Uncovering West Virginia

Students discover stories of the state and share their skills with rural media

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Message from the Dean

Welcome to the SOJ Insider, our magazine for alumni and friends of the Perley Isaac Reed School of Journalism. In this edition, we celebrate the achievements of the past year and focus on the challenges and opportunities we face in the future.

As we begin the School’s 70th year, our business – the business of journalism and mass communications – is undergoing a dramatic transformation. With an increasing number of people turning to the Web for news and information, newspapers and broadcast outlets are losing readers, viewers and revenue. At the same time, strategic communicators are trying to figure out how to target their messages to an increasingly fractured audience.

At the School of Journalism, we’re focused on creating innovative curricula and programs that re-establish our relevance during this time of change.

Our new journalism major eliminates the old silos of news-editorial and broadcast journalism, requiring our students to develop skills across media disciplines. The “West Virginia Uncovered” project also breaks down barriers, as students and professional journalists work together to enhance rural newspapers’ websites through multimedia and citizen-generated content. We continue to upgrade our facilities and give our students access to the latest equipment and technology. And we are bringing to campus professionals, like sports blogger A.J. Daulerio, who are redefining journalism in the digital age.

Our focus on innovation is occurring against the backdrop of a tough economy in which universities must compete for ever-decreasing public and private dollars and many students struggle to pay for college.

To that end, and thanks to your generosity, we recently completed a successful fundraising campaign for student scholarships. And this fall, we’ll raise funds for internships and study abroad opportunities – life-changing experiences that give students a competitive edge.

I hope the stories in this edition will inspire you to continue to invest in the School of Journalism, our students and our programs. We have much to be thankful for and much to look forward to during this exciting time of creativity, innovation and transformation.

Sincerely,

Maryanne Reed
Since 2005, the School of Journalism has undertaken a series of renovations designed to improve Martin Hall’s aging infrastructure and create a more modern instructional environment for our students. The exterior and interior renovations, totaling nearly $2 million, have been funded by WVU Central Administration, private donations and the School’s own entrepreneurial revenues.

Martin Hall history

Located in the heart of the Downtown Campus, Martin Hall is the oldest building at West Virginia University. Completed in 1870, it was originally named University Hall.

In 1889, however, the building was renamed Martin Hall in honor of WVU’s first president, Rev. Alexander Martin. In the early part of the 20th century, Martin Hall housed a number of University departments and programs.

In 1952, Dean Perley Isaac Reed petitioned to make Martin Hall the new home for the School of Journalism. Under the direction of Dean Guy Stewart, the building underwent major renovations in 1976-1977. Martin Hall was gutted, and a new interior was constructed to improve classroom and office space and provide upgraded facilities.

Martin Hall’s recent renovations are an extension of Dean Stewart’s vision, bringing the School of Journalism into the 21st century.
Graduate student Steve Butera uses the digital editing software in the renovated television edit lab, which includes new furniture, lighting, flooring and air-conditioning.

Floor by floor

During a four-year period, Martin Hall has been renovated from top to bottom. Renovations include new roofing and major repairs to the cupola and gutters, a new HVAC system, upgrades to classrooms and learning labs and improvements to all public spaces in Martin Hall. Below is a more detailed outline of specific interior renovations.

Third floor
- IMC graduate program suite replaces the underutilized “reading room” (2007)
- Corridor renovations (cherry doors, lighting, ceiling tiles, flooring and paint) (2008)

Second floor
- Television edit lab renovations (new furniture, storage, lighting, ceiling tiles, flooring and paint) (2008)
- Multimedia studio and edit suites replace former television studio (2005)
- Lecture hall (room 205) receives cosmetic updates and is upgraded to multimedia classroom (2005)
- Corridor renovations (2008)

First floor
- Rooms 101 and 102 converted into a multifunctional seminar space with movable soundproof wall, multimedia projection system and cosmetic upgrades (2008)
- Room 104 remodeled into faculty offices and graduate assistant work space (2008)
- Main office and dean’s suite reconfigured and upgraded (2008)
- Main foyer renovated to incorporate student seating, upgraded lighting and a new wall of honor (2008)
- Corridor renovations plus additional upgrades, including cherry door frames and trim, decorative ceiling tiles and modern pendant lighting (2008)

Ground floor
- Corridor renovations (2008)

2008 exterior renovations
- Cupola restored
- Roofing replaced
- Copper gutters replaced
- Wooden cornices repaired
- Portico restored
- Windows replaced

Still to come
During Summer 2009, renovations continue in Martin Hall. All ground floor computer labs will be gutted and updated with new flooring, lighting, paint and acoustical ceiling tiles. The aging HVAC system throughout the ground level will be replaced with a new, more efficient system. New furniture will be installed in each of the computer labs to provide more functional learning space and allow for maximum usage of the classrooms. The labs also will be fully equipped with multimedia teaching tools. Room G2 will be converted into an “open lab space” for students to access computers and multimedia technology beyond classroom hours. Technology updates and computer upgrades will continue on an annual basis.

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In response to Klein’s question on how blogging has changed since the 2004 elections, Cox said that the distinction between independent bloggers and bloggers for mainstream media outlets has blurred. “We’re all bloggers now,” she said.

Cox also said that forms of new media have become an extremely effective fundraising tool for campaigns. She noted that along with receiving a text message announcing then-Sen. Barack Obama’s choice of vice presidential running mate, she also received several text messages seeking donations.

Douthat agreed. “Back in 2004, there wasn’t a deep understanding on how much impact blogs and social media in general could have on fundraising,” he said.

Tomasky (BSJ, 1982) said that new communication technologies have also made it easier for voters to stay on top of the news about political candidates by giving them access to the work of citizen journalists. For example, a blogger who attended an Obama fundraiser that was closed...
The day after Barack Obama was elected the first African American president of the United States, a large crowd gathered in Brooks Hall to hear Pulitzer Prize-winning columnist Leonard Pitts Jr. talk about the obstacles Obama overcame to win the election and America's reaction to his campaign.

The 2008 Ogden Newspapers Seminar Series speaker presented his lecture, “Race, Politics and the Drama of Obama,” on Nov. 5. Pitts said Obama had served as “a human Rorschach test on the subject of race.”

Like a Rorschach inkblot test, people had different interpretations of Obama as a presidential candidate. “In a very similar sense, Obama, over the past few years, has drawn to the surface feelings and fears that we as Americans – black, white or otherwise – have kept buried so deep that they are and have been a secret even to ourselves,” said Pitts.

Pitts said Obama’s mixed racial heritage and international upbringing made some Americans uncomfortable. “That’s not a story that we are used to,” he said.

Pitts connected the story of Obama to his own success as a reporter and nationally syndicated columnist. Despite his success, Pitts said he has been judged based on race and not the content of his work.

Pitts said he wished Malcolm X, Martin Luther King Jr. and voting rights activists Jimmy Lee Jackson and Fannie Lou Hamer had been able to see Obama elected. “This is a wonderful and amazing thing that people that were born into a despised class realize that they too can achieve great things,” he said.

In his own life, Pitts has demonstrated excellence despite his humble origins growing up poor in East Los Angeles.

The 2004 Pulitzer Prize winner for commentary also was a Pulitzer finalist in 1997. In 2001, Pitts received the American Society of Newspaper Editors’ prestigious ASNE Award for Commentary Writing and was named Feature of the Year Columnist by Editor and Publisher magazine. The following year, the National Society of Newspaper Columnists awarded Pitts its inaugural Columnist of the Year award. The Society of Professional Journalists, the National Association of Black Journalists and the Simon Wiesenthal Center, among others, also have honored him.

Pitts is probably best known for his column, “We’ll Go Forward From This Moment,” written following the Sept. 11, 2001, terrorist attacks. In the column, he issued an angry and defiant open letter to the terrorists, which was circulated around the world via the Internet. It generated upwards of 30,000 e-mails and has since been set to music, reprinted in poster form, read on television by Regis Philbin and quoted by former U.S. Rep. Richard Gephardt as part of the Democratic Party’s weekly radio address.

More on the Web

Watch the forum at http://journalism.wvu.edu (see “Featured Events”)
Ed Buckbee (BSJ, 1958) touched down in Morgantown, W.Va., in September to talk about his groundbreaking communications work with NASA and the U.S. space program. The founder of the U.S. Space Camp and Aviation Challenge programs entertained a student audience at the School of Journalism with funny anecdotes about the astronauts of the 1960s U.S. space program, whom he helped manage as a NASA public affairs officer.

“They almost acted like rock stars,” Buckbee said. “It got very interesting at times, I can assure you. Thank goodness the press stopped covering them after 5 p.m.”

During his presentation in Martin Hall, Buckbee showed SOJ students a slideshow depicting the early space program and astronauts.
Joe Steranka (BSJ, 1979) is quick to acknowledge one passion that has garnered him success. “Sports is what brought me here today,” Steranka told Dr. Ivan Pinnell’s Introduction to Public Relations class last October.

Currently the chief executive officer of the Professional Golfers’ Association (PGA) of America, Steranka joined the PGA in 1988 as the managing director of communications and broadcasting. Under his leadership, the PGA has enhanced its reputation and expanded its global reach. The PGA has partnered with television networks to broadcast a number of its tournaments to unprecedented worldwide audiences. In addition, Steranka steered the development of the association’s members-only website, its interactive media alliance with Time Warner and the association’s player-development program, “Play Golf America.”

Steranka credits his success in part to the lessons he learned at the School of Journalism, a place where he learned not only about public relations but also where he developed his moral compass. “I trace so many of the decisions I make to the lessons we got on ethics in journalism,” he said.

PGA CEO offers advice to PR students
BY ANDY SMITH

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After college, Steranka began selling season tickets for the Washington Bullets and eventually worked his way up to marketing director. By age 22, Steranka had moved on to become the public relations director for the Cleveland Cavaliers. Before his recent 20-year stint with the PGA, he also worked at ProServ, a company representing such prominent athletes as Michael Jordan.

Steranka explained to SOJ students how he used his degree, passion for sports and strong work ethic to build his career. “Find something you love,” Steranka said. “You’ll work harder at it.”
An insider's perspective of the West Wing  BY WESLEY HUNTEMANN

In October 2008, strategic communications executive Loretta Ucelli (BSJ, 1976) offered public relations students a glimpse into the world of presidential campaigns and strategic political communications.

Ucelli, who served as director of White House communications during the last two years of former President Bill Clinton’s term, visited three public relations classes prior to the 2008 presidential elections.

Students in the PR research and case studies class asked Ucelli to evaluate the communication strategies of the two candidates: Barack Obama and John McCain. Ucelli said she believed Obama presented a consistent message of change that resonated more effectively with voters. She said she learned from her time in the Clinton Administration that, when it comes to presidential campaigns, one of the most important strategies is to “develop a message and stick to it.”

Ucelli learned firsthand the importance of staying on message when she was brought in following the Monica Lewinsky scandal. She and her team were tasked with developing a communication strategy focusing on Clinton’s initiatives rather than the scandal.

Ucelli has spent 25 years advising some of the world’s most influential public and private sector leaders. Most recently, Ucelli held the most senior communications position at Pfizer Inc., the world’s largest research-based pharmaceutical company. Prior to joining Pfizer, she headed communications, government and community affairs for Columbia University.

Ucelli was named to the WVU Academy of Distinguished Alumni in 2002 and is a member of the School of Journalism’s Advisory Committee.

SOJ graduate merges passions for politics and journalism  BY IAN SHORTS

Regardless of the medium, journalists who want to be successful need to know their subject areas, said Michael Tomasky (BSJ, 1982) when he spoke to journalism students last fall.

“Be a master of the material,” he said. “The more you know, the more you can formulate your own story ideas.”

As editor of Democracy: A Journal of Ideas and the American editor-at-large with the Guardian News & Media’s U.S. editorial operation, Tomasky reads even more than he writes. He said he wakes up at 6 a.m. to read all the national newspapers, talking-points memos and 25 blogs. Even that, he said, is on the “low end,” compared to what his colleagues read.

Formerly the editor of GuardianAmerica.com, the U.S.-based website of the Guardian newspaper of England, Tomasky continues to produce weekly online video reports, as well as regular blog analysis and a monthly column for the Guardian.

Tomasky told students his move into online journalism happened gradually.

In 1984, two years after graduation, Tomasky went to Washington, D.C., where he worked under Congressman Harley Staggers Jr. Deciding to merge his two passions – journalism and politics – he moved on to pursue a master’s degree in political science at New York University.

While in New York, Tomasky wrote for the Village Voice, New York Observer and New York magazine, where he produced a political column for eight years.

Before making the leap into Web-based journalism, Tomasky also served as editor of The American Prospect, a leading liberal opinion journal.

Back on Campus
Communications specialist shares corporate world experience  BY ERIC ARNOLD

After graduating from the School of Journalism’s public relations program, Betsy Klebe (BSJ, 1979) began her career as a human resource specialist at Air Products and Chemicals Inc. before ascending up the ranks to her current position as vice president of corporate communications.

Returning to campus last fall, Klebe shared with SOJ students the lessons she learned at WVU that have resonated throughout her career.

Klebe said that strong writing is one of the most important skills for any communications professional. Knowing how to do it – and to do it right – is very rewarding.

“Boiling a lot of thoughts and ideas down to a few simple concepts and wording, getting the right tone of voice and presenting them in a compelling and meaningful way to a variety of audiences can be challenging and interesting,” said Klebe.

But writing skills alone aren’t enough. Klebe urged students to learn about general business practices so they can better understand how to communicate about an organization to different audiences.

She also encouraged SOJ students to interact with their professors as much as possible and to take advantage of alumni networking opportunities.

To underscore her point, Klebe gave her contact information to several students and urged them to consider her as a professional mentor.

Dr. Diana Martinelli, who hosted Klebe in her public relations class, said Klebe made an indelible impact.

“Betsy [Klebe] was one of those inspirational speakers who helps enlarge students’ perspectives on what’s possible,” said Martinelli.

PR graduate pitches community relations to SOJ students  BY NEIL SAFT

Michelle Mejia (BSJ, 2000), community relations manager for the Pittsburgh Pirates, introduced SOJ students last fall to the growing field of community relations.

“Community responsibility is really important now in corporate America,” Mejia told public relations students. “If you go to any sports venue especially, you see all the advertising out there and that used to be enough. But now corporations are paying millions of dollars not only to have that Pepsi logo out on the outfield wall, they need to show that they are giving back.”

Mejia said one of her favorite community events in Pittsburgh is the Pirates Holiday Party each December, where they invite children from a local organization to PNC Park for an afternoon of holiday celebrations and the chance to meet players one-on-one.

“When a student asked why, Mejia answered, ‘Because it’s interesting ... I’m not pushing papers from left to right every day. I’m making, what I think is, a difference.’

— Michelle Mejia

"These kids who come from all walks of life have huge smiles on their faces and leave with a wonderful holiday memory,” said Mejia. “Regardless of how the Pirates team may play on the field, I feel that this team’s commitment to the community is unmatched.”

Mejia got her start at the Pirates organization as an intern in their marketing department, eventually landing a full-time position.

After working in the organization for several years, Mejia was “promoted” to her current position as community relations manager.

She willingly accepted the position, despite taking a $20,000 pay cut.

When a student asked why, Mejia answered, “Because it’s interesting ... I’m not pushing papers from left to right every day. I’m making, what I think is, a difference.”
Participants in the 2008 Adventure WV: J-School program work on a challenge course at Chestnut Ridge Park in Monongalia County, W.Va.

Wild and Wonderful Journalism

BY RACHEL FLUHARTY, PHOTOS SUBMITTED BY PROJECT PARTICIPANTS
A small group of incoming School of Journalism freshmen got a head start on college last summer through a mix of outdoor adventure and hands-on journalism.

For seven days between June and July, these students participated in the first year of a journalism-only Adventure WV program. They earned three credits and built lasting friendships while whitewater rafting on the New River, hiking up to Seneca Rocks and photographing the sunset at Spruce Knob, West Virginia’s highest point. In addition, the group visited community media outlets, such as The Pocahontas Times and WVMR, and met with journalists and media professionals to learn about future career possibilities.

In Spring 2007, SOJ adjunct instructor Emily Corio and her husband Greg Corio, director of WVU’s Adventure WV program, approached Dean Maryanne Reed with the idea of creating a journalism-specific trip. Dean Reed brought the idea to Director of Advising Jan Boyles. Both saw the trip as an opportunity to recruit top freshman students and help them adjust to college life.

“First-year students are always concerned that they will feel like a number at WVU,” Boyles said. “But I believe this trip significantly allayed those concerns. We’re a small college with an administration that knows the importance of community. And this trip demonstrated that continued commitment to a student-centered environment.”

The program brought together journalism curriculum and adventure activities and offered students lectures and discussions on topics relevant to college life, including underage drinking, developing good study habits and accessing WVU resources.

Program participant Melanie Hoffman said she learned a lot about what WVU has to offer.

“We did activities that required us to memorize things like the Carruth Center, what was offered there, where the writing workshop was, where the math workshop was, things like that.

“The reinforcement made us realize that it’s okay to ask for help when you need it,” Hoffman said. “It’s better to ask for help than realize it’s too late.”

In the fall semester, the students enrolled in a journalism orientation class taught by Boyles, where they wrote papers reflecting on their experiences and produced multimedia stories about their summer adventure. They used photos they took on the trip and audio clips of the interviews they conducted with media professionals and each other.

Students who participated were enthusiastic about their experiences and believe the School should continue the program.

“I just think it prepared me for all of the good and bad things that could happen,” said Hoffman. “It motivated me to do well because I was aware of all of the opportunities I had. I had a really smooth transition from high school, and I think most of it is because of this trip.”

More on the Web

Watch a video about the Adventure WV: J-School experience at

http://journalism.wvu.edu

(See “Featured Projects”)

Adventure 2009

The Adventure WV: J-School program continues in July 2009. Visits are planned with media and communications professionals in Morgantown. Participants will also tour Martin Hall, The Daily Athenaeum and U-92. They’ll continue their adventures in southern West Virginia, including whitewater rafting, hiking and rappelling.
They served McDonald's newest coffee to passersby as part of a photo-op, persuaded companies to reduce their carbon footprint and brainstormed brand marketing ideas. Three SOJ students were putting their public relations skills to work as part of the Mountaineer in D.C. internship program with GolinHarris.

Graduate student Cara Slider and public relations seniors Bonnie Thomas and Katelyn Culver interned at the firm’s D.C. office in Summer and Fall 2008 and Spring 2009, respectively. Slider had never worked at a public relations agency before and was a little unsure of what to expect. But she soon found that to succeed, she needed to have confidence to do things on her own.

“Instead of asking if you’re doing it right, dig in,” Slider said. “Embrace it wholeheartedly.”

The Mountaineer in D.C. internship, launched in 2003 by SOJ alumnus Michael Fulton (BSJ, 1979), gives SOJ students the opportunity to gain hands-on experience in an international public relations firm. The program provides a $2,500 stipend and an hourly wage for students who are selected in a competitive application process. Intern supervisors encourage students to approach their work as professionals.

“Unlike most internships, GolinHarris exposes our interns to a wide variety of client work and allows for the opportunity to make real contributions,” said Emily Rieger, 2004 SOJ alumna and account supervisor at GolinHarris.

The interns are treated like full-time employees, working at least 40 hours a week. They are included in brainstorming sessions, client meetings, conference calls and more.

Slider worked directly with Lane Bailey, GolinHarris’ managing director, on a geo-impact account that measured clients’ carbon footprints. She researched and developed materials to pitch to clients on how they could incorporate economical and environmentally friendly initiatives into their work practices.

Fall 2008 participant Bonnie Thomas said her GolinHarris experience was “phenomenal.” “It’s been a jump into the real world,” she said. “It’s 120 percent better than I ever could have imagined.”

Thomas interned in the market brand strategy sector of GolinHarris, where she worked on three different accounts, including McDonald’s. Thomas tracked the news, researched and updated media lists and pitched stories to the media.

Before her internship, Thomas was interested in non-profit marketing, but after working in market brand strategy, she realized brand image was more in line with her personal career interests.

“Bonnie Thomas has been a great asset to our team at Golin-Harris,” said Rieger. “Her creativity, critical thinking and well-honed public relations skills have helped to ease our demanding client load. I truly believe that the School of Journalism has prepared her to contribute meaningful work to our firm and clients.”

Spring 2009 intern Katelyn Culver said the experience taught her aspects of public relations that can’t be learned from a textbook. This included face time with major clients, something she never thought she’d be able to experience as an intern.

She also learned the importance of communication and team work. “The teams aren’t afraid to pull me into any project they are working on,” Culver said. “They take the time to explain to me what is going on. Each person has an important role in the team … a strength, and we take advantage of that to get the best possible outcome.”

GolinHarris Executive Vice President Michael Fulton said the Mountaineer in D.C. program is one way of giving back to the School of Journalism and WVU.

“We could write a check and feel good that we have contributed,” said Fulton. “Instead, we give WVU students real-life experiences. We depend upon our interns year-round for fresh eyes and new ideas in every phase of our business, and our firm’s partnership with WVU’s School of Journalism has paid huge dividends. Seven of our 55 full-time employees are Mountaineers, and I am so proud as I watch them grow and lead accounts and win new business.”

GolinHarris recently made a new five-year commitment to continue the program beginning in Spring 2009. The intern for Summer 2009 is graduate student Nicole Fernandes.
SOJ alumnus Scott D. Widmeyer (BSJ, 1974) and his parents, Douglas and Ruth Ann Widmeyer, were honored by the School of Journalism on February 6 for funding an endowed professorship in public relations and an endowed scholarship.

The Widmeyer Professorship in Public Relations was first established in August 2004 by the Widmeys and Widmeyer Communications to fund an enhanced professorship for three years. The recent contribution from the family and Widmeyer Communications ensures the professorship will continue for years to come.

Scott Widmeyer, chairman and chief executive officer of Widmeyer Communications, said he hopes the professorship will help the School recruit and retain top faculty. In addition to the endowed professorship, the Douglas and Ruth Ann Widmeyer Endowed Journalism Scholarship will benefit eligible in- and out-of-state undergraduate students seeking degrees in journalism.

“We [WVU] will always be the pride of West Virginia, but we will and we must open our doors to more and more students from outside of West Virginia,” Scott Widmeyer said at the honor ceremony in Martin Hall. “Too many Americans believe that the American dream is further and further from their reach.”

Widmeyer referenced a recent study that states two-thirds of Americans do not believe college is an opportunity available to everyone. Changing this mentality and lessening the University’s dependence on state funding, he believes, can be accomplished through private giving.

“At every public institution in America, we must add a keyword to the equation of going forward, and that keyword is ‘private,’” Widmeyer said. “The right blend of public and private support will allow institutions like this to prosper, so there will be more scholars and fantastic students coming out of this University.”

“‘We could not do the work that we need to do to serve the people of West Virginia and the United States and beyond that, the world, if we did not have people like Scott and his parents,‘ Magrath said. ‘What you are doing – caring about this school and what it does – makes us all feel happy and energizes us to keep moving forward.’

“We know that Scott is successful and influential in his work as one of the top PR practitioners in the country,” said SOJ Dean Maryanne Reed. “With these gifts and his continued support of the School of Journalism, Scott has demonstrated that he’s also committed to sharing his success with the next generation of professional communicators.”

In addition to the SOJ ceremony, Scott Widmeyer also was honored on the same day as a 2009 inductee into the WVU Academy of Distinguished Alumni. The award honors WVU graduates who have attained national or international distinction in their profession or discipline. Widmeyer also serves as chair of the School’s Advisory Committee.
“To grasp the big picture, any aspiring journalist needs to have an understanding of globalization and how cultural differences shape international affairs.”

— Leah Cunningham

BY ERIC ARNOLD, PHOTOS SUBMITTED BY COURSE PARTICIPANTS

While most WVU students and faculty were spending last winter break with family and friends, six students and two SOJ professors ventured to Peru to learn about its media and gather content for a multimedia blog.

The 14-day trip was the climax of a new course, International Media, led by Visiting Assistant Professor Maria Ines Miro-Quesada, first offered in Fall 2008. Students in the class included political science, education and public relations majors. To prepare them for the trip, Miro-Quesada developed a two-hour night class that explored mass media practices in other countries, with an emphasis on Latin America.

While in Peru, the group blogged about their journey across the country’s expansive terrain – the coastal beaches, the rainforests, the Andes Mountains and Lima, Peru’s capital. The country’s diverse history, landscape and culture provided a varied canvas for the blog posts.

In Lima, students attended Yuyanapaq, a photography exhibition on more than 70,000 politically motivated deaths in Peru between 1980 and 2000. Yuyanapaq means “to remember” in Peru’s indigenous Quechua language.

“We became aware of the power and significance the news media can have during times of crisis,” said Leah Cunningham, a public relations junior. “It really enhanced my perspective as a writer and photographer to understand the role that photojournalism, or any news media, can play in advocacy.”

The group also visited Lima’s highest-rated news station, Channel 4; met with Marco Sifuentes, Peru’s top journalist and blogger; and toured El Comercio, the second-oldest newspaper in Latin America. They celebrated the New Year at the Incan ruins of Machu Picchu and hiked 12,000 feet into the Andes Mountains.

“I think in order to grasp the big picture, any aspiring journalist needs to have an understanding of globalization and how cultural differences shape international affairs,” said Cunningham. “What better way to accomplish this than to have study abroad opportunities such as International Media-Peru?”

The Peru trip will likely be followed by other international opportunities. Dr. Steve Urbanski, who accompanied Miro-Quesada and the students on the Peru trip, is hoping to take students to Ghana and two other African countries in Summer 2010. The success of the Peru trip has sparked interest among faculty and students.

“By promoting international exposure to its students, the School of Journalism is taking a big step in adequately preparing the journalists of tomorrow,” said Cunningham.

More on the Web
Read the Peru blog at http://journalism.wvu.edu
(See “Featured Projects”)
SOJ students partner with PR firm for veterans’ project

In Fall 2008, public relations students enrolled in adjunct instructor Chuck Harman’s alternative capstone course knew they would get hands-on PR experience. What they didn’t expect was to also learn a valuable lesson about the importance of preserving American history.

The experience grew out of an outreach initiative by the History channel and cable affiliates across the country to link veterans of all ages with young people in America’s schools and communities. The West Virginia Cable Telecommunications Association (WVCTA) led the “Take a Veteran to School Day” project in West Virginia, hosting events in high schools throughout the state to recognize and thank veterans for their service.

On behalf of the WVCTA, 14 SOJ students assisted GolinHarris, one of the world’s leading public relations firms, to plan and promote the events at 12 high schools in the Mountain State.

“They operated like an authentic PR firm,” said Ashley Larke (BSJ, 2005), GolinHarris senior account executive. “They did everything we asked them to do – and more.”

“They operated like an authentic PR firm.”
— Ashley Larke

Acting as a small agency with GolinHarris and WVCTA as their clients, the students divided themselves into teams representing each of the geographic markets of the events. The teams provided analyses of the demographics, school systems, veterans’ organizations and media outlets within their assigned markets to help GolinHarris and WVCTA plan the events.

Students also strategized with GolinHarris to develop overall communication plans specific to each market. They produced press releases and media advisories with event details, contact information and quotes from supporting organizations and individuals, including Sen. Jay Rockefeller.

Public relations senior Mallory Duley said the class allowed her to see what agency work was really like.

“We had to do an overview of each city that our veterans were visiting,” said Duley. “We had to find out what newspapers, radio stations and TV stations were there ... figure out who we should send information to about our event and why. Were they having a Veteran’s Day Parade, and did we want to play off of it?”

In addition to providing public relations support, students also recorded the oral histories of the honored veterans for submission to the Library of Congress’ Veterans History Project.

Graduate student Cara Slider and public relations senior April Scott assist Jen Middleman as she prepares to interview Randy Pleva, President of Paralyzed Veterans of America, at Robert C. Byrd High School in Clarksburg, W.Va., on Nov. 10, 2008.
On Nov. 20, 1968, an explosion at the Consolidation Coal Company’s No. 9 mine in Farmington, W.Va., captured the attention of the national media.

In the days following the tragedy, news crews converged on the small town to cover the story, making it the first major mine disaster to be nationally televised. Americans watched for days as family members and friends of the trapped miners prayed for their safety.

Seventy-eight men never returned home from the mine, and loved ones never knew exactly why the mine exploded.

Forty years later, SOJ Assistant Professor Bonnie Stewart uncovered a memo that may help to explain why the men didn’t leave the mine before the explosion. The memo states that a safety alarm for one of the ventilation fans in the mine had been deliberately disabled. When the fan stopped running that morning, the alarm did not sound.

Stewart found the memo while conducting research for a book about the disaster, and her reporting led to a story on National Public Radio (NPR).

Stewart mentioned the memo to Scott Finn, news and public affairs director for West Virginia Public Radio. The two worked together to produce a radio broadcast for NPR’s “All Things Considered” and a text story for NPR’s website. The pieces were featured on Nov. 19, 2008, the eve of the disaster’s 40th anniversary.

“There were bad things going on in that mine in the days prior to the explosion,” Stewart said. “The state probably could have brought criminal charges against the company and didn’t.”

Stewart also produced a multimedia piece for the NPR website. The feature, “One Son’s Loss,” shares the story of Judge Jim Matish, who was only 15 when he lost his father in the disaster.

In the audio interview, Matish says his father told the family the weekend before the explosion that the mine was in the worst shape he had ever seen. He says Stewart’s work has helped him to reflect on how the disaster shaped his life and how her work could impact the future of mining.

“Bonnie has been able to confirm a lot of the rumors and stories that have been told, by her getting people to open up and talk about their knowledge,” said Matish. “Hopefully, the evidence that she finds will be able to make the coal mines safer for all miners and their families.”

Stewart said her investigation is not over. She wants to find out why the memo was never used to hold the coal company accountable and why it took 20 years for the federal government to file an official report on the disaster.

Stewart is continuing her reporting on the memo and the explosion and plans to include further details in a book she is writing about the disaster.

“This is a very important story because it explains why 78 men died,” said Stewart. “For their families, it means a lot.”

Smoke pours from the Llewellyn mine shaft after the Consolidation No. 9 mine in Farmington, W.Va., explodes on Nov. 20, 1968.
The first time Erin Wooddell interviewed a federal inmate, she wasn’t quite sure what to wear.

The news-editorial senior was eager to jump into her first multimedia story about the Greenbrier Birthing Center, a private prison facility in Pocahontas County, W.Va., where pregnant inmates go to have their babies and learn how to be better mothers. But when she called the center’s director, Wooddell received some brusque advice that she shared with her reporting partner, broadcast news senior Megan Bowers.

“Megan, the director said not to wear high heels or anything flashy,” Wooddell said. “She said that would make us stand out too much.”

Shadowing pregnant inmates wasn’t exactly what Wooddell expected she’d be doing when she joined the “West Virginia Uncovered” project. She understood that students in the project would be expected to produce multimedia features for rural newspapers in West Virginia. However, she never expected she would cover stories so far beyond her comfort zone.

**GETTING STARTED**

The project was the brainchild of Associate Professor John Temple and two seniors, Elaine McMillion and Tricia Fulks. Originally conceived of as an immersion journalism project, “West Virginia Uncovered: Multimedia Journalism from the Mountains” became a project to help small, rural newspapers enhance their websites with new multimedia content. The project brought together a variety of students — photographers, writers, videographers and multimedia producers — who formed reporting teams.

In September 2008, the project and the School of Journalism received a two-year, $85,000 grant from the McCormick Foundation to pay for equipment, student travel and the costs associated with conducting multimedia training sessions for participating newspapers. Temple was also awarded a $10,700 public service grant from WVU’s faculty senate.
In Fall 2008, four newspapers were selected to participate: the Hampshire Review, the Nicholas Chronicle, the Pocahontas Times and the Parsons Advocate. Temple and his students bought cameras, learned editing software and helped design the project website at http://WVuncovered.wvu.edu/.

During the first semester, SOJ students were primarily focused on creating feature packages for the newspapers’ websites. Stories ranged from an in-depth look at how one town’s shrinking population was affecting its high school football team to a lighter piece about a camouflage-themed wedding. The stories ran on the participating newspapers’ websites and the Charleston Daily Mail’s website and were added to the project website.

The first semester was an eye-opening experience on a number of levels. In addition to discovering the issues impacting rural communities, the students also learned how to work in teams across media disciplines. The multimedia features the students produce for “West Virginia Uncovered” typically include a variety of media, including text, audio, still photography and video. Some pieces also include interactive infographics and written stories with internal and external hyperlinks.

Graduate student Steve Butera, whose background is in broadcast news, said the project prompted him to begin incorporating still photography into his multimedia projects.

“In my opinion, after two semesters of this class, a still picture is more powerful than a moving picture,” he said.

TRAINING THE PROFESSIONALS

In Spring 2009, the students continued to produce multimedia features for the newspapers. At the same time, Visiting Shott Chair of Journalism Bill Kuykendall helped Temple launch the training component of the project. A former newspaper photographer, editor and multimedia producer, Kuykendall led a series of on-site multimedia training workshops for the participating newspapers’ editorial staff.

The training covered still photography, audio and video recording and Web design. The sessions were designed to address the specific concerns of the participating newspapers, focusing on the most accessible and affordable equipment and software and addressing the limitations of rural broadband service.

Students assisted with the hands-on training and documented the sessions through photography, audio and video. Using this material, graduate student Jessica Rhodes created tutorials on dozens of subjects, adding them to the project’s training website.

After the training sessions, Kuykendall assigned the newspapers their first multimedia projects to help familiarize the staff with the process of producing their own content across media platforms.

“The emphasis is on content and getting into real active situations so that you’re more of a participant in the story,” Kuykendall said. “It brings people together in fresh ways. It’s a different kind of culture in which to learn and do work.”
In March 2009, the Claude Worthington Benedum Foundation awarded the project a one-year, $85,000 grant to expand the project within West Virginia. Beginning in Fall 2009, the project will help the newspapers recruit citizen journalists and bloggers and create interactive features, such as contributor photo galleries, podcasts and interactive comment sections. In addition, SOJ students and faculty will help the newspapers begin to develop solutions to make their websites profitable.

By Spring 2010, as part of the McCormick Foundation grant, the University of Kentucky’s Institute for Rural Journalism and Community Issues will launch its own outreach project modeled after the “West Virginia Uncovered” project. SOJ faculty will provide oversight and guidance to Kentucky project leaders during their first year.

In Fall 2010, the School of Journalism will host a conference showcasing research in new media and community journalism to encourage other universities to launch their own community journalism projects.

While the “West Virginia Uncovered” project will be expanded to address these larger issues, Temple said the thrust of the program will remain the same: to help rural newspapers adjust to the changing demands of the digital age.

“IT’s great to see them out in small communities, digging for sources to interview and getting many different sides of a story,” See said. These stories provided a number of real-world learning experiences.

For her Greenbrier Birthing Center piece, Wooddell learned how to cover a sensitive story with built-in challenges. First, she had to work within the rules established by the Center. In addition to following a dress code, Wooddell was not permitted to take pictures or video of the inmates’ faces or identify them by name.

In the end, though, following the rules was the easy part. Gaining the inmates’ trust proved to be a more significant challenge. But by her third reporting trip, Wooddell had established a connection.

“THE more time we spent there, the more interesting it got because we really got to know the girls,” Wooddell said.

Temple says building relationships is at the core of “West Virginia Uncovered.” “These newspapers already have a strong bond with their communities,” said Temple. “We hope to help them strengthen those bonds by giving them new digital tools and showing them new ways of engaging their audience.”

Associate Professor John Temple provided assistance with this story.

Dr. Mike Jarrett checks on a patient at the Pocahontas Memorial Hospital in Buckeye, W.Va. (from the “Small-town hospital” story).

Nearly 2,000 pounds of ramps were cleaned, cooked and eaten at the 71st annual Ramp Feed and Ramp Festival in Richwood, W.Va. (from the “Dig ‘em, dig ‘em, dig ‘em” story).

Andy Smith learns the basics of recording video for the “West Virginia Uncovered” project.

Steve Martin of Church View Farm in Hampshire County, W.Va., shows off one of his lambs (from the “Sustainable farming” story).

THE NEXT PHASE

Visit the project website at http://WVuncovered.wvu.edu

More on the Web

Kendal Montgomery

Kendal Montgomery

Andy Smith

Steve Martin

Jessica Rhodes assists Parsons Advocate editor Chris Stadelman at a video production workshop in Elkins, W.Va. Workshops occurred throughout the Spring 2009 semester.
News-editorial senior Elaine McMillion is a recipient of the 2008 Scripps Howard Foundation Top Ten Scholarships, marking her as one of the nation’s best journalism students.

Associate Professor John Temple said McMillion’s fearless attitude won her the $10,000 scholarship and set her apart from applicants from journalism schools all over the nation.

“Elaine is willing to do whatever it takes to get a story,” said Temple, referring to an article McMillion wrote on date rape, which involved her calling every sorority on campus searching for a rape victim willing to share her story. After much perseverance, McMillion found one young woman who was willing to be interviewed, and the story ran in the Charleston Daily Mail in 2007.

“The judges thought that Elaine was an impressive and versatile writer who stretches out of her comfort zone,” said Sue Porter, vice president of programs for the Scripps Howard Foundation.

“A lot of students write well, but they have no style,” said Porter, adding that the judges also remarked on the depth and style of McMillion’s feature stories.

In addition to being co-founder and vice president of the student organization, All Things Magazine: Ed on Campus, McMillion also found time to study abroad in Denmark and graduated summa cum laude in May 2009.

In addition to being honored by the Scripps Howard Foundation, McMillion was among eight WVU students who were awarded the Order of Augusta, the University’s most prestigious student honor for outstanding academic performance, campus leadership and public service.

Recipients of the Order of Augusta are chosen from the WVU Foundation Outstanding Seniors for their achievements and were honored at the 2009 Honors Convocation at the WVU Creative Arts Center in May. During her senior year, McMillion also participated in the School’s “West Virginia Uncovered: Multimedia Journalism from the Mountains” project. As part of the grant-supported project, SOJ students are partnering with small, rural newspapers in West Virginia to provide multimedia stories and train newsroom staff to produce their own content for their websites.

McMillion’s career goal is to find a job that involves traveling and documentary work. Her dream job is to work for National Geographic or The Associated Press.

She is getting a good start on her career through a summer position as a documentary intern with The Washington Post.

“It’s not about the big dream or the big picture. It’s about living life day to day.”

— Elaine McMillion

The Scripps Howard Foundation chose the scholarship recipients based on their work portfolio, academic achievement and an essay articulating their long-term career goals.

McMillion has written for the Charleston Daily Mail, The Dominion Post and The Daily Athenaeum. Her article about a former WVU band drum major also ran as a cover story for Lawyers and Leisure magazine.

“The judges thought that Elaine was an impressive and versatile writer who stretches out of her comfort zone,” said Sue Porter, vice president of programs for the Scripps Howard Foundation.

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“It’s not about the big dream or the big picture. It’s about living life day to day.”

More on the Web
View McMillion’s online portfolio at [http://web.me.com/elainemc](http://web.me.com/elainemc)

Visit the “West Virginia Uncovered” project website at [http://WVuncovered.wvu.edu](http://WVuncovered.wvu.edu)
Eight months in New York City, three magazines and one major life-changing experience. In January 2008, news-editorial student Karen Snyder left West Virginia with a tentative plan and an unpaid internship. But when she got to the Big Apple, she found big career opportunities. From deadlines to office politics, the New Martinsville, W.Va., native shares her experience.

VINCENT: Where were your internships?
SNYDER: One was at CosmoGirl magazine. It was not a paid internship, so I started searching for just any job. I was only working part-time at CosmoGirl, and I decided that if I wasn’t going to be able to find a paid job, I was going to get another internship. I went in for an interview at InStyle magazine, and they hired me. So that’s what I did from January to May. Then in June, I started my internship at People magazine.

V: How do you think you got your internships?
S: I think good things happen to people who put themselves out there.

V: Describe your typical day as an intern at a large magazine.
S: In the magazine industry, you do a lot of administrative things. Most interns go into the job hoping not to do that, but you should just deal with it. At CosmoGirl, I opened mail, did research and kept a weekly blog on cosmogirl.com.

V: You also wrote a sidebar for the story, “My Mom Married My High School Classmate,” which ran in the August 2008 edition of CosmoGirl. Talk about that experience.
S: The sidebar belonged to another intern who decided not to do it at the last minute. Once I started working on it, I realized why she didn’t want to do it. The information they [the editors] wanted wasn’t out there. I gave them two other options, and they ended up using one of them. A lesson in not giving up, I guess.

V: What was your biggest challenge as an intern?
S: One of the biggest challenges at first was living in New York City for a month before I found a paid job. I was draining my savings and doing my best to scrape by.

V: How did the School of Journalism prepare you for your internship?
S: Deadlines. Students really need to be aware that when deadlines are given here at the J-School, they are given for a reason. It’s to prepare them for something bigger once they’re done here.

V: How did your internship prepare you for the real world?
S: Just knowing how a magazine works and knowing what to do as an editorial assistant if I get an entry-level job is important. I don’t think anything can prepare you for a full-time job in journalism like an internship can.
SOJ annual fund to support student opportunities

The School of Journalism is taking an extra step to ensure students gain a competitive edge in the evolving media and communications industries. Student and employer testimonials have shown that having real-world experience on your resume can be a deciding factor in getting your first job. To that end, the School’s annual giving campaign this year will focus on supporting student internships, as well as study abroad opportunities.

SOJ alumnus Jim Roop (BSJ, 1971) kicked off the new “Student Enhancement Fund” with a $10,000 pledge. Roop is founder and president of Roop & Co., a communications agency based in Cleveland, Ohio, and is a member of the School’s Advisory Committee.

The fund will provide financial assistance to qualified students with internships in metropolitan areas where the high cost of living can deter students from taking advantage of these opportunities. Students applying for study abroad programs that include work in the media and communications fields will also be eligible to apply for funding.

Working for news organizations or strategic communications agencies in major markets provides students the chance to develop their professional skills, their portfolios and their confidence. Studying abroad, particularly when it includes a professional component, widens students’ horizons and makes them more marketable.

Many SOJ students – especially in today’s economy – borrow money or take out additional loans to supplement unpaid internships or help cover the costs of studying abroad.

“When our students are able to access these opportunities, they can – and do – outperform students from other top journalism programs,” said School of Journalism Dean Maryanne Reed. “We want to help our students reach their full potential and compete in the global marketplace.”

The School has placed students in high-level internships in New York City, Los Angeles, Chicago and other major cities. And these experiences have paid huge dividends.

For example, Justin Weaver (BSJ, 2007) leveraged his internship to land a highly coveted position at a major media outlet. After interning with ABC’s “Good Morning America,” the Fairview, W.Va., native was offered a full-time position at the network.

Candice Weigel (BSJ, 2009) combined a professional internship with a study abroad opportunity at NBC News London. Having funded the internship herself by working part-time jobs while in school, Weigel said the unpaid position was worth all the “scrimping” and saving. In addition to the great industry experience, she gained perspective on living and working abroad.

“I learned how to adjust to living and working in a foreign country and grew to embrace all the differences and challenges,” said Weigel. “I feel that it helped me grow not only professionally but personally as well – in a way that never could have happened had I not applied for this internship.”

If you would like to help students like Justin and Candice, please consider making a contribution to the “Student Enhancement Fund” this year by marking the appropriate box on the envelope provided.

Candice Weigel (right) practices shooting video in front of the Houses of Parliament while interning at NBC News London.

Spring 2009 scholarship campaign nearer goal

In response to the volatile stock market and loss of endowment revenues, the School of Journalism launched a special campaign in Spring 2009 aimed at supplementing student scholarships for the upcoming school year.

The School of Journalism Scholarship Fund will provide much needed financial support to deserving students during the academic year, when other financial aid may not be available.

The campaign raised nearly $16,000, just a few thousand dollars short of its goal. And those funds will be awarded to help students defray the costs of tuition and fees, books and supplies, and housing.

We thank our alumni and friends who answered the call to help students during this difficult time. Your generosity is a testament to your commitment to the School of Journalism and willingness to help the next generation of journalists and communications professionals.
Bigger, faster, stronger. Sports fans have always expected their favorite athletes to embody these traits. In today's 24-7 news cycle, readers and viewers now demand the same speed, versatility and excellence from their sports media.

In March, Journalism Week 2009, “From the Sidelines to Online: The Evolution of Sports Journalism and Communications,” examined how changes in the media landscape have impacted both sports journalism and strategic communications. The week-long series of speakers featured national and regional sports journalists, bloggers and professional communicators, ranging from the legendary Frank Deford to the irreverent A.J. Daulerio, editor of Deadspin.com.

The class presentations and public lectures were packed with SOJ students interested in learning how to break into the business. The professionals shared their experiences, personal anecdotes and advice about how young professionals can succeed in this increasingly competitive industry.

**Frank Deford**, a six-time U.S. Sportswriter of the Year recipient, television correspondent and National Public Radio commentator, said the growing demand for more sports coverage cuts two ways. Sports figures are demanding more time in front of the cameras and increased “ink” in print and online, said Deford. Readers, meanwhile, are asking for more personal information about athletes.

The National Association of Sportscasters and Sportswriters Hall of Fame inductee offered students a winning strategy that has helped him earn his reputation as one of America’s greatest sports journalists.

Cover events that have the fewest competitors. “You can concentrate on that one person,” Deford said. This allows the writer to provide more in-depth coverage and create a more intimate and meaningful story.

Another strategy is to cover sports stories that typically don’t get a lot of coverage from traditional sports media outlets, such as Sports Illustrated and ESPN, said **A.J. Daulerio**, editor of Deadspin.com, which identifies itself as “the world’s most popular independent sports blog.”

The digital media boom has fueled an increase in “fringe stories” generated from readers, said Daulerio. Deadspin.com’s readers control the site’s content by demanding what they want to read from a story and contributing through comments on the blog.

Daulerio said websites like Deadspin.com can’t compete with the established media and have to establish their own niche and their own audience.

“We’re here to entertain people,” said Daulerio.

**Lindsay Czarniak**, sports anchor for NBC4 (Washington, D.C.) and 2008 Summer Olympics Web reporter and NBC sports-desk reporter, said she strives for a balance...
between entertaining and informing the audience.

“It is fine to have people want to watch you,” said Czarniak, but she qualified her comment saying that journalists also have an obligation to give their audience a solid news story.

She also advised the students to spend more time developing professional, working relationships with their subjects. That extra effort helps journalists obtain insider information.

“Go down to the practice facilities when you aren’t covering them and let them see you care,” she said. “If they know your face and know your name, you can get closer to the players and staff than the other [journalists].”

For aspiring sports reporters, Pittsburgh Steelers’ Communications Coordinator Dave Lockett offered another tip.

“Those guys in the locker room may not seem like it on Sundays, but they are humans too,” Lockett said. “Just treat them with respect and ask intriguing, new questions.”

Lockett also told students that they need to do internships, make the most of every opportunity and be persistent. Lockett explained that when he was first looking for a job in sports communications, he sent out an average of 30 resumes a day. Lockett believes it was this dedication to his overall goal that led to his “dream job” with the Steelers.

Mountaineer football and basketball commentator Tony Caridi agrees that it takes both persistence and passion to be successful in any career – especially journalism.

Caridi, who has been with the Mountaineer Sports Network for 24 years and named the West Virginia Sportscaster of the Year on three occasions, said traditional journalistic values are still necessary regardless of the medium. Even with the advances in digital media, it takes more than technical skills to succeed in the industry.

“To do this job right, you’re still going to have to have a passion that borders on obsession,” said Caridi.

Pulitzer Prize-winning photojournalist Amy Sancetta, whose resume includes multiple Final Fours, Super Bowls and Olympics, said that covering sports is great preparation for any kind of journalism.

“In two hours of a football game, you have grown men crying and others whooping around like you’ve never seen them,” said Sancetta. “Tense moments, relief, all the drama you want is just right there between two sidelines. If you can prepare yourself for something as dramatic and tense as a sporting event, you can cover anything. And I am better at everything I do because of it.”

For students who aren’t seeking a career in sports reporting, sports marketing consultant Marty Rotberg said students can find good jobs in sports communications.

Rotberg estimated the sports industry’s worth at $213 billion as of 2007, double that of the auto industry and eight times the size of the movie industry. As a result, non-sporting industries are clamoring to advertise their products through sports, especially during high-volume events like the Super Bowl.

To be successful, Rotberg said students need to develop their skills while in school and learn to market themselves and their ideas – advice applicable to sports communications and any other field.

“Pulitzer Prize-winning photojournalist Amy Sancetta, whose resume includes multiple Final Fours, Super Bowls and Olympics, said that covering sports is great preparation for any kind of journalism.

“To do this job right, you’re still going to have to have a passion that borders on obsession.”

— Tony Caridi

Read more about Journalism Week 2009 at http://journalism.wvu.edu/ (See “Featured Events”)
SOJ launches new journalism major in Fall 2009

Recognizing the major shifts in the media industry, the School of Journalism will launch a new major in Fall 2009. Newly admitted students to the School who would have previously selected broadcast news or news-editorial as their majors will instead enroll in the new “journalism” major.

The new major was created in response to the changing demands on journalists to write, report and produce content across media platforms. Students in the new major will learn the fundamentals of reporting and writing, as well as visual design, multimedia storytelling and how to engage audiences in the digital era.

“The changes we’re making reflect the dramatic transformation of the news industry during the last 10 years,” said School of Journalism Dean Maryanne Reed. “Readers and viewers are moving away from traditional media – newspapers, television and radio – and increasingly turning to online sources for the latest news and information.”

As a result, said Reed, print and broadcast journalists are now expected to produce content for the Web using multiple storytelling forms, including text, photography, video and audio. At the same time, newspapers and broadcast stations have joined forces in many cities, regularly contributing content to each other’s medium.

“Journalists can no longer think of themselves as being purely television or print reporters,” said Associate Dean John Temple. “Our new curriculum will still provide students with the basic skills but also give them the versatility they’ll need in today’s complex multimedia environment.”

Since 2002, SOJ students have been working across disciplines on specialized projects, such as the “Cancer Stories” documentary and book and the Katrina project website. The new journalism major establishes cross-platform journalism as an integral part of the curriculum.

Students enrolled in the journalism major will share core classes in mass communications, media writing, ethics, law, and visual journalism and design.

By their junior year, they will have selected their area of emphasis in print, television or visual journalism. With fewer required courses, students will be able to take more electives outside of their area of emphasis.

In their senior year, they will come together in a shared capstone experience, serving as a multimedia reporting bureau to produce content for a variety of news organizations across the region.

More on the Web
Read more about the journalism major at http://journalism.wvu.edu (See “Academics”)

Sport communication minor offered in Summer 2009

Students who love sports now have a new opportunity to get in on the action. Beginning in Summer 2009, the WVU School of Journalism and the College of Physical Activity and Sport Sciences are offering a new minor in sport communication.

The minor, which is available to students outside the School of Journalism, provides students with an understanding of the business of sports and prepares them to work with athletes, the media, corporate sponsors and the public to effectively communicate their client’s message.

While the School of Journalism offers hands-on, practical skills in media writing, public relations and strategic communications, the College of Physical Activity and Sport Sciences provides a solid understanding of the issues affecting professional and collegiate sports today.

The minor requires 18 hours – nine from the College of Physical Activity and Sport Sciences and nine from the School of Journalism. This blended minor includes both on-campus and online courses, and most courses are offered in the summer terms.

Course requirements
A total of 18 hours of coursework, from the School of Journalism and the College of Physical Activity and Sport Sciences, is required to complete the minor in sport communication.

From the School of Journalism (9 hours)
ONE of the following:
- ADV 201 Advertising and Society (3 hours)
- ADV 215 Principles of Advertising (3 hours)
- PR 215 Introduction to Public Relations (3 hours)

Both of the following:
- JRL 361 Media Relations in Sport (3 hours)
- PR 410 IMC for Public Relations (3 hours)

From the College of Physical Activity and Sport Sciences (9 hours)
- SEP Sport in American Society (3 hours)

TWO of the following:
- SM 426 Liability in Sport (Sport Law) (3 hours)
- SM 485 Sport Management (3 hours)
- SM 486 Sport Marketing (3 hours)
In his third-floor office in Martin Hall, among unpacked boxes, Bill Kuykendall (BA, zoology, 1966) reminisces about his career that led him back to WVU as the School of Journalism’s Visiting Shott Chair of Journalism.

Kuykendall joined the SOJ faculty for the Spring 2009 semester to teach visual journalism courses and work with Associate Professor John Temple on the “West Virginia Uncovered” multimedia project.

Kuykendall, whose journalism career began as a staff photographer for WVU’s Daily Athenaeum, was a multimedia journalist before anyone knew what the term meant. He recognized early on the potential of combining different media to tell stories. As part of his application for a National Geographic internship in 1968, Kuykendall developed a slideshow to showcase his photography. Using projectors, tape recorders and speakers, he narrated, edited and set to music a 20-minute slideshow of West Virginia images.

“It was multimedia convergence journalism,” said Kuykendall. “We’re doing that now, but some of us were doing that in the ’60s before personal computers and programs simplified the process.”

That cutting-edge portfolio landed him the internship.

After the internship, Kuykendall worked for The Worthington Daily Globe, a small, family-run paper in Minnesota. While there, Kuykendall earned the 1971 National Press Photographers Association’s Newspaper Picture Editor of the Year award.

During the next decade, Kuykendall worked in various positions, including photo director for the Seattle Times, freelance photographer, consultant, magazine editor and print and multimedia designer. Along the way, he earned his master’s in journalism and mass communication from the University of Minnesota.

In 1986, Kuykendall became a professor and the director of the renowned photojournalism sequence at the University of Missouri School of Journalism. He also directed the annual Pictures of the Year contest and co-directed the Missouri Photo Workshop.

Kuykendall later moved on to the University of Maine as Libra Professor of Interdisciplinary Studies and director of new media and then senior lecturer in new media and cooperating professor of communication and journalism. He is currently on sabbatical from the University of Maine.

As a journalist and educator, Kuykendall sees new media as a vehicle for making news more relevant to readers. His desire to work with the “West Virginia Uncovered” project grew out of his passion for storytelling across media platforms.

“I want to show them [the students] the importance of capitalizing on the power of new media and to teach them that great content is key to a great story,” Kuykendall said.

As part of the project, Kuykendall also is helping to develop and lead workshops to train newspaper reporters and staff how to produce and edit multimedia stories for the Internet and enhance their Web presence.

“West Virginia Uncovered” project director John Temple said Kuykendall’s experiences and expertise make him the ideal addition to the project.

“As a professional and an educator, Bill has brought his vision of community journalism to this project and the workshops,” said Temple. “His passion for storytelling resonates with both the students and newspaper staff.”
Four new faculty members join SOJ in Fall 2008

Dr. Rita Colistra
Public relations

BY RACHEL FLUHARTY

Nearly 15 years after starting her own college career, Dr. Rita Colistra returned to the School of Journalism to share her passion for public relations with the next generation.

A role model for her students, Colistra has always taken her own education seriously. The West Virginia native is the first of her immediate family to graduate from high school and is a first-generation college student. While an undergraduate student at WVU, she majored in public relations and minored in business with a second concentration in psychology.

After she completed her degree in 1998, Colistra headed to Durango, Colo., and landed a job in events and sports marketing at Sky Ute Casino.

“It was a great job,” Colistra said. “Most people would hope to have that job by the end of their career, but I got it at the beginning of my career.”

Despite her success, Colistra felt like something was missing. She returned to WVU to earn her master’s degree in journalism in 2004— with the ultimate goal of becoming a college professor.

Colistra went on to earn her Ph.D. in 2008 from the University of North Carolina at Chapel Hill’s School of Journalism. She joined the WVU faculty last fall as an assistant professor in the School’s public relations program.

In addition to teaching introduction to public relations, public relations writing and case studies, she is the new faculty adviser to the Public Relations Student Society of America (PRSSA). Her goal as the club’s adviser is to enhance the professional opportunities for students, develop a Web presence for the club and increase fundraising efforts.

Dr. Bob Britten
Visual journalism

BY ERIC ARNOLD

Though the distance between Corry, Pa., and Morgantown, W.Va., is 202 miles, it took Assistant Professor Bob Britten 30 years to travel from his birthplace to his current position at WVU.

As an undergraduate at Allegheny College, Britten majored in English but became intrigued with journalism while working as the school newspaper’s movie critic his junior year. A year later, he took the managing editor position.

After graduation, Britten landed his first reporting job at the Record-Argus in Greenville, Pa., and then worked on the weekend design desk. Britten later took a job at the Meadville Tribune.

His desire for graduate school led him to enroll at the University of Missouri, where he earned his master’s (2004) and doctoral (2008) degrees in journalism.

While at Missouri, Britten earned scholastic awards and an honor for his graphical layout on crash test dummies. In addition, he was a Visual Journalism Fellow at the Poynter Institute in 2003. His dissertation centered on the Shanksville, Pa., plane crash on 9/11 and the media’s coverage of memorials after the event.

Stints at the Columbia Missourian, the Seattle Times, fashion periodical Crescendo!, Farm Journal and Allegheny magazine gave Britten experience in designing for a variety of formats.

Britten joined the School of Journalism’s visual journalism program in Fall 2008. He said he was attracted to WVU because the School embraced his views on digital media and visual design.

“I liked that the School is moving toward a visual direction, and people are very enthusiastic about where we are going,” said Britten.
Dr. Kelley Crowley
Advertising and public relations

BY RACHEL FLUHARTY

Visiting Assistant Professor Kelley Crowley knew her first night as a graduate student at Duquesne University that she was destined for an academic career. Looking for her classroom, she asked a group of students for help, and they responded, “What class are you teaching?”

“It was the coolest thing,” Crowley said. “I realized that’s where I was supposed to be. I cried all the way home.”

Her return to school came after many years of working as a communications professional. After stints as a radio DJ and news director and as the entertainment editor at the Pittsburgh City Paper, she got her start in public relations as senior publicist for INPEX, the world’s largest invention convention. Among her many achievements in that role, she helped place inventors on the Tonight Show and in People magazine and Time.

Crowley also worked as an account executive for Jack Horner Communications and Dymun+Company, both in Pittsburgh, Pa. In both positions, she served as a liaison between clients and the creative departments, handled media relations and developed creative ideas for clients.

With a desire for advancing her education, Crowley earned a master’s degree in corporate communications in 2002 and a Ph.D. in rhetoric and philosophy in 2008 from Duquesne University.

Her academic background and work experience serves her well at WVU, where she teaches advertising and public relations.

“I talk about life after college,” said Crowley. “The time in college is so short, and many students have not considered what life will be like in the working world and how it differs from school.”

Dr. Sara Magee
Broadcast news

BY NEIL SAFT

Assistant Professor Sara Magee declares herself “very much a TV person,” and the Emmy Award she won is a testament to her talent as a broadcast professional.

Before becoming an academic, Magee began her career in Erie, Pa., as a television news producer for the NBC affiliate WICU-12. She quickly fell in love with producing the news, enamored with the creativity and the adrenaline rush of live, unedited television.

After three years in Erie, Magee moved across the country to CBS affiliate KLAS-TV in Las Vegas, Nev., where she produced the 11 p.m. newscast. There, Magee worked on a New Year’s Eve live broadcast that won her an Emmy in 2001.

Magee produced a three-hour program from the streets of Las Vegas, where 70,000 people were gathered. She coordinated multiple live remotes and stories from seven to eight journalists.

Magee earned her master’s degree in English literature from Virginia Commonwealth University in 2005. She completed her Ph.D. in mass communications at Ohio University in 2008.

Magee joined the SOJ faculty last fall and is teaching courses in broadcast news writing and reporting, media ethics and introduction to mass communications.

In her broadcast classes, Magee emphasizes the importance of being able to cover breaking news, as well as strong writing and storytelling skills.

“How the information in a story is put together is the key,” said Magee.

Magee plans to use her newsroom contacts to bring more industry professionals into her classroom, giving students a perspective on real-world issues in broadcast journalism.
Integrated Marketing Communications (IMC) is an innovative approach to marketing communications, combining the disciplines of advertising, public relations, sales promotion, and direct and interactive marketing to provide clients with a comprehensive communications strategy.

About the program

In 2003, the School of Journalism launched the first, totally online master’s degree program in IMC. Under the direction of former SOJ Dean Christine Martin, the School’s faculty created the IMC program in response to the evolving strategic communications industry.

That original vision paved the way for the program’s current success.

Celebrating its six-year anniversary, the IMC program, which began with a handful of students, now serves more than 250 students from across the country and around the world. The program’s high-caliber faculty bring a wealth of professional experience to their teaching, and the program’s rigorous real-world curriculum continues to reflect current industry trends.

While the course offerings continue to change, the philosophy of the program and its basic structure have remained the same. This asynchronous program allows students to participate in their classes from anywhere, at any time. Because of its flexibility, students are able to integrate the coursework into their busy, full-time schedules.

Courses are designed with a practical focus, giving students relevant skills that they can immediately apply to their professional roles. Taught by highly qualified industry professionals, the curriculum is timely, innovative and reflective of current industry practices.

The program requires 39 hours of coursework, and students usually complete their degrees in about two years. The courses are offered in nine-week sessions year-round, and students typically enroll in one-to-two courses per session.

Real-life impact

The IMC program provides marketable skills valued by employees. According to a recent survey, students who have graduated from the IMC program have achieved real results.

95% noted improved professional confidence.

95% feel more marketable as a potential employee.

65% confirmed a job change after beginning the IMC program.

35% have seen an increase in their salary.

20% have received a promotion or new job title.

Source: A 2007 survey of recent IMC graduates.
In 2009-2010, the School will launch a new five-course certificate in digital marketing communications. Professional communicators can enhance their skills and marketability by enrolling in this program.

By the numbers
> During the past five years, the IMC program has grown significantly – both in size and geographic reach.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Number of Enrolled Students</th>
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<tr>
<td>2003</td>
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New digital marketing communications certificate

In 2009-2010, the School will launch a new five-course certificate in digital marketing communications. Professional communicators can enhance their skills and marketability by enrolling in this program.

Courses include:
- Introduction to Digital Marketing
- Social Media & Marketing
- Viral, Buzz & Word-of-Mouth Marketing
- Web Metrics & Search Engine Optimization
- Digital Production for Interactive Media

Want to learn more about the IMC program?
Visit the IMC website at www.imc.wvu.edu for information about the IMC program. Request an information packet and enroll in a free online information session.

Changes in the IMC curriculum

The IMC program is designed to be nimble – able to respond to current industry trends and students’ interests in specialized areas. New topics covered in courses include cause marketing, green marketing, healthcare marketing, multicultural marketing and sports marketing.

The program keeps pace with emerging industry practices by offering such courses as Social Marketing and Emerging Media and the Market. In these courses, students learn how to communicate and connect with multiple audiences through traditional and emerging media platforms.

Courses like Applied Public Relations illustrate the IMC program’s commitment to real-world experience, vital for professional success in a rapidly changing marketplace. In this course, students work for an actual non-profit organization to develop public relations assets for real-world use.

The IMC program is committed to continually updating its curricula to prepare its students to be leaders in the strategic communications industry.

“IMC at West Virginia University: local presence, global knowledge!”
Nga Nguyen
Vietnam

“I highly value the variety of voices and experiences represented in the IMC program.”
Heidi Martella
Auburn, Wa.

“The IMC program gives me the flexibility I need to spend time with my daughter.”
Patti Maurer
Pittsburgh, Pa.

“I can directly apply the lessons learned in the IMC program to my current position.”
Scott Tenoray
Orlando, Fla.
SOJ alumna tells stories of China’s 2008 earthquake through photographs

BY RACHEL FLUHARTY

PHOTOGRAPHS BY LINGBING HANG

The contrast between the wall-size poster of young Arnold Schwarzenegger as Conan the Barbarian and the thin, middle-aged Chinese man lying beneath it caught Lingbing Hang’s eye. She then spotted a weak, elderly woman with a bloodied nose sitting next to the man.

“She started to talk to me, how she had rescued the man [her son] out of their house when the earthquake occurred,” said Hang. “It flattened their house.”

The old woman said her son was mentally disabled and didn’t understand what was happening. Their village was among the most damaged in China’s 2008 earthquake, which killed nearly 70,000 people, injured more than 370,000 and left millions homeless.

Hang (MSJ, 2007) met the woman and her son in the Jiuzhou Gymnasium, the largest shelter for earthquake victims in Mianyang City in Sichuan Province. Hang was covering the disaster for the Shanghai Daily, one of two main English-language newspapers in China.

“Somehow it struck me what a mother she is,” said Hang. “It was touching. She was 81... Her son was 43.”

As Hang listened to the panic and fears of the mother and other earthquake victims, she grew more determined to tell their stories.

“It made me anxious and want to tell their stories and [show] the images of them to the world,” Hang said. “I think they deserve to be heard. They need help.”

The result of her work was a series of photo stories about the survivors’ struggles and their resilience after the disaster.

Hang developed her ability to tell such dramatic stories of life, death and human struggle through photography while a student at WVU.

Hang first came to WVU in 2003 through a program sponsored by the West Virginia Council for International Programs, which provides training...
to international professionals. Then a photojournalist for Shanghai’s Wen Hui Daily, Hang was assigned to work with visual journalism professor Joel Beeson.

“The WVU School of Journalism opened my eyes wide to see journalism in the U.S. and on a big scale,” Hang said.

Hang went back to Shanghai in 2003 but returned to WVU a year later to pursue a master’s degree in journalism.

As an SOJ graduate student, she helped coordinate and contributed to “Starting Over: Loss and Renewal in Katrina’s Aftermath,” a web-based multimedia project profiling the stories of Hurricane Katrina survivors who relocated to West Virginia after the storm. She also assisted Beeson in teaching photography and multimedia storytelling classes.

Hang said the lessons she learned at the School helped prepare her for her work at Shanghai Daily when she returned to China.

While covering the earthquake, Hang referred back to the media ethics course she had taken. She said the victims, many from rural areas or smaller cities, were trusting and never got upset with the media. But she never took advantage of their trust when photographing their shock and trauma.

“Whenever I approached them to get their story, I always explained who I was and what I was doing,” said Hang. “I always had this concern, but they let me do it anyway.”

Hang says she consistently witnessed love and sacrifice in the people she photographed, and this taught her to be a good human being and a better journalist.

“It made me anxious and want to tell their stories and [show] the images of them to the world. I think they deserve to be heard. They need help.”

— Lingbing Hang

A man carrying a bamboo basket passes a street while firefighters clear rubble in Pingtong Town in Sichuan Province on May 18, 2008.

Students attend a memorial service outside a temporary school in Mianyang City.

Watch a multimedia interview with Hang at http://journalism.wvu.edu
(See “Featured People”)

View Hang’s professional portfolio at http://lingbinghang.com

More on the Web

Students attend a memorial service outside a temporary school in Mianyang City.
Advertising graduate applies marketing and teamwork skills to firefighting career

By Danielle Conaway

When a fire alarm sounds in the Morgantown area, Steven Cover, of Gaithersburg, Md., is among the firefighters who spring into action. Between classes at the School of Journalism, Cover has helped extinguish fires for the Star City Volunteer Fire Department. In May, he graduated with his bachelor’s degree from the advertising program.

“If you have the time as a student, I think it’s important to be involved with your community,” Cover said. “You get out of it what you put into it, and I will always have a home here at the fire department.”

A few years ago, Cover took a high school class that offered firefighter and emergency medical technician training to seniors.

“I loved the interaction between the firefighters, all the tools and equipment you have to learn and use, helping people and the daily irregularity of the schedule,” he said. “You never know where you could be 10 minutes from now, and that is incredibly appealing to me.”

Juggling firefighting and school work was sometimes a challenge for Cover, who put in many late nights but managed to keep a 3.6 GPA.

“You might think you’ll spend the afternoon working on homework, but that could be broken up by a call that takes a couple hours,” he said.

Cover’s former journalism professor, Jan Boiles, remembers him as being an attentive student.

“In class, Steven was always the first to offer insight, feedback and guidance to his peers,” said Boiles, SOJ director of advising. “He had such an industrious work ethic and labored to submit his best possible work.”

Last summer, Cover worked full-time as a wildland firefighter for the U.S. Forest Service on the north rim of the Grand Canyon.

“We lived in a remote forest encampment in the mountains of the high desert there,” Cover said. “We had no TV, no Internet, no cell service, although we did have electricity and running water. Work days on a fire could be up to 16 straight hours, only to sleep on the ground at night and get up the next day to do it over again.”

After graduation, Cover’s immediate plans are to work full-time for a fire department in the Washington, D.C., area. He said his WVU degree will help him be more competitive in the firefighting industry.

“My degree taught me how to market myself and my skills and also how to work in teams,” he said. “Those are skills I can apply anywhere I go.”

Reprinted with permission from WVU News and Information Services.
SOJ creates new giving societies and wall of honor

In recognition of the growing importance of private giving, the School of Journalism has created a new tiered system of giving levels. Previously, all donors with gifts totaling $10,000 or more were inducted into the P.I. Reed Society.

In Fall 2009, the School adopted a new system, similar to those of other colleges and schools, which adds several new giving societies based upon donors’ total giving. The goal is to honor and acknowledge the generosity of the School’s top supporters, while creating an incentive for those, with the capacity, to increase their giving level over time.

The following four donor societies were established to recognize the School’s supporters:

- Martin Hall Society ($250,000 and more)
- Friends of Martin Hall ($100,000 – $249,999)
- P.I. Reed Circle of Friends ($25,000 – $99,999)
- P.I. Reed Society ($10,000 – $24,999)

Contributors listed in the new giving societies are recognized in a new wall of honor, installed in the main foyer of Martin Hall as a part of the recent renovations.

The wall’s design is a blend of traditional cherry wood – to complement the new doors and trim throughout the main floor – and contemporary visual accents, including a large color photograph of the Martin Hall tower, brushed nickel plates and modern typography.

The name plates for the four societies will be updated each year to reflect new members.

Development officer joins SOJ

This summer, the School of Journalism welcomes to the staff its first full-time development officer.

Luella Gunter, a 1993 alumna of the School, will lead all aspects of the School’s development program, from annual giving to major gifts solicitation. Working with the SOJ Dean and faculty and the WVU Foundation, Gunter will conduct outreach efforts and manage the School’s fundraising efforts.

Gunter brings to the position 15 years of communications, fundraising and marketing experience. Most recently, Gunter owned LTG Public Relations, an independent public relations consulting firm, helping clients lead community initiatives, develop fundraising strategies and coordinate communications efforts.

Prior to owning her own company, Gunter served as the director of annual fund and interim director of development for an independent, alternative education school in North Carolina. In that position, Gunter recognized a 22 percent increase in annual giving and a 72 percent increase in the total number of donors. In addition, Gunter has also coordinated public relations and marketing efforts for a contemporary art center and a public relations agency in North Carolina.
Mason's dream was to see the world and tell American readers the stories of people thousands of miles away. She realized her dream when she reported from Indonesia, China, Vietnam, Thailand, Pakistan and Geneva, to name a few.

Having grown up in Daybrook, W.Va., Mason said she never dreamed that she, the daughter of a truck driver, would be covering stories 10,000 miles away from home. “It’s people who live in poor villages, struggling to feed their children on a dollar a day, whose stories I love telling most,” said Mason. “I believe it’s our responsibility to make the world hear those who are too weak to speak for themselves.”

Mason told graduates that when she finished her degree, she heard much of the same dire predictions about the industry that they had been hearing.

“When I was sitting in that seat out there not so long ago, I remember people warning me about the future of this business,” said Mason. “I had professors trying to push me toward broadcast because it seemed like a safer bet than print. I had editors who saw promise in me, worrying out loud that newspapers wouldn’t be around long enough for me to get a career out of them.”

But she persevered. She told students about her first “big break” at The Dominion Post, typing obituaries, recipes and wedding announcements for $5 an hour.

“She gave a lot of good examples of her journeys through her career. It kind of gives you the idea that everyone goes through the same thing – you’re not alone,” said Whitney Walton of Pittsburgh, Pa., who graduated from the advertising program.

Mason said she recognized early on that she was going to have to pay her dues. For example, she turned her hourly job at The Dominion Post into a productive internship, going beyond recipes and obituaries to feature reports and news stories that appeared on page one.

Throughout her career, Mason always wanted to be an international reporter and never lost sight of her goal.

Her first job out of college was at the Charleston, W.Va., AP bureau. After being told she’d never work in Vietnam because she didn’t know the language, Mason quit her job and moved to Vietnam on her own.

“I freelanced for a number of major U.S. newspapers and spent the rest of the summer traveling the country and filing features on my own dime – just three years after graduating from WVU,” said Mason.

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“It’s people who live in poor villages, struggling to feed their children on a dollar a day, whose stories I love telling most,” said Mason. “I believe it’s our responsibility to make the world hear those who are too weak to speak for themselves.”

Mason told the graduates a degree from WVU has innate value and encouraged them to dream big.

“You can tell she related really well to where we are now,” said Danielle Linsenbiger, a public relations graduate. “She went out and decided she wanted to do it, and she did it.”
As award-winning NBC journalist Hoda Kotb stood before the crowd of 2009 May graduates and their families, she took photos to remember the occasion. Co-anchor of the fourth hour of NBC’s “Today” and correspondent for “Dateline NBC,” Kotb delivered the keynote address at the School of Journalism’s May Commencement ceremony on May 17, 2009, at the WVU Creative Arts Center.

From start to finish, the Morgantown, W.Va., native displayed her connection to the audience and down-to-earth sense of humor. Kotb reminisced about her own graduation day at Virginia Tech University – jobless and in a “full on panic” – but she reassured graduates, telling them “not to worry.”

Kotb told the standing-room only crowd how she drove for 10 days, from one failed interview to the next, before landing her first job. She remembered her first interview all too well. “The news director watched my tape for like a minute, popped it out and said, ‘You know, I’m really sorry, but you’re just not ready for Richmond [Va.],’” said Kotb.

After hearing the words, “You’re just not ready …” from more than one news director, Kotb went on a job-hunting mission. After 27 rejections, her resume tape finally resonated with a news director in Greenville, Miss., a small television news market.

From there, Kotb worked her way up the ranks of local television news in Moline, Ill.; Fort Myers, Fla.; and New Orleans, La., before executives at “Dateline NBC” gave her a shot. In her nine years at NBC, Kotb has covered major stories including the aftermath of Hurricane Katrina, the 2004 tsunami in Southeast Asia and the Olympics in Beijing, China. But even Kotb, with all of her success, has endured hardship.

The most significant challenge Kotb faced was being diagnosed with breast cancer in February 2007. Despite the surgery and treatments, Kotb says she was determined to not waste one moment of her life and found strength in the things she loved.

Surviving this personal tragedy, Kotb found the four most powerful words in the English language – “You, Can’t, Scare, Me.” But Kotb urged graduates not to wait for tragedy to find their courage. “It’s deep down in you,” she said. “Take advantage of it and use it.”

Top graduating senior Tricia Cesarino said Kotb’s advice was comforting. She had recently faced her own tragedy with the sudden death of her father just a few months before graduation.

“I took a week off school but still had to find the courage to come back and finish it out – and finish it with a 4.0,” said Cesarino. “I definitely think that was a big life lesson for me.”

As Kotb prepared to say goodbye, she ended much like she began – by taking it all in. “This right here, right now is your moment,” Kotb told graduates as she pulled out her iPod to play “Take Me Home, Country Roads.” The crowd clapped and sang along, giving Kotb a standing ovation as she left the podium.

Charles Holden, the School’s other top graduating senior, said he couldn’t think of a better way to end his four years at WVU than having a send-off from Hoda Kotb. “She was fantastic!” said Holden. “Very inspirational, very humble as well – without being overbearing and all of that. So I thought it was a fantastic kind of way to end it.”
Team Project Honors

“WVU News” was named as a national finalist in the Society of Professional Journalists “2008 Mark of Excellence Awards” for the Television Newscast category.

“West Virginia Uncovered: Multimedia Journalism from the Mountains” placed third in the AEJMC “Best of the Web 2009” journalism competition.

National & Regional Awards

William Randolph Hearst Foundation Journalism Awards Program 2008: Stephen Butera won 9th place for Television Feature; WVU won 10th place in the Intercollegiate Broadcast News Competition; Erin Wooddell won 12th place in the Multimedia Competition; and Ian Shorts won 17th place in In-Depth Writing.

Society of Professional Journalists 2008 Region 4 “Mark of Excellence Awards”:
- First-Place Awards: Stephen Butera for Television Feature; Tricia Fulks for In-Depth Reporting; and the staff of “WVU News” for Television Newscast.
- Second-Place Awards: Tony Dobies for Sports Column Writing; Anthony Rizzo for Television General News Reporting; Janet Irwin for Television Feature; and Chris Gunnoe for Television Sports Reporting.
- Third-Place Awards: Brandon Brown for Television Sports Reporting; and Tony Dobies for Feature Writing.

Association of Marketing and Communications Professionals “MarCom Awards”: “WVU News” segment “Virginia Tech Special” was the Gold Award Winner for Television Program.

Association of Marketing and Communications Professionals “Ava Awards”: “WVU News” segment “Virginia Tech Special” was the Platinum Award Winner for Television Program.

Telly Awards: “WVU News” earned a Bronze Award for News Special.

WVU Student Awards

- WVU Foundation Outstanding Seniors: Tricia Cesarino, Natalie Committee, Elaine McMillion, David Slusarick, Erin Wooddell.
- WVU Order of Augusta: Elaine McMillion.
- WVU Student Organizations Services Ken Gray Leadership Award: Natalie Committee and Tricia Cesarino.

SOJ’s Spring Student Awards Banquet

Advertising Program
Outstanding Senior in Advertising Campaigns awards went to Christopher Beach, Robert Chan and Erika Fowler.

Outstanding Leadership in Advertising went to Kelsey Weigand.

Outstanding Senior in Advertising Campaigns went to John Williard.

Broadcast News Program
Outstanding Broadcast News Senior went to Megan Bowers.

Outstanding Feature Reporter went to Geoff Coyle.

Outstanding Sports Reporter/Anchor went to Chris Gunnoe.

Most Promising Broadcast Journalist went to Kasey Hott.

Outstanding Executive Producer went to David Slusarick.

Outstanding Beat Reporter went to Will Ujek.

News-Editorial Program
Outstanding News-Editorial Senior awards went to Tricia Fulks, Charles Holden, Elaine McMillion, Kendal Montgomery, Karen Snyder and Erin Wooddell.

Public Relations Program
Outstanding Public Relations Senior awards went to Tricia Cesarino, Natalie Committee, Michelle Goodliff, Aubrey Mondi, Kristen Thomaselli and Candice Weigel.

The Outstanding Leadership as PRSSA President award went to Michelle Goodliff.

2009 KTA Inductees

Emily Corio
Cara Slider
Gabrielle Ash
Jonathan Vickers
Robert Chan
Nathan Maruso

Katherine Smith
Candace Nelson
David Slusarick
Kelly Cruse
Leslie Cruse
Evan Moore
2008-2009 SCHOLARSHIPS

CARY JOURNALISM SCHOLARSHIP
Tyler Blankenship
Amanda Moreau
April Scott
Jonathan Vickers

GILBERT AND MARGARET LOVE JOURNALISM SCHOLARSHIP
Ian Goodenough
Charles Holden
Kelsey Weigand

PAUL S. AND THEO S. DEEM BOOK SCHOLARSHIP
Katherine Griffith

CATHERINE PATTON CLARK PRESIDENTIAL SCHOLARSHIP
Jessica Blackwell
Belinda Capel
Natalie Committee
Kasey Hott
Sarah Michael
Tabitha Porterfield
Stacey Smith
Katherine Smith
Karen Snyder
Whitney Wetzel

GOLINHARRIS MOUNTAINEER IN DC
Katelyn Culver
Cara Lynn Slider
Bonnie Jean Thomas

PEGGY PRESTON TIERNEY SCHOLARSHIP
Natalie Aliff
Megan Bowers
Tricia Fulks
Chelsey Hathaway
Holly Lantz
Alissa Murphy
Kelly Tuckwiller

CUMMINGS SCHOLARSHIP
Megan Louk

IRENE CAPLAN MOKSAY SCHOLARSHIP
Chelsey Corroto

PERLEY ISAAC REED SCHOLARSHIP
Anthony Dobies

DAVID MATTHEW HASSEN JOURNALISM BOOK SCHOLARSHIP
David Slusarick

LINDA E. YOST SCHOLARSHIP
Mallory Rhodes

SCHOOL OF JOURNALISM SCHOLARSHIP
Tim Reid

DON S. MARSH SCHOLARSHIP
Keenan Cummings
Paige Lavender

LINDA JEANNE LECKIE SCHULTE SCHOLARSHIP
Margaret Clark

SCOTT D. WIDMEYER AFRICAN AMERICAN SCHOLARSHIP
Brandon Thomas

EDITH WATSON SASSER SCHOLARSHIP
Katherine Griffith

MARK S. AND FRANCES S. GROVE ENDOVED SCHOLARSHIP
Stacey Herron

SCOTT D. WIDMEYER FIRST GENERATION SCHOLARSHIP
Whitney Godwin

GEORGE GIANODIS JOURNALISM SCHOLARSHIP
Erica Goldsmith
Michelle Goodliff
Lindsey Helfer
Adrienne Hendon
Casey Hoffman
Allison Miller
Sarah Mullenax
Jonathan Offredo
Lynne Perry
Elyse Petroni
Kandace Ramsour
Lauren Sobon
Rachel Taylor

THOMAS PICARSIC SCHOLARSHIP IN JOURNALISM
Benjamin Hancock

GILBERT AND MARGARET LOVE JOURNALISM SCHOLARSHIP (cont’d)

W.E. CHILTON III JOURNALISM SCHOLARSHIP
Robert Chan
Keenan Cummings
Casey Hofmann
April Scott

CATHARINe PATtOn CLArK PRESiDEntIAL SCHiolARShiP
Jessica Blackwell
Belinda Capel
Natalie Committee
Kasey Hott
Sarah Michael
Tabitha Porterfield
Stacey Smith
Katherine Smith
Karen Snyder
Whitney Wetzel

IRENE CAPLAN MOKSAY SCHOLARSHIP
Chelsey Corroto

PERLEY ISAAC REED SCHOLARSHIP
Anthony Dobies

CUMMINGS SCHOLARSHIP
Megan Louk

MARK S. AND FRANCES S. GROVE ENDOVED SCHOLARSHIP
Stacey Herron

SCHOOL OF JOURNALISM SCHOLARSHIP
Tim Reid

DAVID MATTHEW HASSEN JOURNALISM BOOK SCHOLARSHIP
David Slusarick

LINDA JEANNE LECKIE SCHULTE SCHOLARSHIP
Margaret Clark

SCOTT D. WIDMEYER AFRICAN AMERICAN SCHOLARSHIP
Brandon Thomas

EDITH WATSON SASSER SCHOLARSHIP
Katherine Griffith

MARK S. AND FRANCES S. GROVE ENDOVED SCHOLARSHIP
Stacey Herron

SCOTT D. WIDMEYER FIRST GENERATION SCHOLARSHIP
Whitney Godwin

GEORGE GIANODIS JOURNALISM SCHOLARSHIP
Erica Goldsmith
Michelle Goodliff
Lindsey Helfer
Adrienne Hendon
Casey Hoffman
Allison Miller
Sarah Mullenax
Jonathan Offredo
Lynne Perry
Elyse Petroni
Kandace Ramsour
Lauren Sobon
Rachel Taylor

GILBERT AND MARGARET LOVE JOURNALISM SCHOLARSHIP
Christopher Coscarelli
Erika Deyarmin
Whitney Godwin

NANCY HENRICHs HODEL MEMORIAL SCHOLARSHIP
Andrew Smith

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**FACULTY BRIEFS**

**TORI ARTHUR**
Visiting Assistant Professor Tori Arthur produced a short documentary feature for WVU’s Center for Black Culture and Research. The film highlighted the Center’s 2008 Harlem Renaissance Spring Break Study Tour, which took a group of students and faculty to Harlem to conduct research at the Schomburg Center for Research in Black Culture. Arthur is currently working on another short documentary feature chronicling the experiences of a group of WVU students who traveled to historic sites in the Civil Rights Movement.

**JOEL BEESON**
Associate Professor Joel Beeson’s documentary, “Fighting on Two Fronts: Untold Stories of African American WWII Veterans,” was named to the “10 Best WV Films of 2008” by the Charleston Gazette and was chosen for screening at the Museum of Modern Art’s 2009 edition of Documentary Fortnight, an annual showcase of nonfiction film and video. In April, Beeson attended the Broadcast Education Association’s Annual Convention in Las Vegas, Nev., where he participated in a panel, “Taking Part: Mediating Online Identity in an Interactive Community for Artists with Disabilities,” to discuss “Taking Part: The Artists with Disabilities Project.”

**JAN BOYLES**
Director of Advising Jan Boyles presented research on narrative journalism at the Journalism Education Association/National Scholastic Press Association’s Spring National High School Journalism Convention in Phoenix, Ariz., in April. In May, Boyles was awarded one of two inaugural WVU Nicholas Evans Advising Awards. Boyles was also awarded the SOJ Golden Quill Award for Outstanding Teaching (instructor).

**DR. RITA COLISTRA**
In November, Assistant Professor Rita Colistra co-led a workshop in Charleston, W.Va., for recipients of the Flex-e-Grant, a joint effort of the West Virginia Development Office, the Appalachian Regional Commission, and the Claude W. Benedum Foundation. The workshop focused on how community organizations can better obtain media coverage for their groups. Colistra also compiled a public relations tool kit, “Promoting Your Organization to the Media,” for the organizations to use as a guide for creating communications pieces.

**DR. KELLEY CROWLEY**

**GINA MARTINO DAHLIA**
Teaching Assistant Professor Gina Martino Dahlia received several awards in 2008 for her film, “The Monongah Heroine,” a documentary about the women left behind following the Monongah, W.Va., mine disaster of 1907, in which 362 men and boys were killed. Awards included a Gold MarCom Award, an Accolade Award, a Silver Communicator Award, an Ava Award and a Telly Award, all of which recognize creative excellence by communications professionals. In 2008, Dahlia was also appointed by Gov. Joe Manchin as a member of the West Virginia Women’s Commission.

**DR. GEORGE ESPER**
In September, George Esper, Ogden Newspapers Visiting Professor in Journalism, spoke at the University of Findlay and Bowling Green State University. In Findlay, he gave a workshop on reporting and writing to the staff members of the daily newspaper, The Courier. At Bowling Green, he served on a panel, “From Vietnam to 9/11: The Associated Press and Its Coverage of War and Terrorism,” as part of a conference on media, war and conflict resolution. In October, Esper was one of the keynote speakers at a memorial service for journalists killed in Vietnam and other wars at the Eddie Adams Workshop in Jeffersonville, N.Y. In May, Esper was awarded the SOJ Golden Quill Award for Outstanding Teaching (faculty).

**DR. SANG LEE**
Assistant Professor Sang Lee’s paper, “Ad-Induced Affect: The Effects of Forewarning, Affect Intensity, and Prior Brand Attitude,” is currently in print at the Journal of Marketing Communication. His manuscript, “Exploring Wear-in and Wear-out in Web Advertising: The Role of Repetition and...
BRAND FAMILIARITY,” is currently in print at the International Journal of Electronic Marketing and Retailing. His paper, “False but Legal? The Mod- erating Role of Brand Familiarity and Repetition on Puffery Advertising Claims,” was published in the proceedings of the 2008 Marketing and Public Policy Conference, which was held in Philadelphia, Pa., last May.

DR. SARA MAGEE

DR. DIANA MARTINELLI
Diana Martinelli, Widmeyer Professor in Public Relations, developed and led a panel about media and politics at the August 2008 Association for Education in Journalism and Mass Communication convention. A piece she co-authored with WVU Emergency Medicine faculty and students resulted in a poster presentation at the Interna- tional Stroke Association in February. In March, Martinelli presented a paper she co-authored, “Lessons on the Big Idea and Public Relations: Reflections on the 50-Year Career of Charlotte Klein,” at the International Public Relations Research Conference in Miami, Fla. In April, Martinelli was awarded The Judith Gold Stitzel Endowment for Excellence in Women’s Studies Teaching and Learning from the WVU Center for Women’s Studies for her competitive proposal to develop a class studying women in communications.

MARIA INES MIRQUESADA
In summer 2008, Visiting Assistant Professor Maria Ines Miro-Quesada attended the Unity: Journalists of Color national convention in Chi- cago, III., where nearly 10,000 journalists and media executives gathered to discuss timely issues affecting journalism and the media industry. In February, she attended the National Association of Hispanic Journalists’ La Nueva Frontera Digital: A Multimedia Experience for Journalists conference in Philadelphia, Pa.

BONNIE STEWART
In September, Assistant Professor Bonnie Stewart gave her presentation, “Telling Historic Stories in a Multimedia World,” at the 2008 Society of Professional Journalists Convention and National Journalism Conference in Atlanta, Ga. She also served as a writing mentor during the conference. Stewart also became a founding member of the West Virginia Open Government Coalition, a nonprofit organization that works to educate people about the state’s open meeting and public records laws. In April, Stewart presented a portion of her research, “An Investigation of the Farmington Coal Mine Disaster,” at the Appalachian Studies Association’s annual conference in Portsmouth, Ohio.

DR. STEVE URBANSKI
Assistant Professor and Director of Graduate Studies Steve Urbanski moderated the panel, “Contributions of James Carey to the Study of Media and Religion,” at the Association for Edu- cation in Journalism and Mass Communication convention in Chicago, Ill., last August. He also served on the panel, “International-Intercultural-Interconnected: How Journalism Practices Shape Perspectives and Perceptions of Intercultural Communication,” at the Eastern Communication Association convention in Philadelphia, Pa., in April. Urbanski also published the essay, “See- ing the Links in the Moral Chain,” about the faculty-led student trip to Peru in the Pittsburgh Post-Gazette in February.

FACULTY ADDITIONS

DANA COESTER will return to SOJ faculty this fall as an assistant professor in the advertising program. Most recently, Coester served as the assistant vice president for branding and creative direction with WVU’s Advancement and Marketing division, where she helped direct several award-winning interactive campaigns. Prior to this, Coester was a faculty member at the WVU P.I. Reed School of Journalism, where she designed and helped create the award-winning multimedia website, “Starting Over: Loss and Renewal in Katrina’s Aftermath.” Coester brings to the classroom more than 15 years of experience in magazine publishing and communications design. She is a former art director and contributor for several Time Inc. publications, including Southern Living, Cooking Light and Travel South. Coester earned her master’s degree in journalism from the University of Missouri-Columbia in 1993.

DR. JENSEN MOORE will join the SOJ faculty in Fall 2009 as the new director of undergraduate online programs and assistant professor. Moore earned her Ph.D. from the University of Missouri- Columbia in December 2007, specializing in strategic and health communications. Before earning her doctorate, Moore worked in strategic communications as a community relations director and advertising executive for a professional baseball team and as a research consultant on a book for future journalists. Moore has created and taught online courses for the University of Missouri School of Journalism and the Integrated Marketing Communications graduate program at WVU’s P.I. Reed School of Journalism. She recently worked as a marketing consultant for a large non-profit group creating a pro-social online network for young adults in the Detroit Metro area.

LOIS RAIMONDO will join the faculty in Fall 2009 as the new Shott Chair of Journal- ism. Raimondo, an award-winning print and photojournalist, most recently worked as a staff photographer at The Washington Post. Prior to her 10 years at the Post, Raimondo worked as a freelance photographer and writer and as the chief photographer for The Associated Press bureau in Hanoi, Vietnam. Her work has appeared in such publications as National Geographic, The New York Times, Smithsonian Magazine, Newsweek, Time and others. Her 1998 investigative story for New York Newsday on corruption in a New York housing project earned Raimondo a Pulitzer Prize finalist nomination. Raimondo holds two master’s degrees – one in news-editorial from the Univer- sity of Missouri-Columbia and one in comparative literature (Chinese and Japanese) from Indiana University.
1940s

- JOHN H. BOGGESS (BSJ, 1948) celebrated his 85th birthday in Winter Park, Fla. He is a retired United States Information Agency news editor and has lived in Florida for 32 years.

1970s

- MICHAEL BENNET (BSJ, 1974) manages the Sierra Nevada Media Group, an organization of newspapers, websites and niche products on the North Shore of Lake Tahoe and in Truckee, Calif.

- CATHERINE HELEAN (BSJ, 1978) is the vice president of marketing for the Florida Communications Group of Media General, which includes the Tampa Tribune, WFLLA-TV and Tampa Bay Online (tbo.com). Helean led the converged marketing efforts of all three media outlets and manages more than 30 creative writers, producers and graphic artists. Helean has won multiple Emmy awards for her writing and directing.

- JACK JOHNS (MSJ, 1974) retired in 2008 after 17 years as the public address announcer for the WVU women’s basketball team and the press box announcer at Mountaineer Field.

1980s

- FRANK COSTA (BSJ, 1983) returned to Morgantown in July 2008 to become the WVU Student Recreation Center’s operations supervisor.

- KIM HARRISON (BSJ, 1986) is the assistant director for Student Organizations Services at WVU. She assists with special events and oversees nearly 300 student organizations on the WVU campus.


- C. DAVID KELLY (BSJ, 1982) is the senior communications specialist for the Air Line Pilots Association, United Master Executive Council.

1990s

- JENNIFER ABBOTT (BSJ, 1994) is currently enrolled in the Integrated Marketing Communications (IMC) program at the WVU P.I. Reed School of Journalism. Abbott is also the executive director at Builders Supply Association of West Virginia.

2000s

- LAUREN ADAIR (BSJ, 2002) is a realtor for RE/MAX 100 Inc. in Columbia, Md.

- JAKE BENDEL (BSJ, 2005) is a senior account executive with Brunner Advertising in Pittsburgh, Pa.
ELEANOR C. ELLIS “ELLIE” FLOWERS (BSJ, 1954) was named in May 2009 to the Order of Vandalia, WVU’s highest award for service to the University and the state. During her undergraduate years at WVU, Flowers was the second woman to serve as full-time editor at The Daily Athenaeum. She went on to work for The Clarksburg Exponent and The Las Vegas Review Journal until she returned to West Virginia with her husband, Edwin Flowers, a former WVU vice president and judge. Flowers returned to WVU in 1983, joining the College of Law as director of the Meredith Career Services Center and later became an assistant dean for career services until her retirement in 2004. Flowers was honored at the WVU Honors Convocation on May 15, 2009.

KAREN BLANEY (MS-IMC, 2008) is an administrative assistant at the WVU Eye Institute.

CARISSA BURDETTE MCBURNEY (BSJ, 2007) married JAMES MCBURNEY (BSJ, 2006) in June 2008. Burdette McBurney is a graduate assistant at the WVU Center for Civic Engagement.

SARAH BURTON (BSJ, 2004) currently serves as the reunion campaign officer at Cornell University in Ithaca, N.Y.

MARGAUX BYRNE (BSJ, 2002) celebrated her fifth year at Recreational Equipment Inc. in Wheaton, Ill., with a promotion to district visual merchandiser.

JAMIE CAMPBELL (BSJ, 2008) is an account coordinator for Krome Communications in Pittsburgh, Pa.

JENNIFER CARLIN (BSJ, 2001) is continuing her education at The University of Maryland working toward an MBA/MS in Management-Marketing. She also writes and publishes a fashion/shopping blog, www.thehipandtrendy.blogspot.com. Carlin is a member of the Baltimore Area Pi Beta Phi Alumnae Association and the NACA WVU Alumni Association.

CHRISTOPHER COSCARELLI (BSJ, 2008) is working in New York City as an assistant account executive with Publicis-USA. Coscarelli’s team handles all advertising for Bounty Paper Towels worldwide.

BETHANY CHRISMAN (BSJ, 2007) is a sales executive for Vocus Inc., a public relations software management company.

CASEY CUNNINGHAM (BSJ, 2007) is a development associate for the WVU Mountaineer Athletic Club.

CHERYL (EMERSON) DANEHART (BSJ, 2002) is the copy desk chief at The Washington Times in Washington, D.C.

MEGAN DIETRICH (BSJ, 2006) is working on a software development contract for the U.S. Internal Revenue Service (IRS). She works at the IRS Headquarters in New Carrollton/Lanham, Md.

NICOLE DUCOUER (BSJ, 2003) is the morning anchor for WXII 12 News, the NBC affiliate in Winston-Salem, N.C.

TAMAR FRUMKIN (BSJ, 2004) works in public relations at The Nations Business in Tel Aviv, Israel, and has been with the company for more than a year. Some of her duties include attending VIP events and hosting international guests.

LYNSEY GALLAGHER (BSJ, 2005) is now a junior account executive at Lautman Maska Neil and Company, having been promoted from account associate. The company’s clients include Ronald McDonald House of New York, Meals on Wheels and United Nations Association of the United States.

BRIAN GASSEN (BSJ, 2003) is a field production coordinator for CNN in New York, N.Y.

KATRINA (COBB) HARMON (MS-IMC, 2005; BSJ, 2001) is the marketing and communications manager at the Clay Center for the Arts and Sciences in Charleston, W.Va.

AMANDA LAWRENCE (BSJ, 2003) is a producer and anchor at the Healthcare News Network in Cape Coral, Fla. Lawrence produces the network’s weekly “Health Matters” segment.

BRIANNA LOY (MSJ, 2008; BSJ, 2003) accepted a position as senior lecturer at the WVU Department of Communications Studies in August 2008.

KELLY MCNEIL (BSJ, 2007) was promoted to account executive at USA TODAY in December 2008.

ZACK MILLER (BSJ, 2007) is a photojournalist at WTKR in Norfolk, Va.

ERIC PATRICK (BSJ, 2007) is a program coordinator for the U.S. State Department’s Bureau of Diplomatic Security. In 2008, he traveled to Africa where he visited Madagascar, South Africa, Ethiopia and Burkina Faso.

BRAD PEDESSEN (MSJ, 2006) is now a full-time investigative/education reporter for Gateway Newspapers in Monroeville, Pa. He has been a beat reporter at the company’s South Hills office since October 2006.

CHRISTINA PITTMAN (BSJ, 2007) is an account coordinator for Walz & Weisel Communications in Fairfax, Va.


FAITH THOMAS (MS-IMC, 2007) is the senior technical writer in the Methods and Standards Department at Continental Airlines.

SARAH THOMAS (MSJ, 2005; BSJ, 2003) is a senior account executive with Topaz Brothers near Boston, Mass. Thomas has been with the high-tech public relations firm for three years.

KINA THORTON (BSJ, 2001) is a regional coordinator for the QVC Home Shopping Network. She also has a five-year-old son, Kalen, and a baby on the way.

JUSTIN VAN SLYKE (BSJ, 2007) is a technical writer for Ultra Electronics in Lemont Furnace, Pa.

JAMES WAGAMON (BSJ, 2003) is a senior consultant for Booz Allen Hamilton in McLean, Va.

IANA WIELOBOB (BSJ, 2005) is a client relations coordinator for MTV Networks. She received the promotion in March 2008. Wielobob has worked for MTV Networks since 2006. Previously, she was an assistant within the integrated marketing department of MTVN’s Entertainment Group.

NEELY ZANUSSI (BSJ, 2007) is the assistant marketing communications coordinator for IGI Global in New Cumberland, Pa.
In 2009, the School of Journalism began the process of redesigning its website to better showcase the School’s programs and people. One of the primary vehicles for reaching varied audiences – from prospective and current students, to alumni, faculty and friends – the website focuses on telling the School’s success stories. The new website includes improved navigation; multimedia features about students, faculty and alumni; and additional opportunities for interactivity.


1. Follow the stories of the School’s hands-on opportunities and innovative programs.
2. Watch videos about and read interviews with outstanding students, faculty and alumni. Check out the School’s latest multimedia projects and review major events.
3. Sign up for the “SOJ eNews” RSS feed for the latest School of Journalism news.
4. Watch for upcoming events and find out “What’s Current.”
5. Become an SOJ fan on Facebook.
You’re invited!
2009 Alumni Activities

Alumni & Donor Recognition Ceremony
Join the SOJ and the SOJ Alumni Association for a ceremony recognizing donors who have moved into new giving societies and recipients of the SOJ Alumni Association Awards.

DATE: Friday, Oct. 9, 2009
TIME: 6 p.m.
PLACE: E. Moore Hall, WVU Downtown Campus
RSVP: No RSVP required

Football “Watch Party”
Gather in Morgantown with former classmates and future friends to watch the WVU Mountaineer football team take on the Syracuse Orangemen at the SOJ Alumni Association’s “Watch Party.”

DATE: Saturday, Oct. 10, 2009
TIME: Half-hour before kick-off
PLACE: Boston Beanery, WVU Evansdale Campus
RSVP: Send RSVP to SOJAlumni@yahoo.com

Homecoming Tent
Cheer on the Mountaineers and kick-off WVU Homecoming at the SOJ’s annual homecoming tent. Plenty of food and fun provided!

DATE: Saturday, Oct. 24, 2009
TIME: Two hours before kick-off
PLACE: Tent City 1 (Parking Area K2), WVU Mountaineer Field
RSVP: No RSVP required

Watch the SOJ website for details about these events and more later this fall.
journalism.wvu.edu