and associate dean of the College of Arts and Sciences at Whitworth University. She joined the faculty in 2012 after completing her Ph.D. in mass communication with a minor in educational leadership and policy analysis from the University of Wisconsin-Madison.

Erica's research focuses on freedom of expression in academic settings, and she is the author of several articles and books on student media and student speech rights. Her most recent book, *Private Schools and Student Media: Supporting Mission, Students, and Community* from Lexington Books, explores the world of private school student media, and it led her becoming a founding board member for the Private School Journalism Association (PSJA). Erica teaches courses in media writing, digital media, public relations and free speech. In 2014, she helped five students start Whitworth's thriving student-run PR agency, Beyond the Pines, and currently advises the student newspaper, *The Whitworthian*.

Erica is the recipient of the 2012 Joseph C. Beckham dissertation of the year award from the Education Law Association, and at Whitworth has been recognized by the Provost with the Junior Faculty Award in 2015 and Service Award in 2018. She has twice been named a "Most Influential Professor" by the senior class and was selected to deliver the undergraduate commencement address in 2023.

Among her students and colleagues, Erica is known as an ardent supporter of free speech, geek culture, the Green Bay Packers and the elimination of the Oxford comma.

# DISTINGUISHED SERVICE AWARD

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## COBURN DUKEHART

Coburn Dukehart is the Associate Director for Wisconsin Watch. In her role she acts as head of product, directs visual and digital strategy, creates visual content and trains student journalists.

Coburn has spent more than 20 years in a career spanning digital strategy, product development, photojournalism and multimedia storytelling. She previously was a senior photo editor at National Geographic, picture and multimedia editor at NPR, and a photo editor at USATODAY.com and WashingtonPost.com. She has received awards from the National Press Photographers Association, Pictures of the Year International, the White House News Photographers Association, the Webbys, the Edward R. Murrow awards, the Milwaukee Press Club, and has been nominated for a national Emmy.

Coburn holds Bachelor's degrees in journalism and English from the University of Wisconsin-Madison and a Master's degree in photojournalism from the University of Missouri-Columbia. She lives in Madison with her husband Brad Horn and daughters Quinn and River.

# DISTINGUISHED SERVICE AWARD

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## GARY MUELLER

Gary Mueller is an Executive Creative Director at BVK, and founder of Serve Marketing, the country's only all-volunteer, not-for-profit ad agency.

A legend in Wisconsin advertising, Gary helped transform BVK, with 15 people in 1989, into a \$250+ million national powerhouse. His bold and provocative campaigns are featured in more than a dozen textbooks and his work has been lauded around the globe from the New York Times, CNN, and the BBC, to Newsweek, Adweek and the White House.

A graduate of UW-Madison's J-school in 1986, Gary is the only three-time president of Milwaukee's United Adworkers, the ad club he co-founded in 2001.

And in 2021, he not only became the youngest inductee ever into Wisconsin's Advertising Hall of Fame, but former Milwaukee Mayor Tom Barrett honored his impact on the city, by naming a day after him.

But it's Gary's passion for giving back that he is best known for. Having launched over 100 public service advocacy campaigns, he has not only changed the way non-profit organizations market themselves, but he has impacted countless lives. From helping to reduce the foster care shortage and co-sleeping deaths, to increasing youth STD testing and twice stopping shaken baby epidemics in Milwaukee, to helping the city lower its teen pregnancy rate by a historic 65 percent. Gary and his Serve volunteers have helped shine a light on over 75 crisis causes and donated over \$20 million in in-kind services to underserved non-profits since 2003.

Today, Gary lives in Mequon, Wisconsin with his wife, Deb and three kids, Mia, Ty and Zoe.

# DISTINGUISHED SERVICE AWARD

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## PHIL ROSENTHAL

Phil Rosenthal is a former columnist for the Chicago Tribune, Chicago Sun-Times and Los Angeles Daily News.

Over his career of more than 40 years, his work has taken him to multiple Olympics, Super Bowls and NBA Finals, Wimbledon, the Emmys, Oscars, MTV Video Music Awards, the camps of TV's "Survivor" in French Polynesia, and elsewhere.

Phil wrote for The Capital Times while in college. He covered sports and media and won a Wisconsin Newspaper Association award for deadline reporting on a triple homicide. He also was a stringer for the Associated Press, United Press International and USA Today.

Upon graduation from UW-Madison, Phil joined Los Angeles' Daily News. He was a sports beat writer on UCLA football and basketball and then the Los Angeles Rams. He segued from a weekly sports media column to become the paper's TV critic in 1989 and then a pop culture columnist.

Phil returned home to the Midwest in 1996 with the Chicago Sun-Times, where he wrote a sports column for a little more than two years – and three Michael Jordan NBA championships – before becoming its television critic. The Chicago Tribune hired him as media columnist in 2005, then made him its general business columnist in 2011 before he returned to sports in 2016, focusing primarily on media. He was among dozens of long-time Tribune staffers to volunteer for a buyout in 2021.

Phil is a former board member of the Television Critics Association and a past chairman of the UW-Madison School of Journalism and Mass Communication's Board of Visitors. He is married with two children and resides in Chicago.



## **JAMES L. BAUGHMAN SENIOR ACHIEVEMENT AWARD**

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*For outstanding academic, professional and community service*

Zoe Bendoff

Caroline Crowley

Erin Gretzinger

Lauren Hando

Hope Karnopp

Brooke Messaye

Mckenzie Miller

## **TEACHING EXCELLENCE AWARD**

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*In recognition of outstanding and inspirational teaching performance*

Carlos Dávalos

Omar Dumdum

Max Fuller

Kruthika Kamath

Jisoo Kim

Jessica Needle

Tahereh Rahimi

## **LEADERSHIP AWARD**

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*In recognition of outstanding service as a leader and organizer of the Communication Crossroads Conference*

Elaine Almeida

Lynne Cotter

Xining Liao

Macau Ka Fai Mak

Indri Maulidar

Alexus Moore

Jillian Padgett

Danny Parker

Diego Romeo

Luhang Sun

Yiming Wang

Mian Gloria Wei

Jiayun Ye

## **RALPH O. NAFZIGER AWARD**

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2023	Pam Goldstein	1999	Cynthia Goldberg
2022	Jeremy Vuernick	1998	John Keefe
2021	Rachel Dickens	1997	Gregory Hughes
2020	Jacob Kushner	1996	Peter Annin
2019	Zachary Zaban	1995	Phil Rosenthal
2018	Nick Penzenstadler	1994	Joan Gilbertson
2017	Bassey Etim	1993	Deborah Blum
2016	Haley Van Dyck	1992	Mary Annette Pember
2015	Cristina Daglas	1991	Joel Dresang
2014	Jessica Arp	1990	Heidi Kempf
2013	Daniel O'Brien	1989	Dale D. Buss
2012	Katie Harbath	1988	Scott J. Farrell
2011	Colin Benedict	1987	Pam McAllister Johnson
2010	Justine Nagan	1986	Craig Wirth
2009	Elizabeth Medhin	1985	Owen Ullmann
2008	Janel Klein	1984	Abigail J. Nash
2007	Adam Albrecht	1983	Jill Geisler
2006	Scott Anderson	1981	Neal Ulevich
2005	Aaron Popkey	1980	Terri Brooks
2004	Stephen Thompson	1978	Steven L. Raymer
2003	Ali Weisberg Zelenko	1976	William C. Mullen
2002	Anthony Shadid	1973	Jane E. Brody
2001	Jason Cohen	1971	David H. Nimmer
2000	Roger Maes		

## **HAROLD L. NELSON AWARD**

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2023	R. Lance Holbert	2006	Jane Brown
2022	Carolyn Bronstein	2005	David Nord
2021	Annie Lang	2004	Guido H. Stempel III
2020	William "Chip" Eveland	2001	Daniel Wackman
2019	Patricia Moy	1999	Terry Hynes
2018	Zhongdang Pan	1998	Wilmott Ragsdale
2017	Pamela Shoemaker	1993	MaryAnn Yodelis Smith
2016	Bruce Evensen	1992	Richard F. Carter
2015	Stephen Reese	1991	Jay Blumler
2014	Charles Salmon	1990	Steven H. Chaffee
2012	Sun-Yuel Choe	1989	Lee B. Becker
2011	Esther Thorson	1985	Dwight L. Teeter
2010	Paul Voakes	1981	Bruce H. Westley
2009	Garrett O'Keefe		
2008	Byron Reeves		
2007	Donald Shaw		

## **DIRECTOR'S AWARD**

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2018 Jack McLeod  
2004 Brian D. Howell

## **SHARON DUNWOODY EARLY CAREER AWARD**

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2023 Matthew Barnidge, Erica Salkin  
2022 Anthony Dudo, Melissa Tully  
2021 Namjin Lee, Kjerstin Thorson  
2020 Lucy Atkinson, Emily Vraga  
2019 Jason Shepard, Stephanie Edgerly

## **DISTINGUISHED SERVICE AWARD**

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2023 Coburn Dukehart, Gary Mueller, Phil Rosenthal  
2022 Tom Bernthal, Phil Haslanger, Cindy Mori  
2021 Deborah Blum, Meg Jones, Mary Annette Pember  
2020 Pete Marino, Karen Walsh, Ali Zelenko  
2019 John Baumann, Allee Willis, Ted Perry  
2018 Ben Deutsch, Bunny Raasch-Hooten, Myra Sanchick  
2017 William Dallman, Anne Morgan Giroux, Richard Satran  
2016 Ray Allen, Dave Chapman, Abigail Goldman, Mike Gousha  
2015 Mike McCabe, Naomi Patton  
2014 Christopher Peacock, Mark Pocan, George Stanley, Lori Swanson  
2013 Frederica Freyberg, Carrie Johnson, Philip Johnston, Ginnie Roeglin  
2012 Jack Harned, Greg Hughes, Steve Paulson  
2011 Rick Fetherson, Neil Heinen, Charlotte Feldman-Jacobs  
2010 Teresa Alpert, Richard Bachhuber, Jr., Sue Steinberg  
2009 Dave Umhoefer, Patricia D. Wright  
2008 Mary Conway, Peter D. Fox, Chris Rose  
2007 Herman Baumann, Cliff Behnke, Robert Miller  
2006 Marj Charlier, Bill Mullen, Steve Pogorzelski  
2005 Joy Amundson, Scott Cohn, Scott Farrell  
2004 Ed Bark, Ellen Foley, Jill Geisler  
2003 Laura Miller, Eric Newhouse, Dave Zweifel  
2002 Daniel Baumann, Anja M. Carroll, Leonard Shapiro  
2001 Jack Hart, Steven J. Smith, Carol Toussaint  
2000 Marsha Lindsay, Larry Wert, Jonathan Wolman  
1999 David Maraniss, Jim Mott, Owen Ullmann, J. Paul Van Nevel  
1998 Chris Bury, John M. Geddes, Bud Lea  
1997 Julie Ann Miller, Patrick Cunningham, M.W. Newman  
1996 Joseph C. Lonsdorf, Bruce L. Martzke, Robert R. Williams, Gloria Brown Anderson  
1995 William J. Broad, Paul J. Ingrassia, Neil H. Shively  
1994 Bruce Bendinger, Steven M. Bornstein, Rita Braver, Kristine Kurey  
1993 Donald C. Bauder, Robert I. Friedman, Peter S. Greenberg Stempell III

## **DISTINGUISHED SERVICE AWARD (continued)**

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1992	Nora Boustany, Robert L. Klein, Roger E. Axtell
1991	William F. Huffman, Helen Firstbrook Franklin, Robert B. Sims
1990	James E. Burgess, Paul S. Counsell, Susan A. Davis
1989	Warren J. Heyse, Lynn Giordano, Jeff Greenfield
1988	Patricia Wells, Pongsak Payakvichien, Jules K. Joseph
1987	Douglas C. Jones, Robert McFadden, A. A. Wolf
1986	Jane E. Brody, Robert S. Zigman, Avram Butensky
1985	John Patrick Hunter, Karl E. Meyer, Lea H. Thompson
1984	John B. Adams, Dion Henderson, Gene F. Soldatos, James G. Wieghart
1983	Eileen Alt Powell, Bill Stokes, Esther Van Wagoner Tufty
1978	Bradley S. Greenberg, Graham Hovey, Morris and Mary Rubin
1977	Gretchen A. Kemp, Robert Shaplen, Guido H. Stempell III
1976	Robert A. Haeger, Hillier Kriegbaum, Mitchel L. Milvaetz
1973	Charles L. Fleming, William G. Harley, Richard H. Leonard
1971	Florence (Jerry) Allen, Lionel C. Barrow, Jr., Curtis D. MacDougall, Raymond B. Nixon
1969	William E. Branen, Conrad C. Fink, Bernice Fitz-Gibbon, Robert Teague
1968	Donald W. Anderson, William T. Evjue, William E. Walton
1967	William F. Canfield, Edwin Newman, Max F. Ninman
1966	Leo V. Gannon, George H. Gribbin, William Moss Pinkerton
1965	Seymour Korman, Jack E. Krueger, Ruben Levin
1964	Nat Hiken, George V. Underwood, Jr., Fred Wittner
1963	Carson F. Lyman, Karl M. Mann, Austin C. Wehrwein
1962	Chester V. Clifton, Herbert C. Kubly, Fred S. Siebert
1961	Chilton Rowlette Bush, Wallace Meyer, Miriam Ottenberg
1960	Eugene S. Duffield, William H. McCall, Jr., Carlos R. Quirino
1959	Robert H. Fleming, Walter G. Hornaday, Howard M. Teichmann
1958	Ralph D. Casey, Anthony G. DeLorenzo, Daniel D. Mich, Carl A. Zielke
1957	Courtland R. Conlee, William H. Metcalfe, Kenneth Olson, Walter A. O'Meara
1956	Elizabeth Farrington, Randall G. Gould, Owen L. Scott, James S. Thompson
1955	Marquis W. Childs, Lloyd A. Lehrbas