



School of Journalism
and Mass Communication
UNIVERSITY OF WISCONSIN-MADISON

CLASS OF SPRING 2024

UNDERGRADUATES

GRACE XINLIN JIANG

STRATEGIC COMMUNICATION,
COMMUNICATION ARTS,
DIGITAL MEDIA ANALYTICS
CERTIFICATE

ONE TAKEAWAY

Double-check and read out loud before publishing the story



LILI PHUNG

**STRATEGIC COMMUNICATION,
ART HISTORY CERTIFICATE,
GENDER & WOMEN'S STUDIES
CERTIFICATE**

ONE TAKEAWAY

There is something to learn from every experience
even if you aren't good at it!



GABRIELLA UNITAN

STRATEGIC COMMUNICATION,
ART HISTORY CERTIFICATE,
GENDER & WOMEN'S STUDIES
CERTIFICATE

FAVORITE MEMORY

"You're from Stoughton? Like the Stoughton with the train crash and chemical hazards from Journalism class?"



MOLLY GOLDBERG

**STRATEGIC COMMUNICATION,
ENTREPRENEURSHIP
CERTIFICATE**

FAVORITE MEMORY

My favorite memory is my time in J202 and meeting one of my best friends to this day!



ALEXANDRA SEIDLER

STRATEGIC COMMUNICATION

FAVORITE MEMORY

Winning the best presentation for the J345 Hilton Honors Reward Card Project!



SEAMUS ROHRER

**REPORTING & MULTIMEDIA
JOURNALISM, SPORTS
COMMUNICATION
CERTIFICATE**

FAVORITE MEMORY

Joining the family that is the Daily Cardinal and meeting lifelong friends



TYLER KATZENBERGER

REPORTING & MULTIMEDIA
JOURNALISM, POLITICAL
SCIENCE, DIGITAL MEDIA
ANALYTICS CERTIFICATE,
PUBLIC POLICY CERTIFICATE

FAVORITE MEMORY

My favorite memory is covering President Joe Biden's visit to Madison for The Daily Cardinal.



RACHEL SCHULTZ

**STRATEGIC COMMUNICATION,
2D STUDIO ART CERTIFICATE,
ART HISTORY CERTIFICATE**

FAVORITE MEMORY

My favorite J-School memory is seeing the 2023 edition of Curb Magazine come together! I learned so much from my classmates and my professor, Stacy Forster Benedict. Being a part of this project holds a special place in my heart and is something I am incredibly proud of.



BREANNA BYLAK

REPORTING & MULTIMEDIA
JOURNALISM,
COMMUNICATION ARTS,
DIGITAL CINEMA
PRODUCTION CERTIFICATE

FAVORITE MEMORY

For the whole semester in J335 with Professor Wagner, there was a cricket in the room. On the final project, I was on the documentary team and we made a memorial for it.



BENJAMIN NEWMAN

STRATEGIC COMMUNICATION,
DIGITAL STUDIES
CERTIFICATE

FAVORITE MEMORY

Anhydrous Ammonia



FELICIA ZHENG

STRATEGIC COMMUNICATION,
ECONOMICS

ONE TAKEAWAY

Be more humble, professional, friendly.



CAIYA CARPENTER

**STRATEGIC COMMUNICATION,
COMMUNICATION ARTS**

FAVORITE MEMORY

"I know you all are scared of math, but don't worry..."



HAILEY ROHLWING

**STRATEGIC COMMUNICATION,
SPANISH**

FAVORITE MEMORY

Turning our J202 lab sections into a mini agency at the end of the course! Collaborating as a team throughout this project brought me life long friends, pushed me to pursue new clubs and helped me discover my passions within Strategic Communication.



ALI BENEKER

STRATEGIC COMMUNICATION

FAVORITE MEMORY

One day when it was super nice outside, my J202 lab went to do class at the terrace, it was so fun!



JOSEFÍNA LÁZNIČKOVÁ

**STRATEGIC COMMUNICATION,
COMMUNICATION ARTS,
DIGITAL STUDIES CERTIFICATE**

FAVORITE MEMORY

While J202 proved to be one of the most demanding classes, it was the one that inspired me the most to pursue my future career in advertising. Additionally, the train's derailment in Stoughton will forever live in my mind rent free.



STEPHANIE CLARK

**STRATEGIC COMMUNICATION,
SPORTS COMMUNICATION
CERTIFICATE**

FAVORITE MEMORY

My favorite J-School memory is the time I spent working on my campaign in J345 with Pete Long!



SOPHIA GIUSTINO

**REPORTING & MULTIMEDIA
JOURNALISM, DATA SCIENCE,
DIGITAL MEDIA ANALYTICS
CERTIFICATE**

FAVORITE MEMORY

Working on my senior thesis with the guidance and support of Susan Robinson! I've been lucky to work with such a great mentor that has made this (stressful) process a fantastic learning experience.



ALEXIS BAKKEN

**REPORTING & MULTIMEDIA
JOURNALISM, DIGITAL
CINEMA PRODUCTION
CERTIFICATE**

FAVORITE MEMORY

Finally getting to hold a physical copy of the Curb magazine that we worked so hard on all semester



PAIGE HOVANES

**STRATEGIC COMMUNICATION,
PHOTOGRAPHY CERTIFICATE,
DIGITAL STUDIES CERTIFICATE**

FAVORITE MEMORY

My favorite J-School memory is when my team won the final campaign project in J345!



SAMUEL HARRIGAN

REPORTING, STRATEGIC
COMMUNICATION, SPORTS
COMMUNICATION
CERTIFICATE

FAVORITE MEMORY

Winning the J345 group project



JAYLA NIMO

**STRATEGIC COMMUNICATION,
SPORTS COMMUNICATION
CERTIFICATE**

ONE TAKEAWAY

I learned a lot about the advertising, marketing, and PR world that will help in navigating my future career.



LAINÉ BOTTEMILLER

STRATEGIC COMMUNICATION,
POLITICAL SCIENCE

ONE TAKEAWAY

"Your ultimate judge is your readers, not any professor or instructor" from my Journalism 202 TA Kevin Fleming



KATHERINE REED

**STRATEGIC COMMUNICATION,
SOCIOLOGY, DIGITAL STUDIES
CERTIFICATE**

FAVORITE MEMORY

Being part of Curb magazine!



SOPHIA VENTO

REPORTING, STRATEGIC
COMMUNICATION, SPANISH,
POLITICAL ECONOMY,
PHILOSOPHY AND POLITICS
CERTIFICATE

FAVORITE MEMORY

The Daily Cardinal print nights in the basement of Vilas Hall. I don't think I have ever spent more time in a building – ever.



RACHEL HALE

**REPORTING & MULTIMEDIA
JOURNALISM, POLITICAL
SCIENCE, HONORS COLLEGE
CERTIFICATE**

FAVORITE MEMORY

Staying late at Vilas for Daily Cardinal and Curb
print nights



ISABELLA RUDER

**REPORTING,
STRATEGIC COMMUNICATION**

FAVORITE MEMORY

My favorite J-School memory would be Proof Day for Curb magazine. It was an all-day event and something that is normally dreaded, but I had so much fun hanging out with the class, reading incredible stories and eating Ian's pizza!



CORI DYNER

**STRATEGIC COMMUNICATION,
POLITICAL SCIENCE, GENDER
& WOMEN'S STUDIES
CERTIFICATE**

ONE TAKEAWAY

Legit everything from J202



YIDAN NIE

STRATEGIC COMMUNICATION,
COMMUNICATION ARTS,
DIGITAL STUDIES CERTIFICATE

ONE TAKEAWAY

Be excited to reach out!



VERONICA YANG

**STRATEGIC COMMUNICATION,
DIGITAL MEDIA ANALYTICS
CERTIFICATE**

FAVORITE MEMORY

Favorite memory would be the J676 course with Professor Pete Long where I get to craft a marketing campaign for "Tiny Bubbles".



OLIVIA BOZICH

STRATEGIC COMMUNICATION

FAVORITE MEMORY

My favorite J School memory was finishing J202 and being able to make such great connections with the J School staff!



HALLE ZIDES

**STRATEGIC COMMUNICATION,
REPORTING, POLITICAL
SCIENCE**

FAVORITE MEMORY

Learning from Pete Long in J345 - he is the most impressionable professor I had in the J-School!



EMMA CONWAY

**STRATEGIC COMMUNICATION,
REPORTING, GENDER &
WOMEN'S STUDIES
CERTIFICATE**

FAVORITE MEMORY

Creating memos on Tiny Bubbles in Pete Long's
brand management course



EMILY OTTEN

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE,
FRENCH CERTIFICATE**

FAVORITE MEMORY

I loved finishing casebooks in J345 and J463 and seeing all the work we had done throughout the semester.



CHARLOTTE MADDEN

STRATEGIC COMMUNICATION,
ART HISTORY, EUROPEAN
STUDIES CERTIFICATE

FAVORITE MEMORY

Winning the Tompkins Cup with my J202 Lab for
our app Busy Beans!



CARLY MARSCHINKE

STRATEGIC COMMUNICATION

ONE TAKEAWAY

The importance of storytelling. The program taught me how to effectively convey information and engage audiences through various media platforms. This skill will not only help me excel in my future career but also enable me to make a positive impact by sharing compelling stories that resonate with people.



BENJAMIN JACCARD

**STRATEGIC COMMUNICATION,
PUBLIC POLICY CERTIFICATE**

FAVORITE MEMORY

Developing and pitching our "company" Coffee Connect at the end of J202.



ISABEL FERNANDEZ

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE**

FAVORITE MEMORY

My favorite J-School memory is being a part of PRSSA (Public Relations Student Society of America). This club introduced me to the J-School and allowed me to make friendships within the school that have helped me both personally and professionally. Having access to resources like PRSSA through the J-School is incredibly unique and special.



AVA WOJNOWSKI

**REPORTING & MULTIMEDIA
JOURNALISM, SPANISH**

FAVORITE MEMORY

My favorite J-School memory was my time in CURB the fall of my senior year. This class not only had talented journalists, but it showed me that magazine journalism is something that I would love to pursue.



SOPHIA KOURI

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE**

FAVORITE MEMORY

Working with real clients at Duesterbeck's Brewery in Journalism 464 to develop a PR plan for their business!



NICOLE CEDERBERG

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE,
DANCE CERTIFICATE**

FAVORITE MEMORY

My favorite J-School memory is being a part of Curb Magazine, specifically during our proof day. Although we were there for around 16 hours, I got to know my classmates on a deeper level and created something I will forever be proud of.



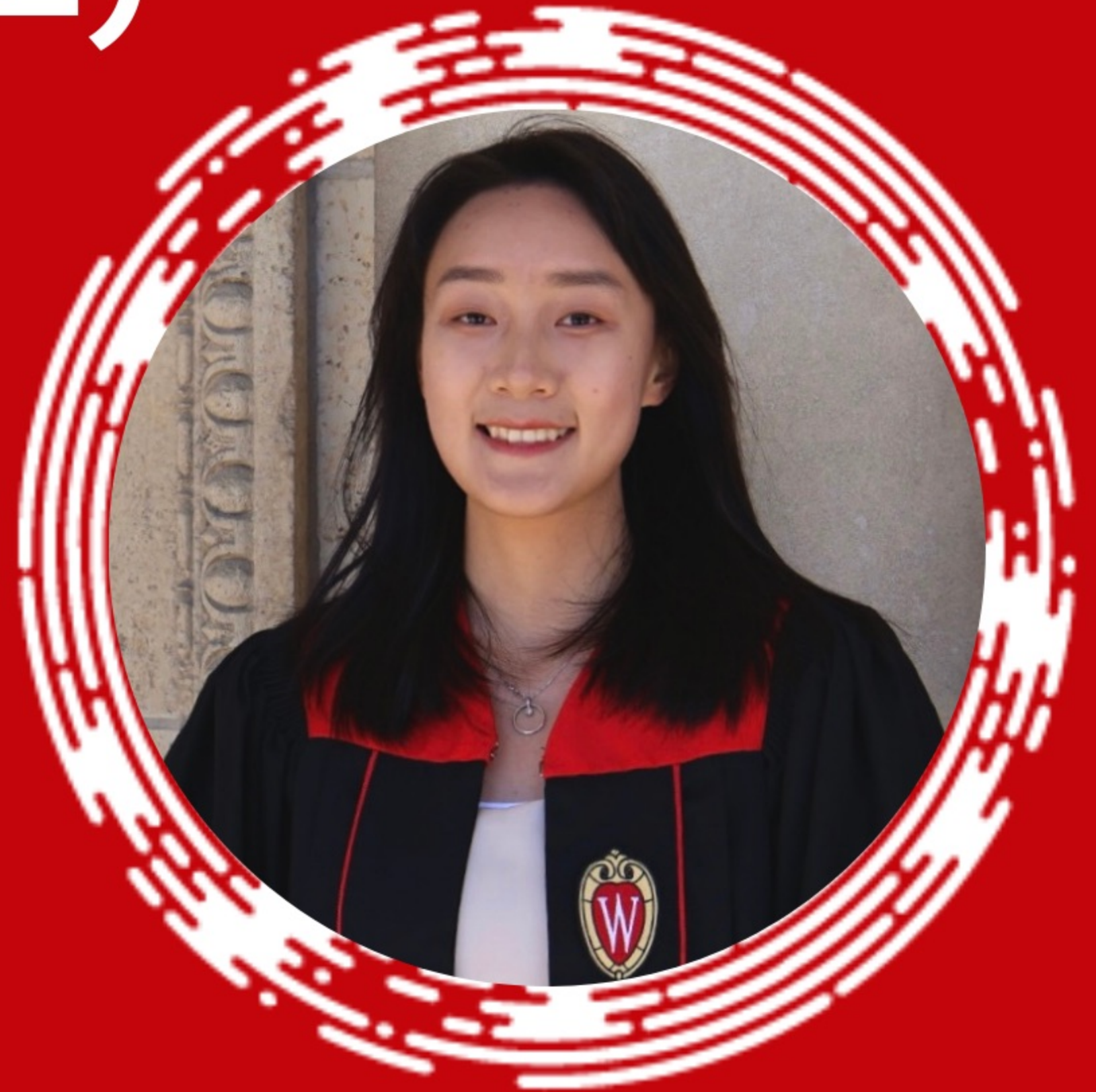
TIANYI (ESTELLE)

XIAO

STRATEGIC COMMUNICATION,
INTERNATIONAL
STUDIES-GLOBAL ECONOMY,
DIGITAL MEDIA ANALYTICS
CERTIFICATE, EDUCATIONAL
POLICY CERTIFICATE

FAVORITE MEMORY

The beautiful sunset outside the fifth-floor window of Vilas Hall



MORGAN JOHNSON

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE,
DIGITAL MEDIA ANALYTICS
CERTIFICATE**

FAVORITE MEMORY

As a Director's Fellow at the J-School, I was able to be an ambassador for the amazing program I'm in. My favorite thing was speaking to the prospective high school students about why they should come to UW.



JORDYN KONEFSKY

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE**

FAVORITE MEMORY

My favorite memory was at the final presentation in J449 because it was so rewarding to see all our hard work throughout the semester finally come together.



AUDREY PERRY

**STRATEGIC COMMUNICATION,
REPORTING**

FAVORITE MEMORY

Last day of J202 reading the notes we wrote to ourselves on the first day of class. It really shows how much one can grow within the span of a few months.

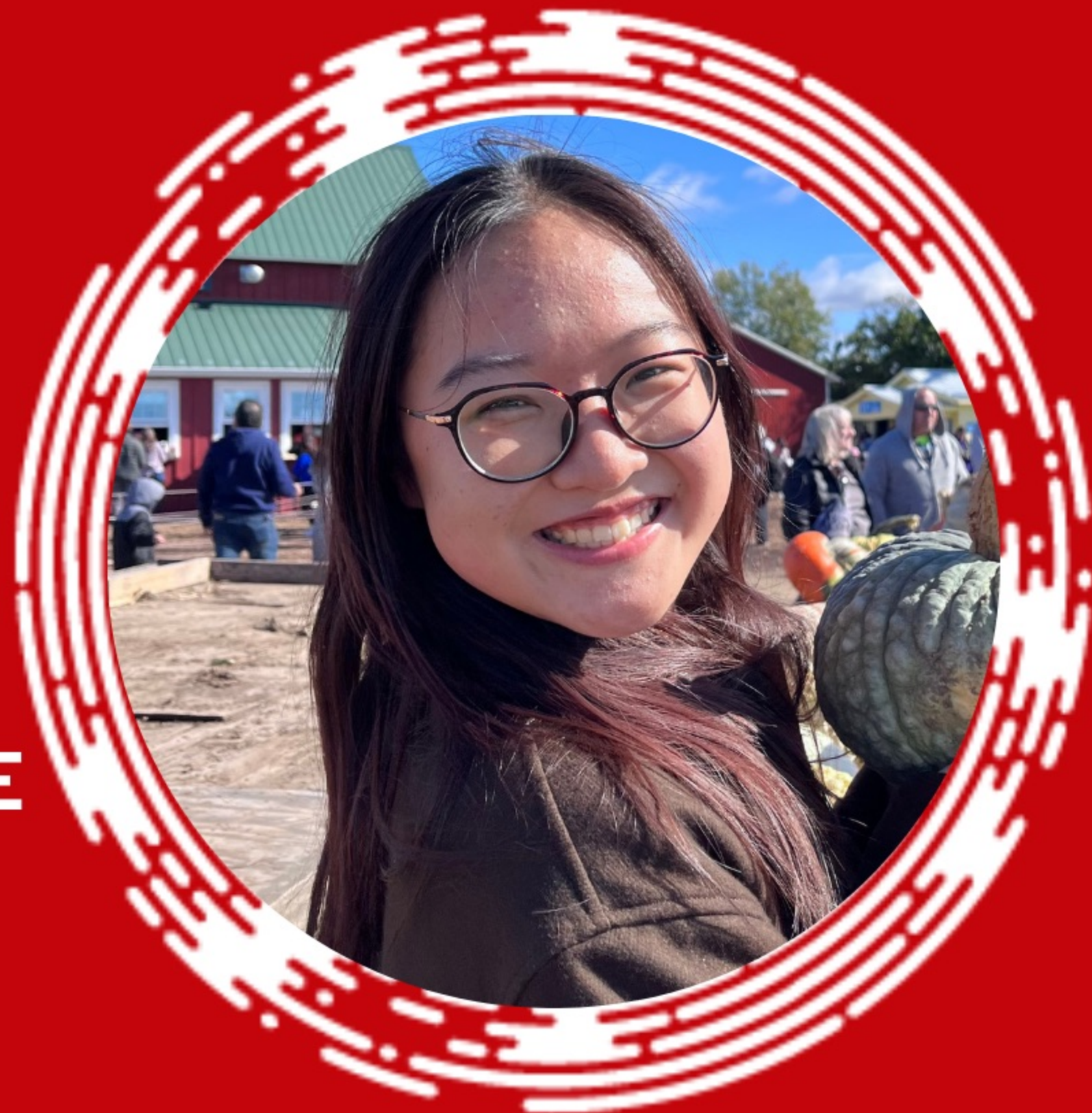


OLIVIA CHANG

STRATEGIC COMMUNICATION,
REPORTING, DIGITAL STUDIES
CERTIFICATE, GENDER &
WOMEN'S STUDIES CERTIFICATE

FAVORITE MEMORY

"AP stylebook is your best friend"



SAMANTHA CRANE

REPORTING & MULTIMEDIA
JOURNALISM, POLITICAL
SCIENCE, SPORTS
COMMUNICATION
CERTIFICATE

FAVORITE MEMORY

Creating and recording a podcast on the PGA and LIV Golf controversy where we were able to interview top PGA tour players and hear their personal takes and opinions on the merger.



WILL ROMANO

REPORTING & MULTIMEDIA
JOURNALISM, ECONOMICS,
ENVIRONMENTAL STUDIES
CERTIFICATE

FAVORITE MEMORY

Reporting on the Metro Transit redesign process for Madison Commons, particularly how the new system could affect Madison residents and their lifestyles.



PEICHEN HOU

**STRATEGIC COMMUNICATION,
EDUCATIONAL POLICY
STUDIES CERTIFICATE**

FAVORITE MEMORY

Journalism 445's field trip to Shorewood



MERYL HUBBARD

**STRATEGIC COMMUNICATION,
REPORTING,
DANCE CERTIFICATE**

FAVORITE MEMORY

Creating the Badger Beat through Channel 3000 has been a major highlight.



CODY AMBLE

STRATEGIC COMMUNICATION

FAVORITE MEMORY

Winning the J202 final decision with my lab was an all-time memory for me that I will always remember



AUDREY THIBERT

REPORTING & MULTIMEDIA
JOURNALISM,
ANTHROPOLOGY, MIDDLE EAST
STUDIES

FAVORITE MEMORY

I will always remember J563 with Katy Culver because I feel like I really got to know her and her family.



ERIN SCHUSTER

STRATEGIC COMMUNICATION

FAVORITE MEMORY

My favorite J-School memory was a field trip to Shorewood Village with Douglas McLeod's Creative Campaign class.



SOPHIE FRIEDBERG

**REPORTING & MULTIMEDIA
JOURNALISM**

FAVORITE MEMORY

Taking Law of Mass Communication with the Director of the J-School, Katy Culver, who helped to inspire my future aspirations and became a mentor to me.



SARAH TOBIN

**STRATEGIC COMMUNICATION,
DIGITAL MEDIA ANALYTICS
CERTIFICATE, ENTREPRENEURSHIP
CERTIFICATE**

FAVORITE MEMORY

My favorite J-School memory is taking Pete Long's course, J676: Brand Management for Advertising Professionals, where I found a passion for advertising and CPG brand management.



KERI ENTZMINGER

STRATEGIC COMMUNICATION,
REPORTING, DIGITAL
STUDIES CERTIFICATE,
ENTREPRENEURSHIP
CERTIFICATE

FAVORITE MEMORY

My favorite J-School memory was when my group in J345 won our campaign pitch for the Hilton Honors client!



YONAH DAVIS

**STRATEGIC COMMUNICATION,
REPORTING,
ENTREPRENEURSHIP
CERTIFICATE**

FAVORITE MEMORY

Presenting a SNL Weekend Update style skit about Katy Culver as part of a presentation about libel laws for J563 (Media Law).



TAYLOR SMITH

**STRATEGIC COMMUNICATION,
REPORTING, DIGITAL STUDIES
CERTIFICATE, SPORTS
COMMUNICATION CERTIFICATE**

FAVORITE MEMORY

Sitting in Vilas Hall for 12 hours on Curb proof day



MERYLL ASHER

STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE

FAVORITE MEMORY

Winning J201 Final Project with Busy Beans App



MARIA BRUNETTA

**STRATEGIC COMMUNICATION,
REPORTING, SPANISH AND
LATIN AMERICAN, CARIBBEAN
AND IBERIAN STUDIES**

FAVORITE MEMORY

My favorite memory is probably the Curb launch party. It was awesome to share the magazine we had worked so hard on with more people!



RUBY ROTHMAN

REPORTING & MULTIMEDIA
JOURNALISM, SPORTS
COMMUNICATION
CERTIFICATE

FAVORITE MEMORY

My favorite J-School memory would probably be the class I took with Rob Masters where he brought in incredible J-School and Wisconsin alumni to guest lecture for us.



MADELINE PREMO

STRATEGIC COMMUNICATION

FAVORITE MEMORY

Favorite memory would be creating social content with peers that brought projects to life



COLBY BELLAMAN

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE**

FAVORITE MEMORY

My favorite J-School memory is J445 with Doug. Specifically getting to know my classmates during our work time and going to Shorewood to meet our client and explore the area.



MARY GOSS

**STRATEGIC COMMUNICATION,
ENTREPRENEURSHIP
CERTIFICATE**

FAVORITE MEMORY

My favorite memory about the J-School is when my good friend Makenna, after I expressed struggling to find a major that best fit me and future careers I was interested in, suggested I look into applying to the J-School.



ELLA WALDRON

STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE

FAVORITE MEMORY

Winning J345 Hilton Campaign Project!



MADISON TARGUM

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE**

FAVORITE MEMORY

Brainstorming taglines and logos for fictional brands in Pete Long's J445 class along with brilliant creatives.



REBECCA KUBACKI

**STRATEGIC COMMUNICATION,
GERMAN CERTIFICATE**

FAVORITE MEMORY

Winning the instructor's vote for my group's final presentation in Pete's J345 class.

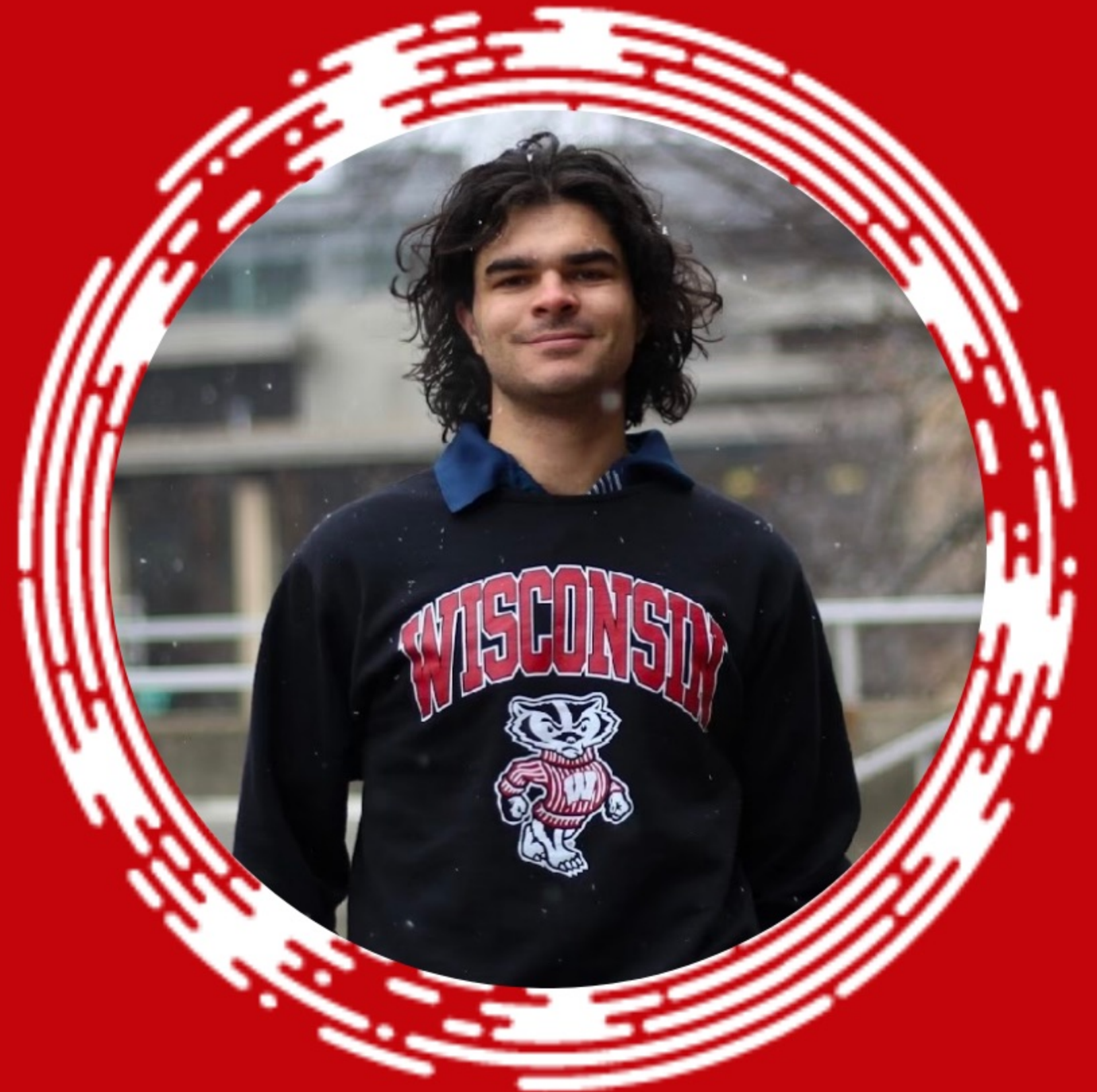


JASPER LINDSEY

REPORTING & MULTIMEDIA
JOURNALISM, SPORTS
COMMUNICATION CERTIFICATE

ONE TAKEAWAY

To always be curious.



MADISON HIBNER

**STRATEGIC COMMUNICATION,
DIGITAL MEDIA STUDIES
CERTIFICATE,
ENTREPRENEURSHIP
CERTIFICATE**

FAVORITE MEMORY

My very first day of J202 lab an ~unprecedented event~ occurred. Those who were in the room will never forget it.



CHANG LIN

**STRATEGIC COMMUNICATION,
COMMUNICATION ARTS,
BUSINESS CERTIFICATE,
DIGITAL STUDIES CERTIFICATE,
ENTREPRENEURSHIP CERTIFICATE,
DIGITAL MEDIA ANALYTICS CERTIFICATE**

ONE TAKEAWAY

The unwavering passion and dedication I experienced from professors, instructors, TAs, and students at J-School



GUANBO ZHAI

STRATEGIC COMMUNICATION

FAVORITE QUOTE

From Katy Culver

"I think you will have a potential here..."



SAFFRON MEARS

REPORTING & MULTIMEDIA
JOURNALISM, SPANISH,
AMERICAN INDIAN AND
INDIGENOUS STUDIES
CERTIFICATE

FAVORITE MEMORY

Being able to attend events during Native November at the Madison Public Library to interview Indigenous leaders in my own community.



HALLIE CLAFLIN

REPORTING & MULTIMEDIA
JOURNALISM, POLITICAL
SCIENCE, ASIAN AMERICAN
STUDIES CERTIFICATE

FAVORITE MEMORY

Lucas Graves taking us (his J335 class) to the terrace on the last day of class after a semester of hard work!



DRAKE WHITE-BERGEY

REPORTING & MULTIMEDIA
JOURNALISM, HISTORY

FAVORITE MEMORY

When Jim Rome gave a rousing graduation speech during the spring 2023 SJMC graduation ceremony



YUMENG XIE

STRATEGIC COMMUNICATION

ONE TAKEAWAY

Taking advantage of alumni resources and proactively reaching out to people who you want to learn something from.



SOPHIE BAGGS

**STRATEGIC COMMUNICATION,
FRENCH LANGUAGE
& LITERATURE CERTIFICATE**

ONE TAKEAWAY

To never limit yourself and keep your mind open at all times. Tell your story the way that is true to you.



BEN AMADON

STRATEGIC COMMUNICATION,
POLITICAL SCIENCE, DIGITAL
MEDIA ANALYTICS
CERTIFICATE, PUBLIC POLICY
CERTIFICATE

FAVORITE QUOTE

The medium is the message



KALI CONNELLY

STRATEGIC COMMUNICATION,
SPORTS COMMUNICATION
CERTIFICATE

FAVORITE MEMORY

Working with my group on crazy J202 projects



ETHAN WOLLINS

REPORTING & MULTIMEDIA
JOURNALISM, STRATEGIC
COMMUNICATION,
POLITICAL SCIENCE

FAVORITE MEMORY

Finishing J202



CATHERINE SCHILLER

**REPORTING & MULTIMEDIA
JOURNALISM, SPORTS
COMMUNICATION CERTIFICATE**

FAVORITE MEMORY

Finally pitching our final website / product with my J202 lab after a long semester of hard work sophomore year, but more broadly, all of the amazing people I met and friends I was able to make throughout my three years in the J-School!



SOPHIA COHEN

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE**

FAVORITE MEMORY

My favorite J-School memory is pitch day in J202.



HANNAH RIFKIN

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE,
DIGITAL MEDIA ANALYTICS
CERTIFICATE**

FAVORITE MEMORY

My favorite J school memory was working with my 202 class to come up with an app for our end of semester group project.



JAMIE VACCA

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE**

FAVORITE MEMORY

My favorite J-School memory is our J445 class field trip to Mosquito Hill Nature Center last year with Professor McLeod



ERIN PEASE

REPORTING & MULTIMEDIA
JOURNALISM, STRATEGIC
COMMUNICATION,
SPORTS COMMUNICATION
CERTIFICATE, DISABILITY RIGHTS
& SERVICES CERTIFICATE

FAVORITE MEMORY

Any time you get to talk sports with Doug is the best!



MORGAN LEGRET

STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE

FAVORITE MEMORY

Any class taught my Prof. McGarr!



ZHIXUAN WANG

STRATEGIC COMMUNICATION,
ECONOMICS

FAVORITE MEMORY

The Journalism Reading Room and 2195



NINA PETROSINO

**STRATEGIC COMMUNICATION,
POLITICAL SCIENCE**

FAVORITE MEMORY

I will always remember the field trip our class took with Douglas McLeod to the Village of Shorewood Hills.



ELIOT HUGHES

**STRATEGIC COMMUNICATION,
POLITICAL SCIENCE**

FAVORITE MEMORY

My favorite memory is getting to visit the brewery we had been working with to create a PR campaign (J464) for them with my other group mates. It was a really fun bonding experience.



RILEY JAUCH

REPORTING & MULTIMEDIA
JOURNALISM, SPORTS
COMMUNICATION CERTIFICATE

FAVORITE MEMORY

Celebrating with Gill, the greatest TA of all time,
after J202



ETHAN WATTENBERG

REPORTING & MULTIMEDIA
JOURNALISM,
ENTREPRENEURSHIP
CERTIFICATE

FAVORITE MEMORY

My J202 class



ALISON STECKER

STRATEGIC COMMUNICATION,
REPORTING,
GENDER & WOMEN'S STUDIES
CERTIFICATE, DISABILITY
RIGHTS & SERVICES CERTIFICATE

FAVORITE MEMORY

A reporting trip I took to Racine with Sophia Vento for
Curb Magazine



PERI COOK

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE**

FAVORITE MEMORY

Winning the best campaign in J345 after working so hard on it all semester!



OWEN KARTHEISER

STRATEGIC COMMUNICATION,
COMMUNICATION ARTS

ONE TAKEAWAY

I learned about how important good quality mass communication is to the maintenance and future of our democracy.



KODIE ENGST

**REPORTING & MULTIMEDIA
JOURNALISM, POLITICAL
SCIENCE, CLASSICAL STUDIES
CERTIFICATE**

FAVORITE MEMORY

Splitting time in The Daily Cardinal office between copy-editing articles and finishing assignments for class.



YIFAN CUI

**STRATEGIC COMMUNICATION,
REPORTING, DIGITAL MEDIA
ANALYTICS CERTIFICATE,
SPORTS COMMUNICATION
CERTIFICATE, GRAPHIC DESIGN
CERTIFICATE**

FAVORITE MEMORY

The Curb Magazine! Working on Curb Fusion was a defining moment in my J-school experience.



KATE MCHUGH

STRATEGIC COMMUNICATION

FAVORITE MEMORY

My favorite J-School memory was competing in the J345 campaign competition with my team.



AARON MEIER

**STRATEGIC COMMUNICATION,
SPORTS COMMUNICATION
CERTIFICATE**

ONE TAKEAWAY

The J-School is the most underrated school at UW-Madison.



MARGARET KAHN

**STRATEGIC COMMUNICATION,
GENDER & WOMEN'S STUDIES
CERTIFICATE, CLASSICAL
STUDIES CERTIFICATE**

ONE TAKEAWAY

The media impacts every facet of our lives, whether we realize it or not! Journalism matters now more than ever!



REBECCA SPITALNIK

STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE

ONE TAKEAWAY

How to work collaboratively with others on a team and learning how to implement my own skills into the field of strategic communication.



SYDNEY VASQUEZ

**STRATEGIC COMMUNICATION,
REPORTING, PHOTOGRAPHY
CERTIFICATE, GENDER &
WOMEN'S STUDIES CERTIFICATE**

ONE TAKEAWAY

Reaching out to sources can be a very humbling experience, oftentimes, cold calls (although intimidating), are the best ways to get in touch with sources.



ABIGAIL LEAVINS

**REPORTING & MULTIMEDIA
JOURNALISM, POLITICAL
SCIENCE**

ONE TAKEAWAY

I learned that I can't wait to be a journalist! My professors inspired me in their classes where I learned how to conquer wordpress, report on Stoughton gas spills, and seriously how to freelance, connect with sources, write stories, and ignite my passion for the field.



ABBY WALSH

**STRATEGIC COMMUNICATION,
BUSINESS FUNDAMENTALS
CERTIFICATE**

ONE TAKEAWAY

How to tell a story purposefully and intentionally,
and how to use information and data to achieve goals.



CORA SPYCHALLA

**STRATEGIC COMMUNICATION,
GRAPHIC DESIGN CERTIFICATE,
DIGITAL STUDIES CERTIFICATE,
DIGITAL MEDIA ANALYTICS
CERTIFICATE**

ONE TAKEAWAY

I learned how to find the balance between being comprehensive and concise.



DAPHNE DONIGAN

**STRATEGIC COMMUNICATION,
DIGITAL MEDIA ANALYTICS
CERTIFICATE, GENDER &
WOMEN'S STUDIES CERTIFICATE**

ONE TAKEAWAY

Teamwork makes the dreamwork.



AMBRIA BENSON

**STRATEGIC COMMUNICATION,
SPORTS COMMUNICATION
CERTIFICATE, DIGITAL STUDIES
CERTIFICATE**

ONE TAKEAWAY

Creating and presenting unique pitch presentations that encompass research, data analysis, and a brand identity.



ELLIE BOURDO

STRATEGIC COMMUNICATION,
REPORTING,
SPANISH CERTIFICATE

ONE TAKEAWAY

No Oxford commas!



AMANDA MILLER

**STRATEGIC COMMUNICATION,
ENTREPRENEURSHIP
CERTIFICATE**

ONE TAKEAWAY

Success is determined based on how you
communicate with people!



ISABELLA SHYDLOWSKI

**STRATEGIC COMMUNICATION,
SPORTS COMMUNICATION
CERTIFICATE**

ONE TAKEAWAY

I learned how to create strategic campaigns for the promotion of a wide range of brands or products.



YUHAN YANG

**STRATEGIC COMMUNICATION,
DIGITAL MEDIA ANALYTICS
CERTIFICATE, DIGITAL
STUDIES CERTIFICATE**

ONE TAKEAWAY

The power of collaboration to achieve amazing results as a united team.



EMMA GOSHIN

**STRATEGIC COMMUNICATION,
LEGAL STUDIES, CRIMINAL
JUSTICE CERTIFICATE**

ONE TAKEAWAY

If you want something done, take initiative.



SOFIA DE LA VEGA

STRATEGIC COMMUNICATION
SPORTS COMMUNICATION
CERTIFICATE, DIGITAL MEDIA
ANALYTICS CERTIFICATE

ONE TAKEAWAY

To believe in myself!



ABBY CATTAPAN

**STRATEGIC COMMUNICATION,
REPORTING**

ONE TAKEAWAY

In the J-School, I learned the importance of making news accessible to everyone so citizens can make well-informed decisions.



AMANY KHREIS

**REPORTING & MULTIMEDIA
JOURNALISM, DIGITAL STUDIES
CERTIFICATE**

ONE TAKEAWAY

The media law class I took with Katy Culver taught me a lot about my rights both as an individual and as a journalist!



CAMILA TRIMBERGER-RUIZ

REPORTING & MULTIMEDIA
JOURNALISM, CHICANE/LATINE
STUDIES CERTIFICATE

ONE TAKEAWAY

I am very grateful for the hands on experience I gained at student orgs connected to the J-school, especially WSUM.



JULIA PETERSON

**STRATEGIC COMMUNICATION,
COMMUNICATION ARTS,
DIGITAL STUDIES CERTIFICATE,
ENTREPRENEURSHIP CERTIFICATE**

ONE TAKEAWAY

Having the opportunity to develop a broad set of skills across the fields of journalism, strategic communication, design, PR, advertising and marketing!



LIBBY LAMB DIN

**STRATEGIC COMMUNICATION,
ENGLISH LITERATURE,
DIGITAL STUDIES CERTIFICATE**

ONE TAKEAWAY

The J-School helped me learn how important strong foundations are, not only in building community, but in pursuing your passions.



THEO RUZICKA

**STRATEGIC COMMUNICATION
DATA SCIENCE, DIGITAL MEDIA
ANALYTICS CERTIFICATE**

ONE TAKEAWAY

We all have our own stories, most of which, unfortunately, are uninteresting to others. The J-School taught me how to make them interesting. It taught me how to listen and make others want to listen.



YINGLIN SHENG

**STRATEGIC COMMUNICATION,
DIGITAL STUDIES CERTIFICATE,
DIGITAL MEDIA ANALYTICS
CERTIFICATE**

ONE TAKEAWAY

From the J-School, I've learned the vital skill of developing creative and strategic communication campaigns that resonate in a digital-first marketplace.



EM-J KRIGSMAN

**STRATEGIC COMMUNICATION,
POLITICAL SCIENCE (IN THE
HONORS COLLEGE OF LETTERS
AND SCIENCE)**

ONE TAKEAWAY

The working world is one big group project.



MADELYN GAMBLE

**STRATEGIC COMMUNICATION,
ENVIRONMENTAL STUDIES**

ONE TAKEAWAY

If you love what you do, success will come with time.
You must keep at it and remember that passion is your
strongest asset.



MIA HERMANSEN

**STRATEGIC COMMUNICATION,
POLITICAL SCIENCE
DIGITAL MEDIA ANALYTICS
CERTIFICATE**

ONE TAKEAWAY

To put yourself out there—whether that's in a relationship, a job, or your writing.



KOREY HART

STRATEGIC COMMUNICATION

ONE TAKEAWAY

I learned about AP Style writing, since it was harped on so much during J202.



ALANNAH HUGHES-MILLER

STRATEGIC COMMUNICATION,
DIGITAL MEDIA ANALYTICS
CERTIFICATE

ONE TAKEAWAY

Always triple check your work. It's PUBLIC not PUBIC!



RACHEL SOKOLOW

**STRATEGIC COMMUNICATION,
REPORTING, ENVIRONMENTAL
STUDIES**

ONE TAKEAWAY

One thing that has really stuck with me through my time here is my ability to adapt to situations and people.



JUSTYCE SMITH

STRATEGIC COMMUNICATION,
REPORTING

ONE TAKEAWAY

How to write a flawless nut graf.



MADÉLINE MOHER

**STRATEGIC COMMUNICATION,
POLITICAL SCIENCE, GENDER &
WOMEN'S STUDIES CERTIFICATE**

ONE TAKEAWAY

Tell one person's story well and you tell everyone's,
tell everyone's story and you tell no one's.



TAYLOR ZIEBELL

REPORTING & MULTIMEDIA
JOURNALISM, COMMUNICATION
ARTS, SPORTS COMMUNICATION
CERTIFICATE

ONE TAKEAWAY

Networking is key!!



RHEAD JACOBUS

STRATEGIC COMMUNICATION

ONE TAKEAWAY

How to use MRI-Simmons.



ERIN MERCURI

**STRATEGIC COMMUNICATION,
REPORTING, DIGITAL STUDIES
CERTIFICATE, ENTREPRENEURSHIP
CERTIFICATE**

ONE TAKEAWAY

The importance of building positive connections with people. The students and professors who make up the J-School are all eager and willing to help and I want to take that same energy with me into my life beyond school and my future career.



CAMILA RIVERO

**STRATEGIC COMMUNICATION,
DIGITAL MEDIA ANALYTICS
CERTIFICATE,
DIGITAL STUDIES CERTIFICATE**

ONE TAKEAWAY

The impact of media on society and the responsibility that comes with it.



CHLOE LIPTON

**STRATEGIC COMMUNICATION,
POLITICAL SCIENCE**

ONE TAKEAWAY

Your work is always evolving – its never too late to incorporate something new that you've learned.



SAMI STIDHAM

REPORTING & MULTIMEDIA
JOURNALISM, DIGITAL STUDIES
CERTIFICATE

ONE TAKEAWAY

To be a great storyteller you need genuine curiosity, empathy, and authenticity.



NADIA TIJAN

**STRATEGIC COMMUNICATION,
FRENCH, DIGITAL STUDIES
CERTIFICATE**

ONE TAKEAWAY

One thing I learned that I will take with me is the importance of community-centered journalism and fostering journalistic values of information accessibility, honesty and care.



KARA BOYLE

**STRATEGIC COMMUNICATION,
GENDER & WOMEN'S STUDIES
CERTIFICATE**

ONE TAKEAWAY

The impact of storytelling .



ZOE JAEGER

REPORTING, INTEGRATED
LIBERAL STUDIES (ILS)
CERTIFICATE

ONE TAKEAWAY

Truth is a disco ball of perspective.



ZHIYU JIN

STRATEGIC COMMUNICATION,
COMMUNICATION ARTS
THEATRE CERTIFICATE,
DIGITAL CINEMA PRODUCTION
CERTIFICATE

ONE TAKEAWAY

J-School helped me build up my portfolio with essential news reporting and digital marketing skills.



AROHI GADAGKAR

STRATEGIC COMMUNICATION,
ECONOMICS

ONE TAKEAWAY

To always ask questions!



OLIVIA MOFFITT

STRATEGIC COMMUNICATION,
DIGITAL MEDIA ANALYTICS
CERTIFICATE, DIGITAL STUDIES
CERTIFICATE

ONE TAKEAWAY

How to write engaging narratives, learn from diverse perspectives
and engage with the ever-evolving digital landscape



ELENI SINNIS

**STRATEGIC COMMUNICATION,
LEGAL STUDIES, CRIMINAL
JUSTICE CERTIFICATE**

ONE TAKEAWAY

The importance of fact-checking to ensure you are properly representing your sources.



BRIDGET BERENS

STRATEGIC COMMUNICATION

ONE TAKEAWAY

There's always a story to tell.



ISHAAN CHADHA

REPORTING & MULTIMEDIA
JOURNALISM, SPORTS
COMMUNICATION CERTIFICATE

ONE TAKEAWAY

To never be afraid to roll the dice and put yourself out there since you never know where it'll take you.



NATALIE PRICER

REPORTING & MULTIMEDIA
JOURNALISM

ONE TAKEAWAY

One thing I learned is how to ask insightful questions to professionals for in-depth reporting and career guidance



JENNA TRUCKE

**STRATEGIC COMMUNICATION,
POLITICAL SCIENCE**

ONE TAKEAWAY

How to work with a team. So many courses throughout the J-School have a lot of group projects, and those projects have taught me how to be a good group member and better communicate with the people working with me.



RYAN MARES

**STRATEGIC COMMUNICATION,
REPORTING, DIGITAL CINEMA
PRODUCTION CERTIFICATE,
DIGITAL STUDIES CERTIFICATE**

ONE TAKEAWAY

How to work collaboratively with anyone, blending your skills and visions to make the best possible product.



JAKE DICKER

REPORTING & MULTIMEDIA
JOURNALISM, SPORTS
COMMUNICATION CERTIFICATE

ONE TAKEAWAY

Be accurate, even if sometimes it means you aren't first.



LAUREN HAFEMAN

**REPORTING & MULTIMEDIA
JOURNALISM, AFRICAN STUDIES
CERTIFICATE, INTEGRATED
LIBERAL STUDIES CERTIFICATE**

ONE TAKEAWAY

How to report ethically, creatively, and in unprecedented fashions.



ELISE WIEGELE

STRATEGIC COMMUNICATION,
SPANISH

ONE TAKEAWAY

Always be curious.

