



School of Journalism  
and Mass Communication  
UNIVERSITY OF WISCONSIN-MADISON

**CLASS OF 2025**  
**UNDERGRADUATES**



# DYLAN ETTINGER

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**Strategic Communication**

Digital Studies, Digital Media Analytics

## **One Thing You Learned**

"One thing I learned from the SJMC is the importance of being your own advocate—seizing opportunities, building connections, and networking to open doors and create your own path to success."





# SARAH RAPPAPORT

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**Strategic Communication**

## **Favorite SJMC Memory**

"My favorite SJMC memory is definitely making many friends in my J202 discussion section! That class was very difficult and long, but the friendships made in that class undoubtedly eased a lot of that pressure."





# ANNA SCHULMAN

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**Strategic Communication, Reporting  
& Multimedia Journalism**  
Digital Studies, Social Justice &  
Education

## **One Thing You Learned**

"I learned how to advocate for myself in an educational setting and will apply this to my future professional endeavors."





# NATASHA DAVIS

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**Strategic Communication, International  
Studies**  
Entrepreneurship, Sustainability

## One Thing You Learned

"There are so many amazing ways to communicate in this world. Ads? Yes. Emails? Yes. A man flying out of a plane to promote an energy drink? Sure why not."





# BROOKE FANDRICH

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**Strategic Communication, Anthropology**  
Digital Media Analytics

## **One Thing You Learned**

"Data research doesn't have to be as hard as I would've thought!"





# CAT CARROLL

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**Reporting & Multimedia Journalism,  
International Studies, German  
Public Policy, European Studies, Middle  
East Studies, Arabic**

## **Favorite SJMC Memory**

"Hearing from guest speakers in Jacob Kushner's international reporting course. They spoke candidly about their experiences in the field and shared their deep passion for what they do. The course solidified my desire to pursue a career in foreign correspondence."





# SOPHIA WILMERDING

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**Strategic Communication**  
Digital Studies

## **Favorite SJMC Memory**

"My favorite SJMC memory is working with my J202 lab on the Wedge project and winning the competition for our team's campaign. It was my first real experience collaborating on research, strategy, and messaging, and it solidified my passion for strategic communication."





# LINDSEY OLSON

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**Strategic Communication, Reporting  
& Multimedia Journalism**

## **Favorite SJMC Memory**

**"My team winning the J202 Pitch Presentation  
contest and seeing all our hard work be celebrated"**





# SYDNEY ALBERT

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**Strategic Communication**

Digital Studies, Sports Communication

## **Favorite SJMC Memory**

"My favorite SJMC memory BY FAR was my lab presentation in J202, and every moment in class leading up to the presentation. My lab became extremely close, and I absolutely loved presenting on behalf of the group--it was one of my favorite memories of college!"





# ABIGAIL ALTMAN

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**Strategic Communication**

Digital Studies, Digital Media Analytics

## **One Thing You Learned**

"One thing that I learned from the SJMC that I will take with me on future endeavors is the importance of growing alongside those around you and learning from one another. Having classes with the same group of students for three years created meaningful connections that extended beyond the classroom."





# ALEX BAKER

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**Strategic Communication**  
**Sports Communication**

**Favorite SJMC Memory**

“Pitching a social media strategy to Milwaukee  
Diaper Mission”





# KAITLYN ALLEY

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**Strategic Communication, Reporting  
& Multimedia Journalism,  
Communication Arts**  
Digital Studies, Digital Media Analytics

## **Favorite SJMC Memory**

"My first time making a campaign as the research director in J345."





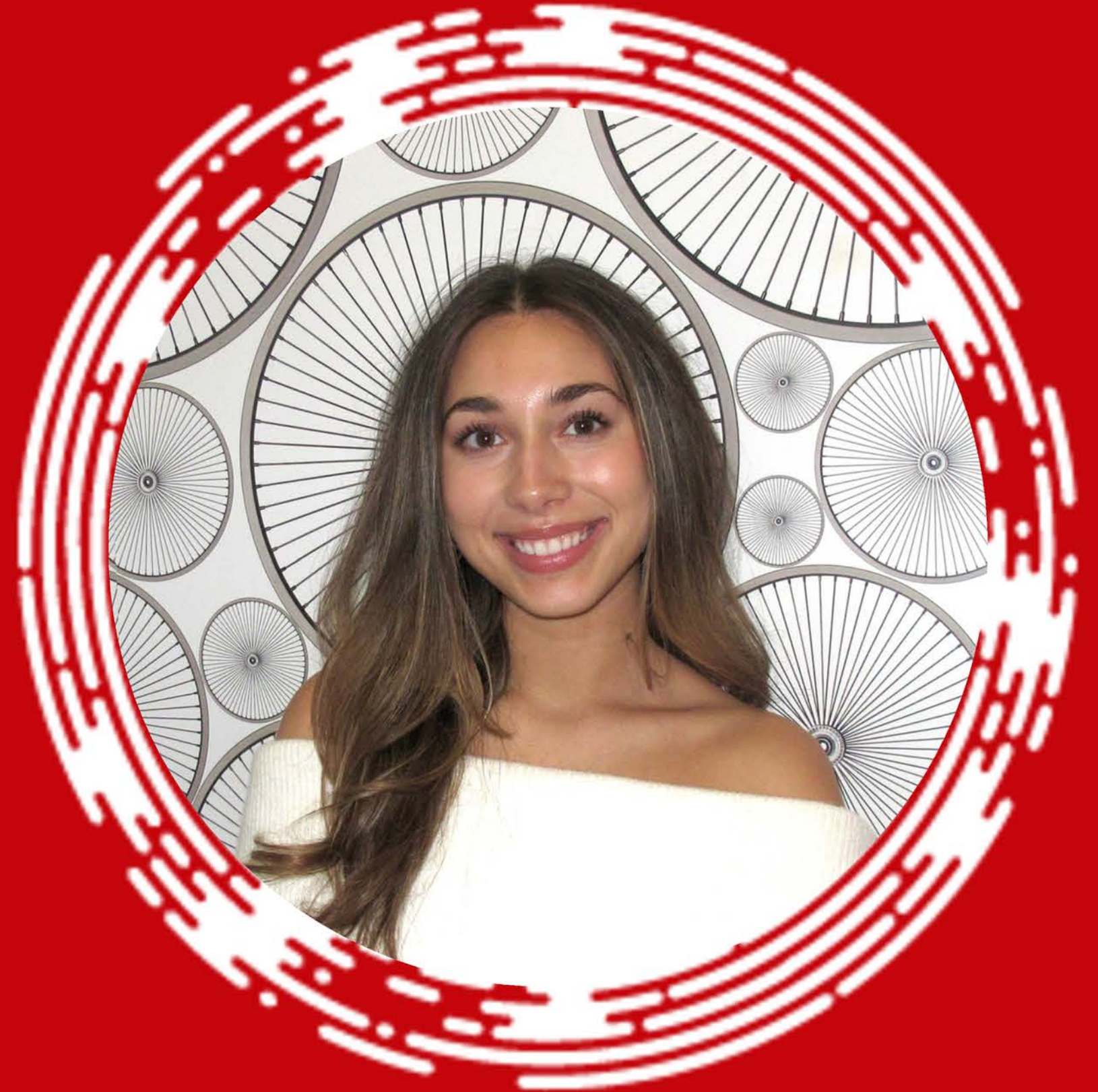
# BLANCA COLLINS

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**Strategic Communication, Reporting  
& Multimedia Journalism**

## **One Thing You Learned**

**"How to communicate effectively and build  
meaningful relationships."**





# MORGAN EBERT

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**Strategic Communication,  
Communication Arts**

## **One Thing You Learned**

"Always investigate. Everything is rooted in data, metrics and insights. You can't make a successful campaign if you don't have the information to back it. Even if it's a small decision, back it by research."





# THERESA HUNT

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**Strategic Communication**  
Business, Digital Studies

## **One Thing You Learned**

"I learned communication and teamwork skills through hands on experience working with real clients in several different classes. The SJMC courses gave me foundational skills that will allow me to thrive in my future career endeavors."





# ZOE SEEMAN

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**Strategic Communication,  
Communication Arts  
Digital Media Analytics**

## **One Thing You Learned**

"The J School has taught me how to work with real clients. Being able to have a portfolio to present to future employers has set me up allowed me to feel more confident coming into my job search."





# OLIVIA MARKOWITZ

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**Strategic Communication**

Digital Studies, Digital Media Analytics

## **One Thing You Learned**

“During my time as a student in the SJMC, I was continually challenged to consider and incorporate diverse perspectives into my projects and work. This practice not only improved my academic work but also reinforced in me the broader life lesson of valuing differing outlooks.”





# B CADIGAN

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Reporting & Multimedia Journalism,  
Linguistics

## One Thing You Learned

"How to be sensitive to the stories that need to be covered and highlight the voices of those that need to be heard."





# NINA DONLIN

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**Strategic Communication, Reporting  
& Multimedia Journalism**

## **One Thing You Learned**

**"The art of storytelling, through any medium, has the power to change lives and create meaningful change."**





# KRISSY BIRDSALL

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**Reporting & Multimedia Journalism,  
Spanish  
Sports Communication, Digital Studies**

## **Favorite SJMC Memory**

**"Joining WSUM Sports and covering Wisconsin Athletics has been a major highlight."**





# ANNA KLEIBER

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**Reporting & Multimedia Journalism,  
Political Science**  
Digital Media Analytics, Graphic Design,  
Art Studio

## **Favorite SJMC Memory**

"My favorite SJMC memory was when we had to write about Stoughton and every fake disaster that destroyed it in J202."





# SHANNON HARE

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**Strategic Communication,  
Communication Arts  
Digital Studies**

## **One Thing You Learned**

"One key lesson I'm taking from the SJMC is the power of strategic storytelling. Whether in journalism, marketing or digital media, I've learned how research and audience insights shape messages that truly resonate."





# CLAIRE FINGER

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**Strategic Communication**  
Global Health, Life Sciences

## One Thing You Learned

"I learned that networking should not be taken for granted in this industry."





# ALLISON COURTRIGHT

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**Strategic Communication, Psychology**  
Digital Media Analytics, Sports  
Communication

## **One Thing You Learned**

"Collaboration is key to be successful. We all bring such different perspectives and talents to the table, use them!"





# PAIGE STEVENSON

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**Reporting & Multimedia Journalism,  
International Studies**

## **Favorite SJMC Memory**

"Getting to interview the founders and hosts of a local Spanish-speaking radio program for a class project! It was such a unique opportunity that showed me exactly what I wanted to do with journalism."





# KAITLIN STIFELMAN

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**Strategic Communication**

## **One thing you learned**

“The SJMC has helped me refine my media planning skills, shaping me into a proficient strategic communicator. With the support of its invaluable resources and dedicated professors, I have been able to deepen my passion for communications and excel in my field.”





# RACHAEL GETREU

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**Strategic Communication**

Digital Studies, Digital Media Analytics

**One thing you learned**

"The SJMC taught me practical skills such as public speaking and proper grammar that I will continue to use for the rest of my career and life."





# MOLLY HUNKEN

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**Reporting & Multimedia Journalism,  
History**

Gender & Women's Studies, European  
Studies

**One thing you learned**

"Always triple check everything before putting  
your name on it"





# MARY QUINN

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**Strategic Communication**  
Environmental Studies

## **Favorite SJMC Memory**

“Learning new perspectives about media history from J560.”





# SOPHIA ROSS

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**Strategic Communication, Reporting &  
Multimedia Journalism**  
Sports Communication, Digital Studies

## **One Thing You Learned**

"I learned so much through my time in the SJMC, but above all else, I was taught to always be an empathetic and ethical reporter, not one who chases a story without a regard for the human lives involved in it."





# LEAH CORCORAN

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**Strategic Communication**  
Sports Communication,  
Entrepreneurship, Digital Media Analytics

## **One Thing You Learned**

"I will take away so many useful skills I learned throughout each course and project, but I will take away the friendships and connections I have made along the way with my peers."





# DANIELA SNYDER

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**Strategic Communication**  
Digital Studies

## **Favorite SJMC Memory**

“Getting to come up with a PR plan for the Office of Student assistance and support and getting to present to the clients.”





# SARA STANISLAWSKI

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**Reporting & Multimedia Journalism,  
Psychology**

Education & Educational Services

## **One Thing You Learned**

“My experiences in the SJMC grew my attention to detail, ability to think critically and passion for storytelling – all of which will benefit me in my career and personal life.”





# MADDIE QUICKSELL

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**Strategic Communication**  
Digital Studies

## One Thing You Learned

“That when you have a teaching staff that help create a healthy learning environment and are perfect role models, it’s next to impossible to not succeed in the SJMC.”





# SARAH RAY KIRSCH

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Reporting & Multimedia Journalism,  
English

Gender & Women's Studies

## One Thing You Learned

"Ethical reporting and how important community support can be when reporting!"





# JADIUS MCGHEE

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**Reporting & Multimedia Journalism**  
Sports Communications, History

## **Favorite SJMC Memory**

"My favorite memory of SJMC was working with my team in J202. Although the work was hard, the people I was surrounded by made it very enjoyable!"





# BRYNA GOEKING

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**Strategic Communication, Sociology**  
Digital Media Analytics

## **One Thing You Learned**

"How to turn a simple idea into a story."





# CATE TARR

---

**Strategic Communication, Reporting &  
Multimedia Journalism  
History**

## **Favorite SJMC Memory**

“My favorite SJMC memory is finalizing the final version of CURB Magazine in the J-School until 2am with our professor Stacy and all of my classmates!”





# ELISE KEITH

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**Strategic Communication,  
Communication Arts**

## **Favorite SJMC Memory**

"My favorite SJMC memory was the scavenger hunt for J202 in lab. Some of my favorite memories from the Jscool happened in those labs and made those three hours go by so much faster."





# SYDNEY STEIDL

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**Strategic Communication, Political  
Science, Legal Studies**  
Criminal Justice, Gender & Women's  
Studies

## **Favorite SJMC Memory**

“Getting to see Katie Culver teach a Media Law class dressed as a Founding Father.”





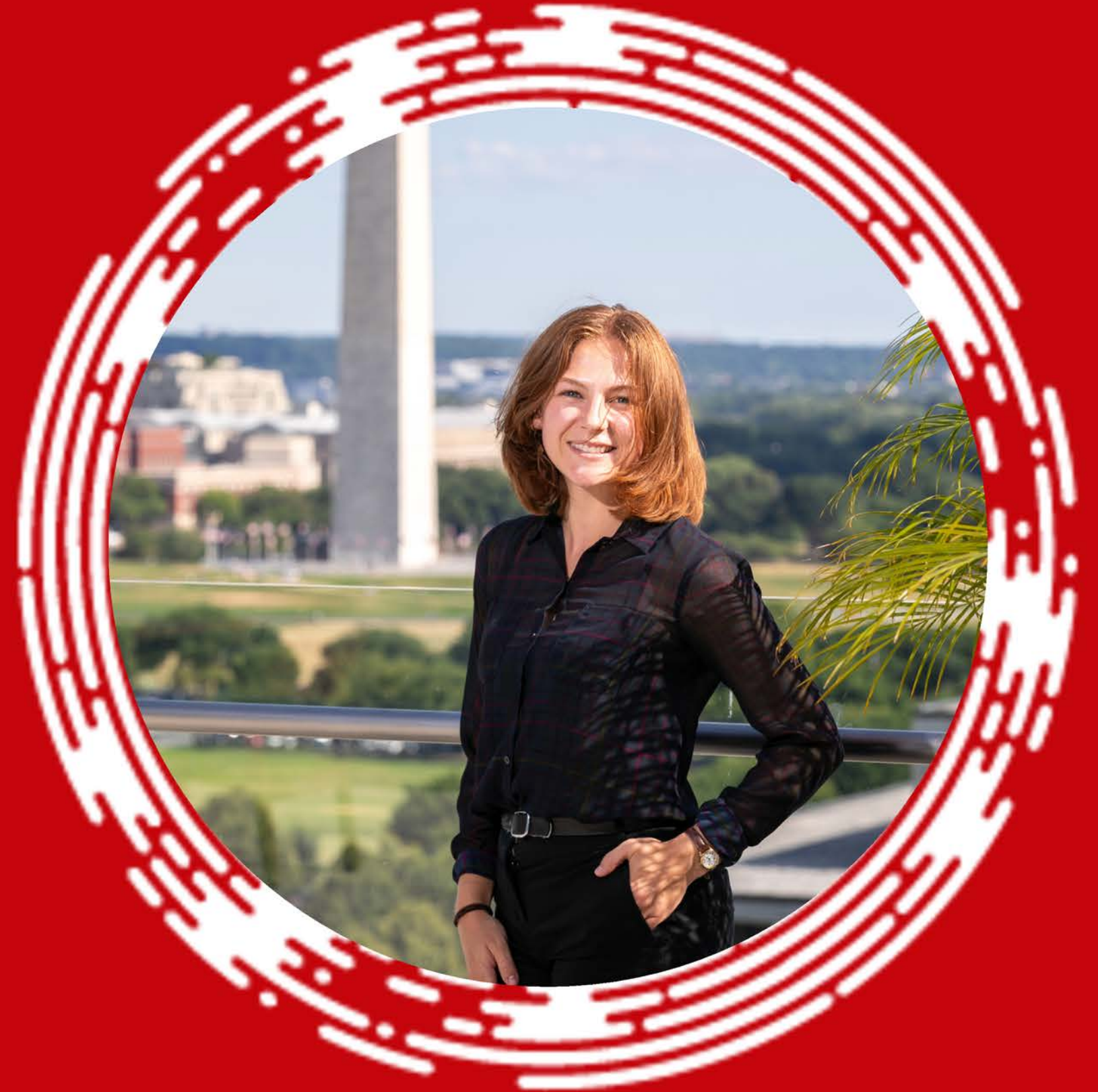
# CELIA HIORNS

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**Reporting & Multimedia Journalism,  
Political Science**  
Science Communication, Environmental  
Studies

## **One Thing You Learned**

"I learned how fulfilling it can be when someone trusts you to tell their story and your reporting makes an impact."





# PEYTON COX

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**Strategic Communication**

Sports Communication, Digital Studies

## **One Thing You Learned**

"One of the biggest things I learned is how to work effectively on a team to create a campaign. The amount of group work these last three years consisted of allowed me to really get to know my classmates and understand what it takes to be a good teammate."





# LAUREN INGRASSIA

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**Strategic Communication**

Digital Studies, Digital Media Analytics

## **One Thing You Learned**

"I learned the importance of being driven and detail-oriented. Without fail, putting in this extra effort produces effective and impressive results!"





# ANDREA BREHOVSKA

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**Strategic Communication, Reporting &  
Multimedia Journalism, Psychology  
Textiles and Design**

## **Favorite SJMC Memory**

**"I loved my time in Curb! The whole semester was so fun full of lots of hard work, laughs, an amazing magazine and memories."**





# AVA MCNARNEY

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**Strategic Communication, English**  
French

## **One Thing You Learned**

“How to create pretty much anything in InDesign through Curb Magazine!”





# CHARLOTTE RELAC

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**Strategic Communication, Reporting &  
Multimedia Journalism**  
Digital Studies

## **Favorite SJMC Memory**

“Winning best website for our final project with my J202 group was pretty amazing. It really set the tone for the rest of my academic journey in SJMC and gave me early confidence that I was meant to be doing this.”





# MATTHEW SILLETTI

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Strategic Communication, Reporting &  
Multimedia Journalism

## One Thing You Learned

"The J school taught me how to think critically about situations and be the best version of myself."





# IAN WOODROW WILDER

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**Strategic Communication, Reporting &  
Multimedia Journalism, Political Science**  
Public Policy, Sports Communication

## **Favorite SJMC Memory**

"I'll never forget the club work, group projects and out of class work I did with fellow SJMC students. It's there that I fostered the lifelong connections and friendships that I'll take with me well beyond graduation."





# MADELINE HAINES

---

Reporting & Multimedia Journalism,  
English

One Thing You Learned

"There is always a story to find."





# MATTHEW GIFFORD

---

Strategic Communication

Favorite SJMC Quote

"Great is the enemy of good." – Pete Long





# NOAH MAZE

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**Reporting & Multimedia Journalism,  
Legal Studies  
Criminal Justice**

## **Favorite SJMC Memory**

**"When Katy Culver taught my Journalism Law  
class dressed like a founding father."**





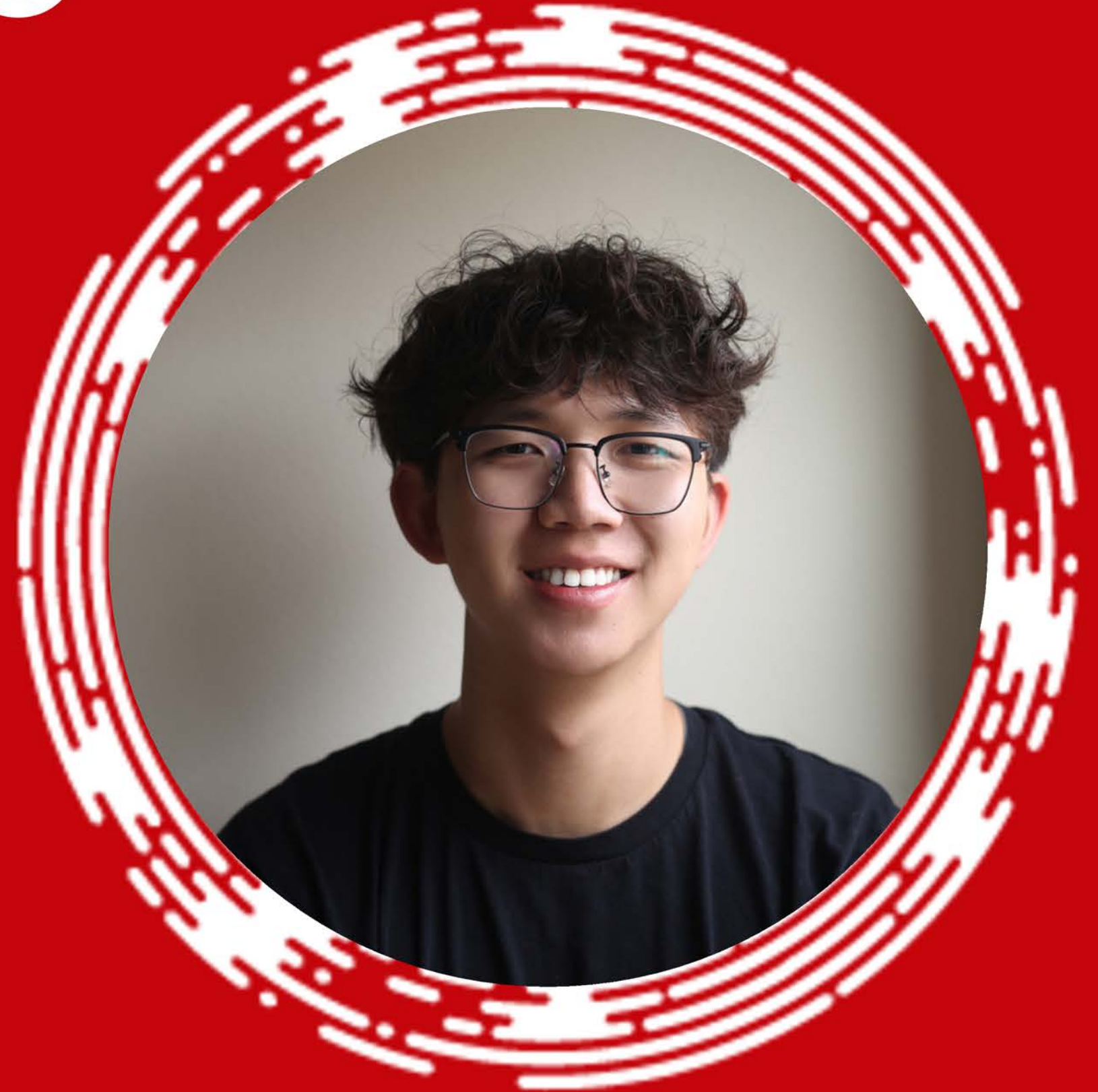
# HAOHANG OTTO XIN

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**Strategic Communication, Data Science**  
Digital Media Analytics

## One Thing You Learned

"Stay curious and rigorous. Stand with truth and approach every story with integrity, empathy and a commitment to uncovering deeper meaning."





# ABIGAIL MEYER

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Strategic Communication, Economics

## One Thing You Learned

"The value of having confidence while presenting... or the AP Stylebook front to back!"





# SOPHIE WALK

---

**Strategic Communication, Reporting &  
Multimedia Journalism**  
Digital Studies

## **Favorite SJMC Memory**

“One of my favorite memories from my time at the SJMC was proof day for CURB magazine. Although it is a long and grueling day, my team and I bonded in such a strong way. We had lots of snacks, laughs and even watched the Packer game together.”





# HAILEY YANG

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**Strategic Communication**

## **Favorite SJMC Memory**

“My favorite SJMC memory is when my group won the award for best website for the J202 Final Project. That was the first time I felt assured confidence about my future in journalism.”





# MINGWEI LIU

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## **Strategic Communication**

Digital Studies, Educational Policy  
Studies

## **Favorite SJMC Memory**

"Working in groups and even with a non-profit organization for one of my classes was fascinating, and I learned a lot from those hands-on experiences."





# HALLE PIETZ

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## Strategic Communication

Digital Studies, Sports Communication

## One Thing You Learned

"I have learned the importance of research and strategy when it comes to creating impactful campaigns."





# ERICA BUNTING

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**Strategic Communication**  
Sports Communication

## **Favorite SJMC Memory**

"My favorite SJMC memory is in J202, when I went onto State Street during class time to conduct interviews with random students. I did this with a big group of girls in my class, and we had so much fun talking to people and running around campus on a time crunch."





# CAMERON WILHORN

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**Reporting & Multimedia Journalism,  
Communication Arts**  
Sports Communication

## **Favorite SJMC Quote**

"It's not about the size of the story the journalist tells, it's the story of the size of the journalist."





# JUDE WOYTHALER

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**Strategic Communication**

## **Favorite SJMC Memory**

"My favorite SJMC memory is when my J202 group won the app competition for our creation 'Venture.'"





# KATE O'MALLEY

---

Strategic Communication,  
Political Science

One Thing You Learned

"Not to use the Oxford Comma."





# DYLAN VANDER SANDEN

---

## **Strategic Communication**

Digital Media Analytics, Sports  
Communication

## **One Thing You Learned**

"How to make yourself useful in any given situation."





# ELLA GORODETZKY

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**Reporting & Multimedia Journalism,  
Political Science**  
Gender & Women's Studies

## **Favorite SJMC Memory**

"My favorite SJMC memory is working as Copy Chief for The Daily Cardinal and the late print nights in Vilas."





# MOLLY PETERS

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**Strategic Communication**  
Digital Studies

## One Thing You Learned

"How to get out of your comfort zone and push yourself."





# LILY GOULD

---

**Strategic Communication**  
Social Justice & Education

## **One Thing You Learned**

"I have learned the importance of working collaboratively and I apply these skills in my work."





# TAYLOR OLGIN

---

**Strategic Communication,  
Political Science**

## **One Thing You Learned**

**"Anything from Anatomy of Message Strategies  
with Tom Beckman -- this class truly made me feel  
prepared for the work force."**





# HAILEY RAVITZ

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**Strategic Communication**  
Digital Studies

## One Thing You Learned

"I developed strong collaboration skills and learned how to be a respectful and supportive peer when working with others."





# LILY SPANBAUER

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Reporting & Multimedia Journalism

## One Thing You Learned

"From the mouth of the great Joan Didion, 'We Tell Ourselves Stories in Order to Live.' The SJMC emphasized the importance of tellings stories—especially that of overlooked and unrepresented groups—and I will forever carry that with me."





# FAITH STOKES

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**Strategic Communication, Reporting &  
Multimedia Journalism**

## **One Thing You Learned**

"I learned how versatile the field of journalism is and I am excited for all the opportunities I will be exposed to."





# ABBY MCWILLIAMS

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## Strategic Communication

Digital Studies, Digital Media Analytics

## One Thing You Learned

"The people are what make the program as successful and prestigious as it is. Spend the time to make meaningful connections, you'll thank yourself for it later."





# ELLIE CULVER

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**Strategic Communication, Reporting &  
Multimedia Journalism**  
Sports Communication, Digital Studies

## **Favorite SJMC Memory**

"Spending 18 hours in 2195 Vilas with 25 of my favorite people for Curb Proof Day!"





# KALI MICK

---

**Strategic Communication**  
Sports Communication

## One Thing You Learned

“Every person, place and thing has a story, and it's our job as communicators to make sure they're told in creative and respectful ways.”





# AMARA ALEXANDER

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## **Strategic Communication**

Gender & Women's Studies, Sports  
Communication

## **One Thing You Learned**

"I have learned to accept feedback in stride and use it to help me grow as a communicator."





# NICOLE BARROCAS

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**Strategic Communication**

Digital Studies

## **Favorite SJMC Memory**

"We went on a scavenger hunt for one of our classes and went to a pizza restaurant where our waiter told us about his professional experience."





# MELANIE GUBERNIK

---

**Strategic Communication**  
Digital Studies

## One Thing You Learned

“Whether it was through classes, group projects, or hands-on experiences, I learned how to tell stories that matter, and that is something I’ll carry with me in everything I do moving forward.”





# BRIDGET DOYLE

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**Strategic Communication, Reporting &  
Multimedia Journalism**

## **One Thing You Learned**

"I am so lucky to have made such amazing connections with my classmates and professors, and through these connections I've learned that the people you surround yourself with completely shape your experience. These relationships have not only helped me grow, but they're ones I'll carry with me wherever I go."





# AALIYAH BOWERS

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**Strategic Communication**  
Sports Communication

## **Favorite SJMC Memory**

"My favorite SJMC memory has to be the hands-on experience in J464: Public Relations Strategies with Debra Pierce. Working with a real client, with a group of seven amazing classmates, has furthered my understanding of a public relations strategy and furthered my confidence in wanting to work in PR after graduation."





# MAEGHAN CHASE

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Strategic Communication

## One Thing You Learned

"In the wise words of Professor Adam Schrager: kindness goes a long way, and the impact we make on others is everything -- both in journalism, and in life."





# ELIZABETH SHOOP

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**Strategic Communication, Reporting &  
Multimedia Journalism**

Digital Media Analytics, Sports  
Communication

**Favorite SJMC Memory**

"My favorite SJMC memory is a tie between Curb  
Proof Day and the Curb Launch Party!"





# REESE DIETHRICH

---

**Strategic Communication**  
Communication Arts

## One Thing You Learned

"The SJMC taught me that storytelling is the universal connector. No matter the platform, a well-told story can truly make a difference."





# CHARLOTTE FINK

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**Strategic Communication**

## **Favorite SJMC Memory**

“My favorite SJMC memory is doing a scavenger hunt with our class and running around campus taking pictures as a group. It showed me how interactive the SJMC really is and showed how much the SJMC highlights collaboration and teamwork.”





# CLARE BROGAN

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**Strategic Communication, Reporting &  
Multimedia Journalism, Political Science**

## **One Thing You Learned**

**"How to write or speak clearly, concisely, and  
effectively in any situation."**





# MARIELLE IANNELLA

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**Strategic Communication**  
Public Policy

**Favorite SJMC Memory**  
"The wild ride that was J202!"





# MARLEY COMITO

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**Reporting & Multimedia Journalism,  
Spanish**  
Digital Studies

## **Favorite SJMC Quote**

"Be prepared to make mistakes." – Adam Schrager





# VIOLET BLUESTEIN

---

**Strategic Communication**

Digital Studies

## **One Thing You Learned**

"The power of good storytelling – everything has a human element that will make your story stick, make sure to find it."





# MAGGIE CLEARY

---

**Strategic Communication, Reporting &  
Multimedia Journalism**

Digital Media Analytics, Political Science

## **One Thing You Learned**

“Don't be afraid to ask for help and collaborate with others when you are feeling stuck. Some of my best work and ideas have come from talking things through with my classmates and professors!”





# BRENNA REMMEL

---

**Strategic Communication**  
Graphic Design

## One Thing You Learned

“Make connections and reach out to people! Networking is so important, and you can gain amazing relationships that will stick with you for life.”





# HALEY GROSS

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**Strategic Communication, Reporting &  
Multimedia Journalism**

Entrepreneurship, Digital Media Analytics

## **One Thing You Learned**

“Storytelling is at the heart of everything. Whether it's through a news article, a feature piece, or even something like a brand message or campaign, the ability to connect with people through a narrative is what makes writing impactful, and that's a skill I know I'll carry with me.”





# OLIVIA BARTMAN

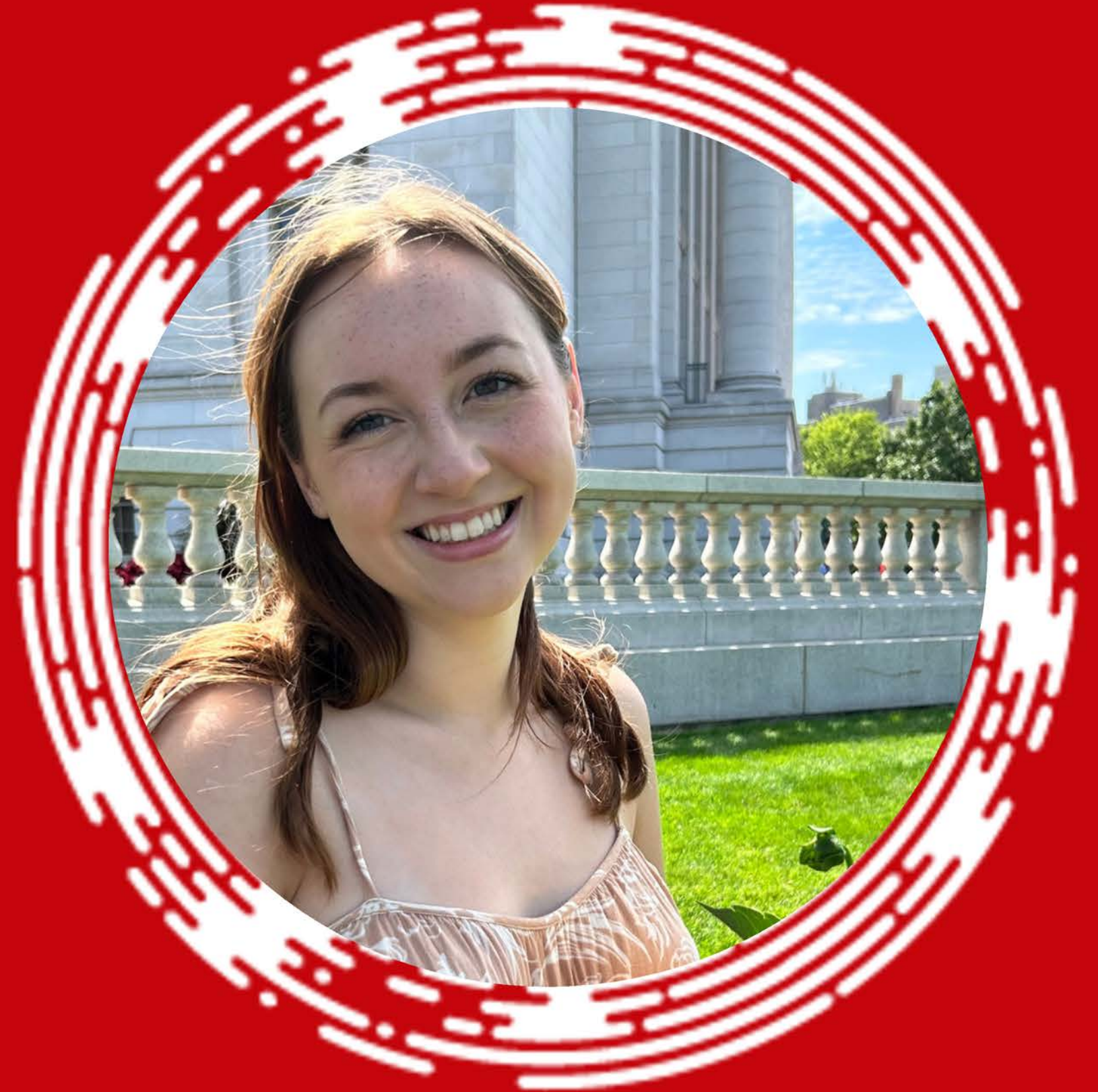
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## Strategic Communication

Education Policy, Gender & Women Studies

## Favorite SJMC Memory

“Meeting with prospective SJMC students during drop-in advising as a Director's Fellow!”





# AVIANNA HITE

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**Strategic Communication, Reporting &  
Multimedia Journalism, English**

## **One Thing You Learned**

“One thing I learned from the SJMC that I will take with me is the power of storytelling – how to create messages that not only inform people, but also inspire them and connect with them on a deeper level.”





# ELENA MCCOSH

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**Strategic Communication, French**  
Developmental Economics, Leadership

## **Favorite SJMC Memory**

“My favorite SJMC memory is taking J202 with Katy Culver, especially my individual story on multicultural identities!”





# REBEKAH IRBY

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Strategic Communication, Reporting &  
Multimedia Journalism

One Thing You Learned

"How to write a fierce article."





# HANNA LECAVALIER

---

**Strategic Communication**

Sports Communication

## **One Thing You Learned**

"One thing I learned throughout my time in the SJMC is how to be a great storyteller. I learned how to leverage this skill not only in my writing, but also in interviews and at my internships."





# ALEXANDRA MEYER

---

Reporting & Multimedia Journalism,  
Communication Arts

## One Thing You Learned

"I learned that Journalism encompasses a wide set of skills that are applicable in many different fields. Also, I learned that my passion is creating audio stories."





# LAUREN AGUILA

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**Strategic Communication, Reporting &  
Multimedia Journalism**

Digital Media Analytics, Chican@ & Latin@  
Studies

**Favorite SJMC Memory**

"Taking J345 with Pete Long and J417 with Stacy  
Forster!"





# OLIVIA FRANKEL

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## Strategic Communication

Digital Studies, Digital Media Analytics

## Favorite SJMC Memory

"One of my favorite SJMC memories was the final stretch of our group project in J202, our lab came together during those last few weeks, and we went from classmates to real friends."





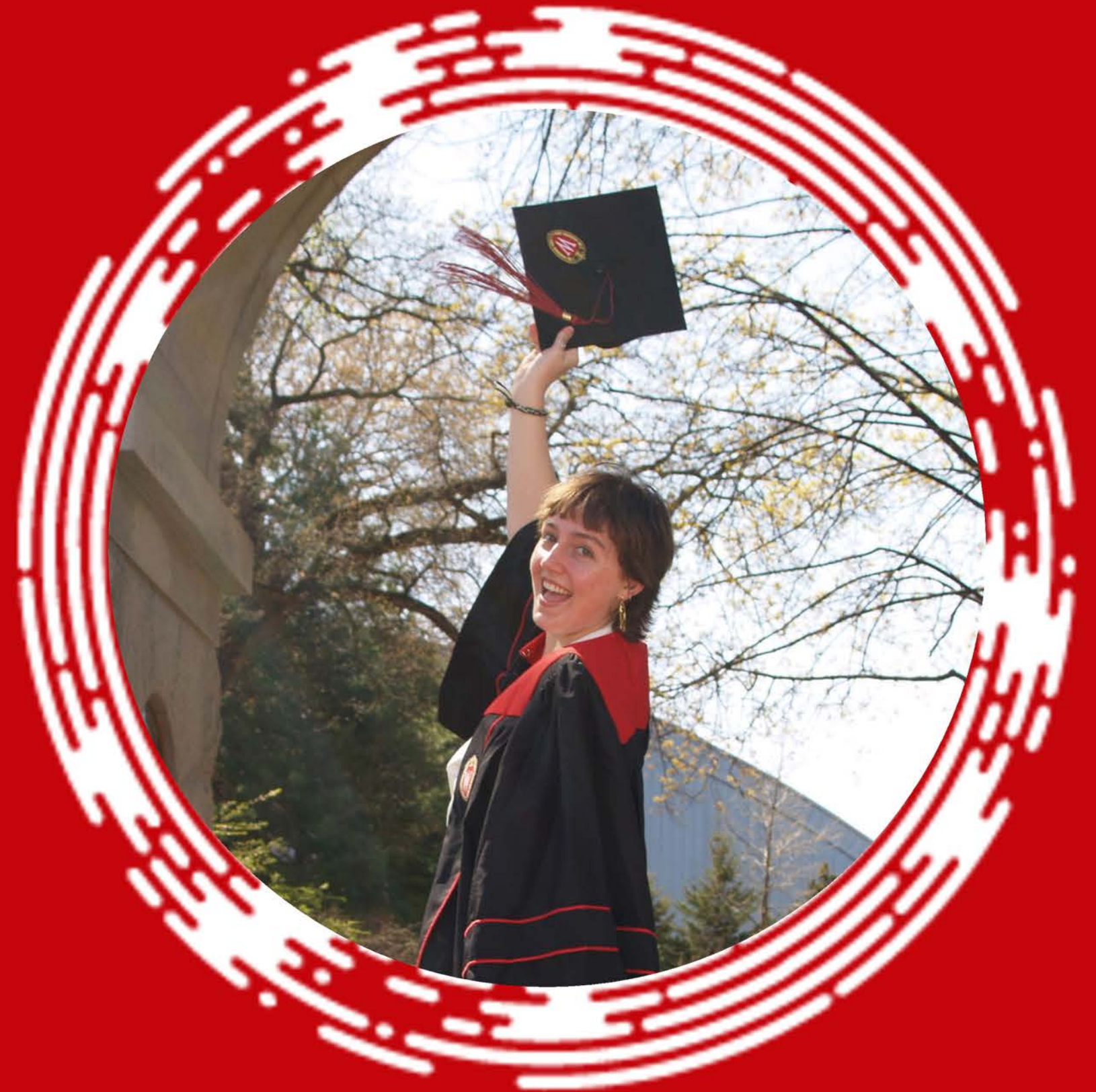
# JANE MCCAULEY

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Reporting & Multimedia Journalism,  
Spanish

## One Thing You Learned

"Jacob Kushner, my former international reporting professor, taught our class the kind of compassion, seriousness and empathy necessary when covering sensitive issues that I have utilized not only in the field, but in my own life outside of reporting. I also unfortunately do not use the Oxford comma anymore."





# CHARLIE NACHSIN

---

**Strategic Communication**  
Sports Communication

## **Favorite SJMC Memory**

"My favorite memory is when I got to interview various people who own small business in Madison, including Mediterranean Cafe, Anthropology, and Art Gecko."





# ELISABETH CHARNEY

---

**Strategic Communication**

Sports Communication, Digital Studies

## **One Thing You Learned**

"I learned that your first job does not define you (Rob Master) and that clear and concise is always best (Katy Culver). I will take these two pieces of advice with me for the rest of my life."





# ALAINA RIETMANN

---

**Strategic Communication**

Digital Studies

**Favorite SJMC Quote**

"Look up more and down less." – Rob Master





# MARGARET SOVAK

---

**Strategic Communication**

Digital Media Analytics

## **One Thing You Learned**

"I've learned how to combine creativity and data to tell stories to influence and inspire people."





# ALEXIS KINTZELE

---

**Strategic Communication, Reporting &  
Multimedia Journalism**

Digital Media Analytics, Digital Studies

## **Favorite SJMC Memory**

“My favorite memory at SJMC was being in class with Deb Pierce for J464, hanging out with my agency group while working on our assignments together for her class!”





# JACK SCHARFF

---

**Strategic Communication, Reporting &  
Multimedia Journalism**  
Digital Cinema Production

## One Thing You Learned

"I remember when David Maraniss came in and told us about his "4 Legs of a Table" Method. 1) Go to the location, whatever that means. 2) Find the documents. 3) Interview as many people as possible. 4) Find what is not there."





# JEWELL PETROWITZ

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**Strategic Communication, Reporting &  
Multimedia Journalism**  
Environmental Studies, Folklore

## **One Thing You Learned**

“How to tell a story! It sounds so simple, but the SJMC has absolutely opened my eyes to the many ways you can effectively portray any kind of narrative.”





# WINN BARTOS

---

## **Strategic Communication**

Entrepreneurship, Digital Media Analytics

## **Favorite SJMC Memory**

"My favorite memory was helping to make a strategic plan for the Digital Media Analytics Certificate because I ended up declaring the certificate the following semester."





# ALYSIA SERTERIDES

---

**Strategic Communication**

Digital Media Analytics

## **One Thing You Learned**

"Most importantly, I learned that versatility is key in an ever-changing society like ours. Through coursework, internships, and hands-on experiences, I developed skills in writing, media strategy, research, and digital content creation, all while learning how to adapt to new technologies and constantly shifting media/digital landscapes."





# HAILEY STILES

---

## **Strategic Communication**

Entrepreneurship, Digital Media Analytics

## **Favorite SJMC Quote**

"One must possess vision, and be brave enough to ask 'why not?'"





# CHARLOTTE SAX

---

**Strategic Communication,  
Communication Arts**

## **One Thing You Learned**

"I learned to be more confident in my professional skills and to seek as many new opportunities as possible, even if they intimidate me."





# BRIGID ZEI

---

**Strategic Communication, International  
Studies**

German, European Studies

## **One Thing You Learned**

“Collaboration, teamwork and communication are all extremely important for creating high quality work.”





# TONY XIAO

---

**Strategic Communication, Reporting &  
Multimedia Journalism, Communication  
Arts**

Digital Cinema Production

## **Favorite SJMC Memory**

"My favorite SJMC memory is critiquing each other's stories at JOURN 475."





# TIFANNIE ROSEN

---

## **Strategic Communication**

Digital Media Analytics, Science  
Communication, Gender & Women's Studies

## **Favorite SJMC Memory**

“Walking around campus with Bridget Doyle in a  
blow-up cow suit for PR Strategies class.”





# MEGAN KELLY

---

**Strategic Communication,  
Communication Arts**  
Digital Studies, Entrepreneurship





# SERENA JORDAHL

---

**Strategic Communication, Reporting &  
Multimedia Journalism**

Gender & Women's Studies, Sustainability

## **Favorite SJMC Memory**

"My favorite SJMC memory was spending all day (and night!) with my classmates in Vilas proofing our final magazine spreads for Curb!"





# MIRA GORTON

---

**Strategic Communication, Economics  
Entrepreneurship**

## **One Thing You Learned**

**"The world is filled with stories, and the power of communications allows us to tell them in a way that builds community, encourages learning and allows for growth and the betterment of society."**





# MOLLY ZEDECK

---

Strategic Communication,  
Communication Arts

One Thing You Learned

"Always have a POV!"





# ABIGAIL HEIDTKE

---

**Strategic Communication, Reporting &  
Multimedia Journalism**

Digital Studies, Digital Media Analytics

## **Favorite SJMC Memory**

“Working with Duesterbeck's Brewing Company in J464 with Deb Pierce, the real client experience is something I will remember forever.”





# BECCA ABRAMSON

---

## Strategic Communication

Digital Studies, Sports Communication

## One Thing You Learned

“One thing I learned from the SJMC that I will take with me is the power of transferable skills—like clear communication, adaptability, and strategic thinking. These skills did not just help me succeed in class projects or internships, they have also shaped how I approach everyday life. ”





# MAIA GROOM

---

**Strategic Communication, Reporting &  
Multimedia Journalism, Communication  
Arts**

Digital Studies

**One Thing You Learned**

"Check your facts, then check them again.  
And again."





# SYDNEY CLAFLIN

---

**Strategic Communication, Reporting &  
Multimedia Journalism**  
Sports Communication

## **One Thing You Learned**

“The SJMC taught me to step outside my comfort zone and showed me the value of collaboration. I wouldn’t have met some of my closest friends in the SJMC if I hadn’t gotten to know them beyond schoolwork, so I will take that moving forward into my professional career.”





# KATE SARVADY

---

**Strategic Communication, Sociology**  
Gender & Women's Studies

## One Thing You Learned

"The importance of choosing to surround yourself with good people (from Pete Long's class)."





# AVA HARMER

---

**Strategic Communication**

Digital Studies

## One Thing You Learned

"Always be curious and do not be afraid to ask questions."





# ELLA BUFFALO

---

**Strategic Communication, Legal  
Studies**

## **Favorite SJMC Memory**

"I had a great time while I was in Curb! I met so many new people and made friends I never would have made. The launch party for the magazine was the best night!"





# ISABELLE YOUNG

---

Strategic Communication

## One Thing You Learned

"The importance of advocating for your story and creating your own opportunities."





# HANNAH MCGOVERN

---

**Strategic Communication, Political  
Science**

## **Favorite SJMC Memory**

**"Sitting on the Vintage patio with my lab after  
our J202 final presentation."**





# SOPHIA SCOLMAN

---

Reporting & Multimedia Journalism,  
History

**Favorite SJMC Memory**

"Katy Culver's Media Law Class <3"





# MARY KATE MORAN

---

**Strategic Communication, Political  
Science**  
History

## **Favorite SJMC Memory**

"Having the opportunity to speak to and learn from so many interesting and accomplished people throughout all of my J-school courses."





# CAROLINE KAY

---

**Strategic Communication, Reporting &  
Multimedia Journalism**  
Consulting

## **One Thing You Learned**

“How to write succinctly and clearly! Learning how to communicate with an audience in a way that they will understand, while getting to the point quickly, is a true skill. I can also make a killer presentation deck now, utilizing a variety of displays to make information visibly appealing without being overwhelming.”





# CARSON MCGRATH

---

**Strategic Communication, Reporting &  
Multimedia Journalism**  
Political Science

## **Favorite SJMC Memory**

"Spending 16 hours in 2195 Vilas for proof day was the longest but most fun day I ever had in the SJMC!"





# SPENCER SHAPIRO

---

**Strategic Communication, Reporting &  
Multimedia Journalism**  
Sports Communication

## **One Thing You Learned**

"I learned about the various roles within the journalism and mass communication industry and developed an understanding of the importance of writing clearly and concisely."





# JULIA CYGANIAK

---

**Strategic Communication**  
Sports Communication

**One Thing You Learned**  
"Always advocate for yourself!"





# ELLA HANLEY

---

**Strategic Communication**  
Criminal Justice

## One Thing You Learned

"The importance of ethical journalism standards."





# SANJEEV ANAND

---

**Reporting & Multimedia Journalism,  
Economics**

## **Favorite SJMC Memory**

“Sharing creative non-fiction pieces during Journalism 405's roundtable discussions – witnessing firsthand how reflective and literary journalism can be, as well as how talented my peers at the SJMC are.”





# ESTHER LI

---

**Strategic Communication,  
Communication Arts**

Digital Cinema Production, Art Studio,  
Digital Media Analytics, Entrepreneurship

**Favorite SJMC Quote**

"A brand for everybody is a brand for nobody."





# OLIVIA COZZINI

---

**Strategic Communication,  
Communication Arts**  
Theatre, Digital Studies

## **Favorite SJMC Memory**

"My favorite SJMC memory was when I took J201 and realized, 'Wow, this is where I was meant to be all along.'"





# MIKE HALL

---

**Reporting & Multimedia Journalism**  
Sports Communication

## **Favorite SJMC Memory**

"I loved curating the J202 website. It was definitely difficult in the moment, but it was beyond fulfilling when I completed it."





# CLAIRE BORGELT

---

Strategic Communication, Reporting &  
Multimedia Journalism

One Thing You Learned

"AP Style tips, of course!"





# LAUREN KAUFMANN

---

**Strategic Communication**  
Digital Studies

## **Favorite SJMC Memory**

“Coming into the SJMC program was intimidating at first—I didn’t really know anyone and felt out of place. But from the very first day of J202, I started forming friendships that have stuck with me ever since. It’s wild to think that some of my closest friends today are people I met during those early group projects.”





# ALANA PANG

---

**Strategic Communication**

Digital Cinema Production, Theatre

**One Thing You Learned**

"Communication is the key!"





# CHRISTA KLAIS

---

Strategic Communication

## Favorite SJMC Memory

"Becoming friends with my j202 lab mates and my TA Binbin supporting my music!"





# NOA CHAMBERLIN

---

**Strategic Communication, Reporting &  
Multimedia Journalism**  
Digital Cinema Production

## **Favorite SJMC Memory**

“One of my favorite memories from the SJMC is being part of Curb Magazine—collaborating with classmates, workshopping stories and bonding as we brought a shared vision to life. It was incredibly rewarding to see our individual contributions come together in a publication we could all be proud of.”





# SUSANNAH RADICK

---

## **Strategic Communication**

Digital Studies, Digital Media Analytics,  
Environmental Studies

## **Favorite SJMC Memory**

"All of the time spent with my J202 lab friends!  
They turned into family and I could not be more  
grateful for the SJMC for bringing us together."





# JENNIFER OROZCO MONTOYA

---

**Strategic Communication**

Chican@ and Latin@ Studies

## One Thing You Learned

“One thing I learned from the SJMC is the power of storytelling to connect with people. I learned to chase facts, write on deadline, and understand why my voice matters. The SJMC instilled in me a commitment to truth, fairness, and empathy that I will carry with me as I grow my career.”





# MIA QUIGLEY

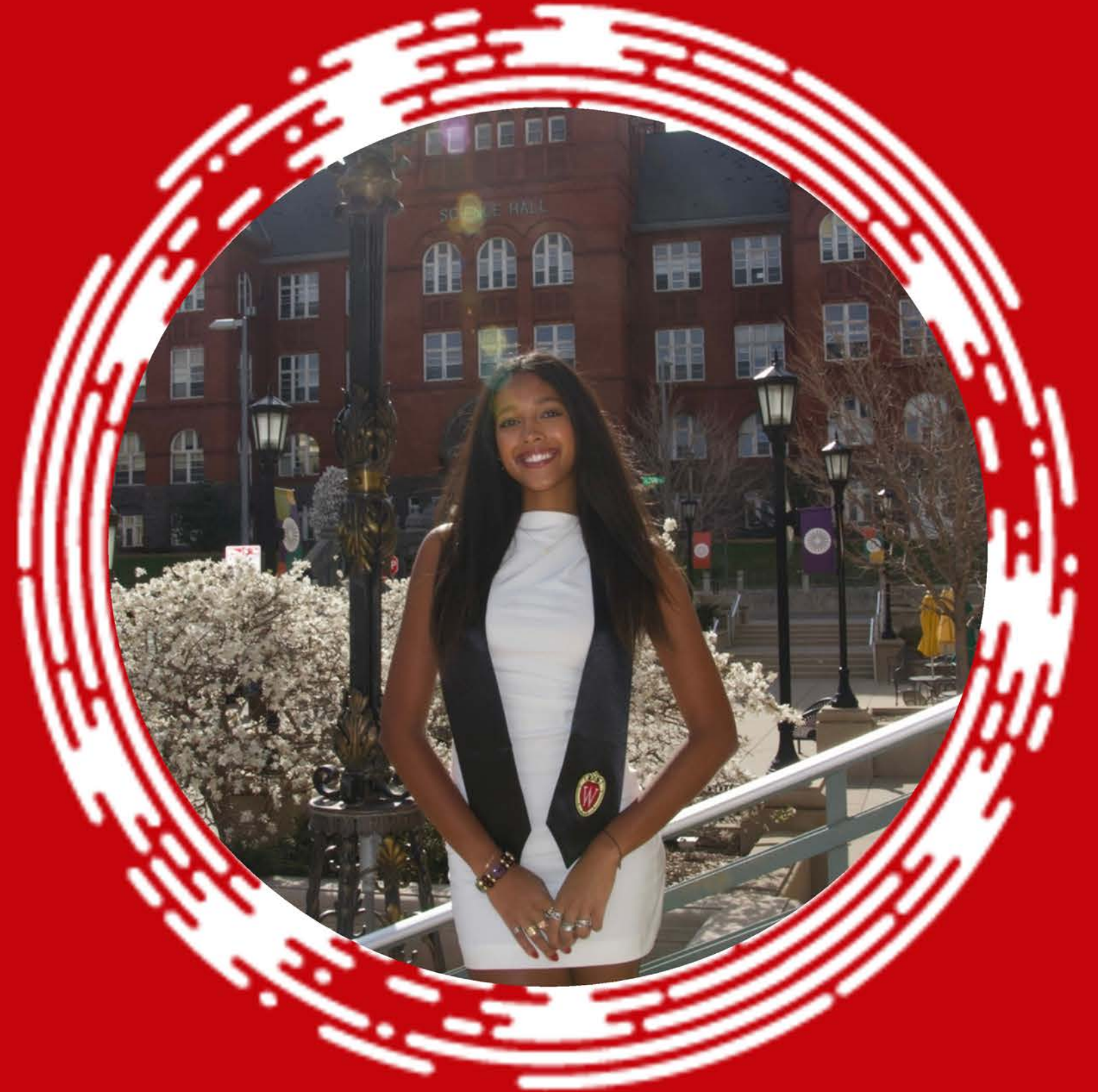
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## Strategic Communication

Digital Media Analytics, Textiles & Design

## One Thing You Learned

“One thing I learned from SJMC is how impactful the power of storytelling is on our world and to never be afraid to share my own creativity and stories with others.”





# LILY MORNINGSTAR

---

**Strategic Communication**  
Digital Studies

**Favorite SJMC Quote**

"Connect. Collaborate. Create."





# CAROLINE KIVLEHAN

---

Strategic Communication

## One Thing You Learned

"Be a lighthouse in a world of chameleons. (A lesson I learned from Eating the Big Fish, a textbook from Pete Long's brand management course.)"





# MORGAN FELLER

---

**Reporting & Multimedia Journalism,  
Communication Arts**  
Sports Communication

## **Favorite SJMC Memory**

"Seeing all my hard work for CURB Magazine pay off."





# AVA TEWS

---

## Strategic Communication

Digital Studies, Digital Media Analytics

## One Thing You Learned

"The SJMC taught me how to ask the right questions, network, and confidently navigate the ever-evolving digital media world."





# KIERA PATTERSON

---

**Strategic Communication, Reporting &  
Multimedia Journalism**

Sports Communication, Digital Media  
Analytics

## **Favorite SJMC Memory**

"My favorite SJMC memory is J202 that class not only pushed me but it was so fun to get close with all the people in the class!"





# ABIGAIL ROSIN

---

## **Strategic Communication**

Digital Studies, Science Communication,  
Environmental Studies

## **Favorite SJMC Memory**

"My favorite SJMC memory is when I went on a networking trip to Chicago with my club, Association for Women in Communication. We met professionals from a global PR firm and talked to SJMC alum at the McDonald's Headquarters."





# AVA WINDEL

---

## **Strategic Communication**

Business, Digital Media Analytics,  
Digital Studies

## **Favorite SJMC Memory**

"You truly can meet your best friends in J202!"





# BEN KAPP

---

## **Reporting & Multimedia Journalism**

Digital Media Analytics, Business  
Fundamentals, Political Science

## **Favorite SJMC Memory**

"Any class with Stacy. She doesn't mess around!"





# LEXI SPEVACEK

---

**Reporting & Multimedia Journalism**  
Photography, Gender & Women's Studies

## One Thing You Learned

"I learned to pay attention to every detail in my writing and reporting."





# NATALIE CHAKAR

---

**Strategic Communication**

Digital Media Analytics

**One Thing You Learned**

"How you tell the story matters more than the story itself."





# TESSA DEVINE

---

## Reporting & Multimedia Journalism

Digital Media Studies, Gender & Women's  
Studies

## One Thing You Learned

"Adam Schrager drove home the importance of  
tight shots when shooting video!"





# NOAH METZ

---

**Reporting & Multimedia Journalism,  
Political Science**

History, Sports Communication,  
Jewish Studies

## **Favorite SJMC Memory**

"I really enjoyed Katy Culver's media law class. That class is one of the main reasons that I am applying to law school!"





# ELLIE POLEN

---

**Strategic Communication**  
Digital Studies

**One Thing You Learned**

"How to communicate more effectively."





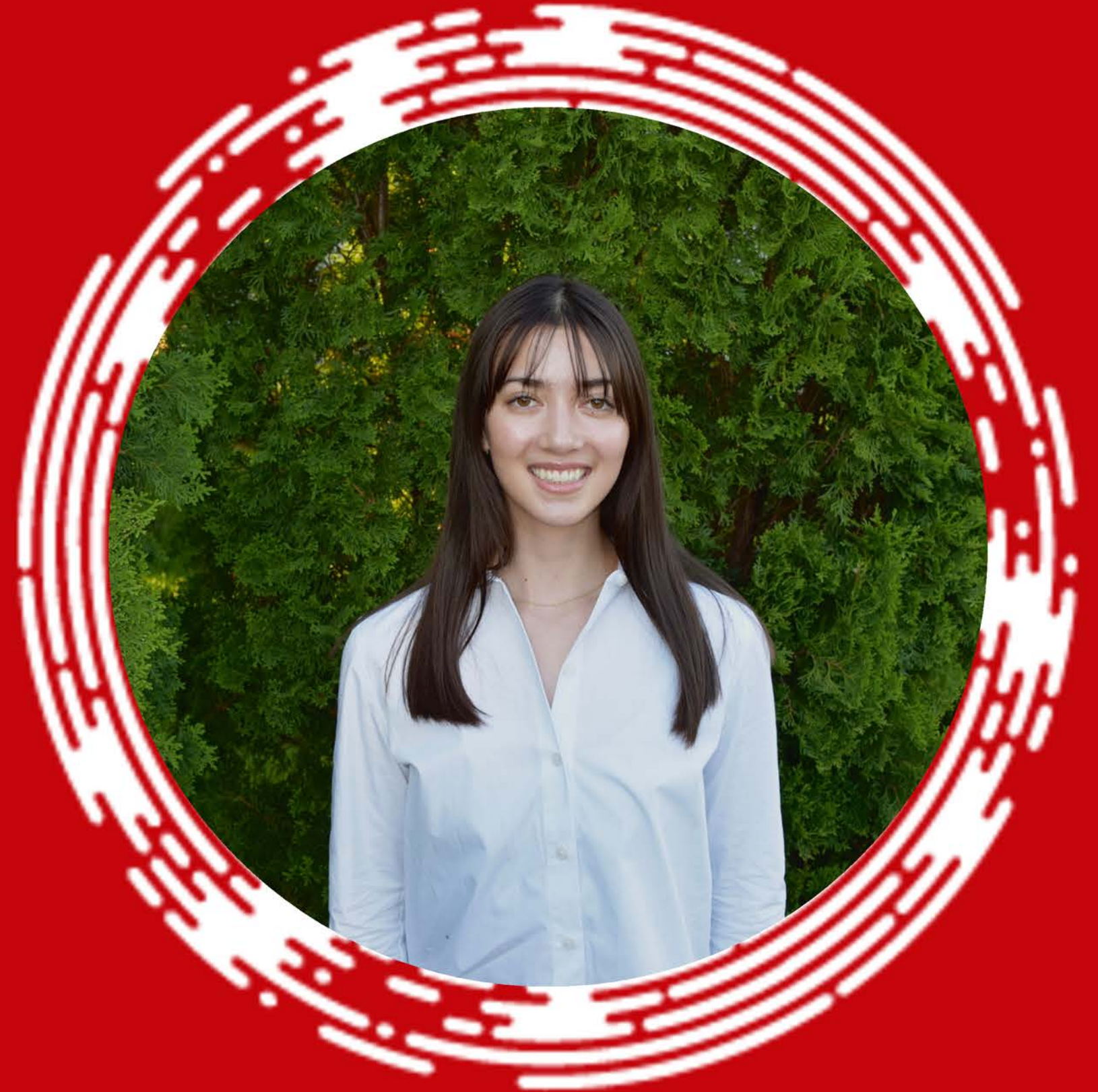
# GABRIELLE TRIELOFF

---

**Strategic Communication**  
German

## One Thing You Learned

“Imagery and precision are essential in communications. Don’t let the word choose the meaning--let the meaning choose the word.”





# ELLA BEYER

---

**Strategic Communication**  
Criminal Justice

**One Thing You Learned**

"Teamwork is so important and valuable."





# MARIJA MARKOVIC

---

**Strategic Communication,  
Communication Arts**  
European Studies

## **Favorite SJMC Memory**

“My favorite SJMC memory is definitely my entire J202 experience. The group was super fun, and I learned so much from my peers and the coursework. It definitely shaped the rest of my SJMC experience and I am super grateful!”





# AMELIA ZOLLNER

---

Reporting & Multimedia Journalism,  
Communication Arts  
Game Design

## One Thing You Learned

"I know exactly what to do in case I ever get assigned to report on a train derailment in Stoughton!"





# LILLIAN MIHELICH

---

**Reporting & Multimedia Journalism**

Digital Studies, Political Science

## **Favorite SJMC Memory**

“Being in CURB with my amazing business team. Building a magazine was a tremendous experience!”





# AINSLEY SKOMAL

---

**Strategic Communication, Psychology**

## **Favorite SJMC Memory**

“My favorite SJMC memory is when my Creative Campaign Strategies class with Doug McCleod went to visit Milwaukee and the Village of Shorewood local government. That was a super cool project and I loved working with the clients as well as my peers!”





# ENRIQUE MURGUIA

---

**Strategic Communication, Reporting &  
Multimedia Journalism**

Sports Communication, Digital Media  
Analytics

**Favorite SJMC Memory**

"Everything from J335 with Adam Schrager."





# TAYLOR RIPP

---

## **Strategic Communication**

Sports Communication, Digital Studies,  
Digital Media Analytics

## **Favorite SJMC Quote**

"Your first job does not define you." -Rob Master





# JOELLE LEIGLAND

---

**Strategic Communication, Reporting &  
Multimedia Journalism**

## **Favorite SJMC Memory**

"The opportunity to contribute to community outreach and collaboration with the middle schoolers at the Bayview Foundation, which was made possible through Sue Robinson's course J475 Practicing Communication for Social Change: Storytelling with Local Communities."





# SYDNEY GRAY

---

**Strategic Communication**  
Gender & Women's Studies

## One Thing You Learned

"I learned how to strategically and meaningfully tell stories, whether through developing a campaign or writing an article."





# STELLA MICINSKI

---

**Strategic Communication**

Digital Studies

## **One Thing You Learned**

"One thing the SJMC taught me is how to be a team player. The importance of communication and honesty when working in a group or agency setting is something I will absolutely take with me."





# MIA PARENTE

---

**Strategic Communication**  
Sports Communication

## **Favorite SJMC Memory**

"My favorite SJMC memory is creating a digital campaign for the Milwaukee Diaper Mission."





# MATTHEW KANE

---

**Strategic Communication, Reporting &  
Multimedia Journalism**

Sports Communication, 2D Studio Art

## **One Thing You Learned**

"The strongest bond is a shared WordPress site."





# WYATT STANDISH

---

## Strategic Communication

Entrepreneurship, Digital Media Analytics

## One Thing You Learned

"The power of collaborative and diverse working environments, and how much more enjoyable it makes the work you're doing."





# WHITNEY WEST

---

**Reporting & Multimedia Journalism**  
Environmental Studies

## One Thing You Learned

"Always bring a pair of comfy shoes to work because you never know where a story will take you."





# FRANCHESCA REUTER

---

Reporting & Multimedia Journalism,  
Communication Arts

## Favorite SJMC Memory

"J560 lecture with Claire Zimmerman, Abbie Heidtke and Lily Mihelich."





# ELISE POOS

---

## **Strategic Communication**

Sports Communication, Digital Studies

## **Favorite SJMC Memory**

J445 with Pete Long taught me a lot about bringing creativity and confidence to advertising campaign pitches. While I learned a lot from Pete, I also grew close to my classmates through partner and group projects each week.





# CLAIRE ZIMMERMAN

---

**Reporting & Multimedia Journalism**  
Sports Communication

## **Favorite SJMC Memory**

"560 lecture with Abbie Heidke, Frankie Reuter,  
and Lily Mihelich."





# HANA RAZVI

---

**Strategic Communication, Reporting &  
Multimedia Journalism**  
Digital Media Analytics

## **Favorite SJMC Memory**

“My J202 lab group! We all bonded over the process and learned so much along the way that I still use in writing and communication everyday.”





# SOPHIA BERIRO

---

**Strategic Communication**  
Digital Studies

**One Thing You Learned**  
“How to form client relations.”





# BRYNN MCGUINNESS

---

**Strategic Communication**

Digital Media Analytics

**Favorite SJMC Memory**

"Celebrating the end of the semester with my j202 lab."





# MADELINE HEULER

---

Reporting & Multimedia Journalism,  
Political Science

## One Thing You Learned

"It taught me how to make friends and band together in my classes. This made it a lot more fun and life easier."





# MARK BUERGER

---

**Reporting & Multimedia Journalism**  
Sports Communication

## One Thing You Learned

"I learned how to better communicate with people on a professional and deep personal level."





# EDEN LARSON

---

## Strategic Communication

Business, Digital Media Analytics

## One Thing You Learned

"I learned the value of approaching every new opportunity with curiosity, creativity, and an open mind."





# ANTHONY WINKER

---

## Reporting & Multimedia Journalism

Digital Media Studies, Digital Media  
Analytics, Sports Communication

## Favorite SJMC Memory

"Every single time where I would get stopped by someone who had already gone through J202, and they would ask me "Do they still have the train story?"





# JESSICA ZWEIFLER

---

**Strategic Communication,  
Communication Arts**  
Digital Cinema Production

## **One Thing You Learned**

"I learned the importance of journalistic integrity – not just in reporting facts accurately, but in being fair, ethical, and responsible with the power of storytelling. It taught me how vital it is to build trust with an audience, ask critical questions, and never sacrifice truth for sensationalism."





# JULIETTE SCHIFF

---

**Strategic Communication**

## **Favorite SJMC Memory**

“My favorite memory from SJMC is Journalism 676, a course led by Rob Master. Each week was more inspiring and exciting than the last.”





# ASHLEY TANZER

---

**Strategic Communication**  
Entrepreneurship

**Favorite SJMC Memory**  
"My J345 final presentation!"





# ESTI GOLDSTEIN

---

**Strategic Communication, English**  
Digital Media Analytics

## **Favorite SJMC Memory**

"I had kind of a hard time when I was switching over from writing like an English major to writing like a Journalism major, and Deb Pierce was super helpful in teaching me to start with the insight, and then enter into the explanation. She also told me that sometimes you have to "Zig before you Zag" when I was having trouble with my job search, which has been immeasurably helpful."





# TERENCE MOONEY

---

**Strategic Communication**  
Sports Communciation

**Favorite SJMC Memory**  
"J202"





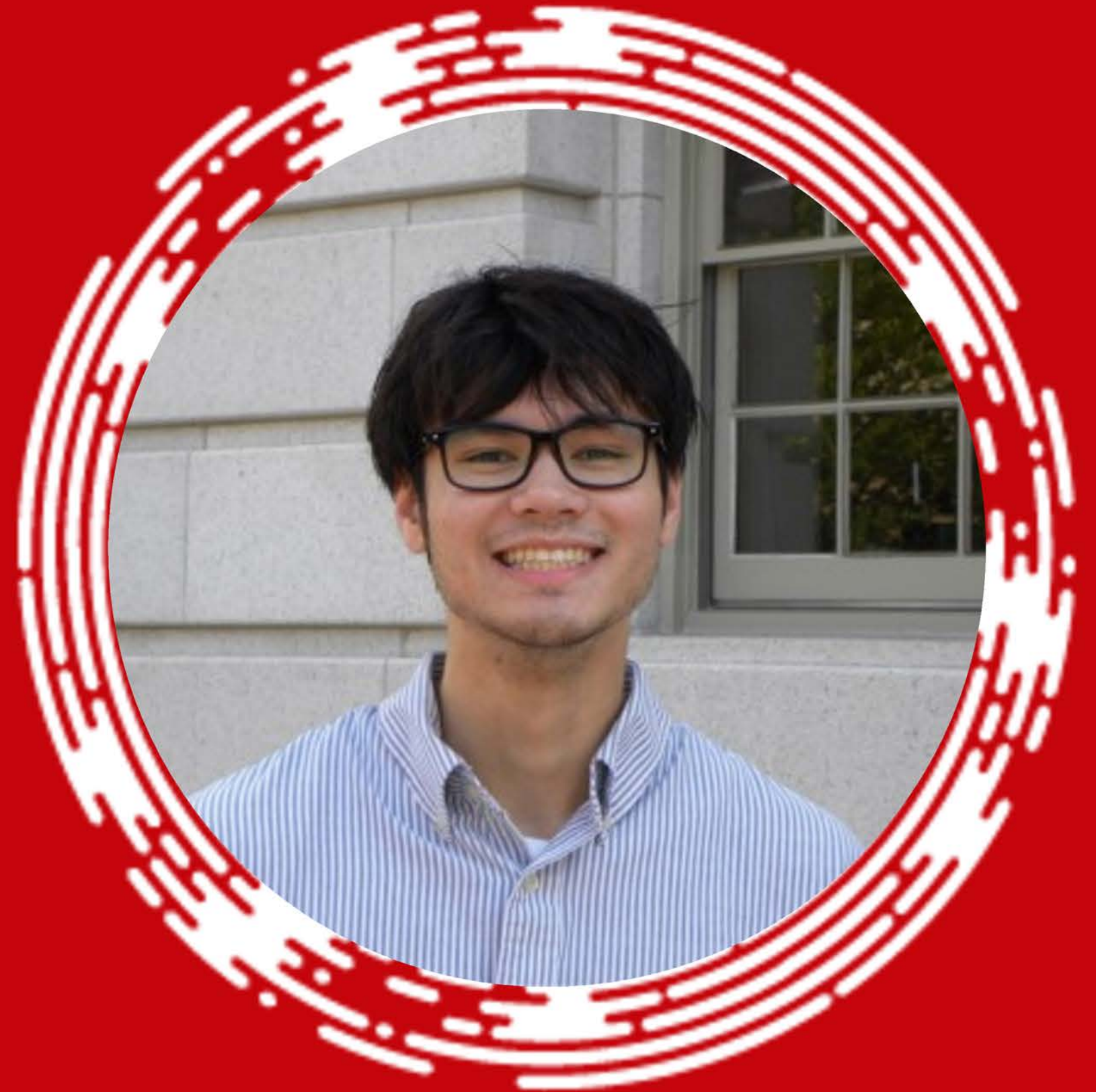
# BLAKE THOR

---

Reporting & Multimedia Journalism,  
Psychology

## Favorite SJMC Memory

"The final day of J202 because phew 202 is finally over but it was like living through a Shark Tank episode."





# SAMI BITAT

---

Reporting & Multimedia Journalism,  
History

One Thing You Learned

"FACT CHECK!!!!!!!"





# ELI HARTMAN

---

## **Strategic Communication**

Digital Cinema Production, Sports  
Communication

## **One Thing You Learned**

"The importance of asking difficult questions."





# VIVIENNE CROWLEY

---

## **Strategic Communication**

Digital Media Analytics, History,  
European Studies

## **Favorite SJMC Memory**

"J449 with Deb working on a project for the  
DMAC."





# JAMES FOX

---

**Strategic Communication,  
Reporting & Multimedia Journalism,  
International Studies**

**Favorite SJMC Quote**

"What is the impact of what we do?" – Adam Schrager.





# LUCAS ZINN

---

**Strategic Communication**  
Entrepreneurship

**Favorite SJMC Memory**

“Winning J345 Hilton Campaign Project!”





# VINCENT HESPRICH

---

**Strategic Communication,  
Reporting & Multimedia Journalism**  
Sports Communication

## **Favorite SJMC Memory**

"The time I totally nailed my J202 pitch presentation with zero mistakes whatsoever."





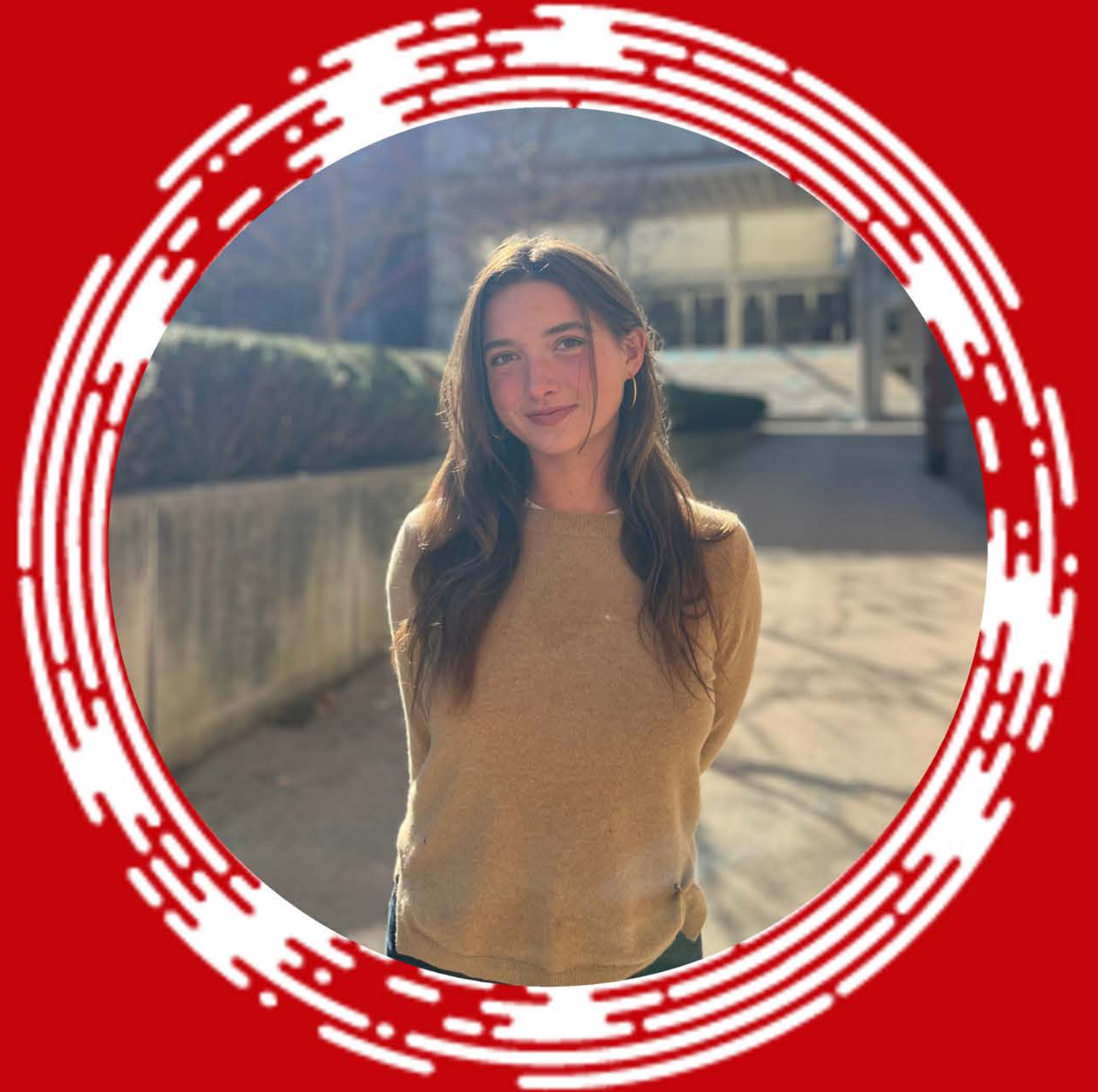
# LILA PRICE

---

**Reporting & Multimedia Journalism,  
Communication Arts**  
Criminal Justice

**One Thing You Learned**

"Hard work."





# MADELYN AUSTIN

---

**Strategic Communication**

Digital Studies, French

## **One Thing You Learned**

"I've learned the power of storytelling and its importance in building brands and creating meaning, while also understanding the value in taking risks and being bold!"

