

University of Nebraska at Omaha CommUNO

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KVNO wins record 15 regional awards in 2012

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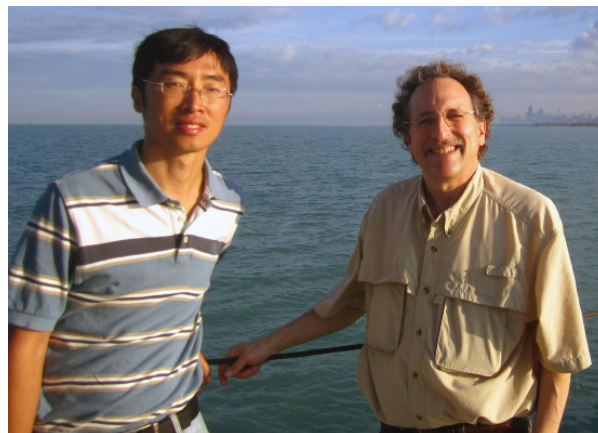
Communication technologies and international commerce have transformed the world economy, and the University of Nebraska at Omaha is expanding connections. The School of Communication is growing several initiatives.

We are in the second year of a partnership with the Kabul University Department of Journalism in a program that features faculty exchanges and curriculum development. Last year we hosted a visiting scholar from China, and I received an invitation by his university to visit, lecture, and develop faculty and student exchanges. Jiankang Zhang, a visiting professor last year from ZheJiang University City College, joined me and students in October as we visited with Warren Buffett. Zhang's photo appeared in a Chinese newspaper.

Chris Allen received a Fulbright Award and is spending the year in Oman teaching and exploring. Adam Tyma, Ana Cruz and I have met with a representative from a UNO partner university in Norway. Reilly Professor and Assistant Director Karen Dwyer, Lecturer Marlina Davidson, Instructor Kate Rempfer, Assistant Professor Chin-Chung Chao and Lecturer Holly Miller are among faculty meeting with visiting faculty from Japan and elsewhere in a program coordinated by the International Studies program. This summer, Lecturer Jerilyn Kamm and I will teach Afghan journalism professors at a workshop in Dubai. Professor Hugh Reilly is leading our annual International Communication trip to London in May.

University President James B. Milliken has urged campuses in the NU system to recognize the importance of globalism to the Nebraska economy. From agriculture to marketing, business is international. In our courses such as Intercultural Communication, students have the opportunity to think outside their culture. Chin-Chung Chao teaches students to recognize the many ways to study communication through culture.

The School of Communication embraces this change from our traditional point of view. Our UNO students working in social media are likely to connect on Twitter or other platforms with people from other countries. The faculty recognizes this and reflects it in changes to the core curriculum for journalism and mass communication majors.



Jiankang Zhang and Jeremy Lipschultz.

We now teach globalism in Introduction to Mass Communication, Media Writing, and our new two-semester courses in Media Storytelling. We have one more course to develop in Information Literacy. Bruce Johansen envisions this as a course that would teach students basic knowledge about the world.

We are proud to host the 57th Annual Communication Awards Banquet and Communication Week 2012. We recognize alumni making a difference in the world and have awarded a talented group of students more than \$50,000 in scholarships for the 2012-13 academic year. Both Chris Allen and Teresa Lamsam (a Native American expert on leave and visiting at the University of Kansas) will be back on the UNO campus offering students global and intercultural perspectives this fall.

UNO's mission to be a top metropolitan university engaged in the community now broadly defines the reach of that effort. From the North Omaha Media Alliance (NOMA) to Shanghai, the School of Communication is prepared and enthusiastic about the 21st Century opportunities for our amazing undergraduate and graduate students.

Maybe the world is not so much flat as Thomas Friedman contends, as it is rich with diverse challenges and opportunities. The world needs professional communication and media to make it work, and the School of Communication is teaching students to be the next leaders.

—Jeremy

Professor incorporates immigration experiences in teaching

By Edward Watkins

When Ana Cruz, an assistant professor at UNO, first learned she would move to the United States at age 8, she never would have dreamed that her experiences could one day influence others. In fact, she wasn't even allowed to talk about the move.

"In Cuba, we couldn't tell anybody we were trying to leave the country," Cruz says. "My mother said to me, 'Don't you dare tell anybody that you're going to visit your father in the United States and live with him. That's a secret, and they'll take me away and you won't have a mother and father here at home.'"

Waiting for Cruz at the end of her journey was a land full of changes and wonder. The necessary level of secrecy, combined with the fact that she was only 8 years old, led to many surprises in the place she would grow to call home.

"I was fascinated by an escalator. I was fascinated by the first snowfall," Cruz says. "There were so many things I was not prepared for because it was totally different and new."

Cruz shared stories such as these at the Heartland Latino Leadership (HLL) gala dinner last fall, where she was selected as the Latina Educator of the Year for 2011. The group recognizes achievements of Latinos who contribute to community growth and development.

Cruz is active in helping immigrants with translation assistance. She also helped to pioneer an educational program for inmates.

However, she remembers a time when she had different ideas about what success and excellence



Ana Cruz, joined by husband Ernesto at the Heartland Latino Leadership gala dinner last fall.

"I was fascinated by an escalator. I was fascinated by the first snowfall. There were so many things I was not prepared for because it was totally different and new."

— Ana Cruz

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meant. One such difference between Cuba and the U.S. that she experienced was grocery shopping and having a full refrigerator.

“I remember, as a child, that my dad was in a picture in front of a refrigerator full of food,” Cruz says. “In Cuba, as soon as we saw a truck going up to the corner store, I would have to hurry up and get in line because we had rations. You’d get so much rice and so many eggs – our refrigerators were not full of stuff.”

Just like the transition of location, so too did Cruz’s role change within her family. In Cuba, she was relatively soft-spoken. In the U.S., her ability to quickly learn English made her an invaluable member of the family.

“The challenges were acclimating to a brand new culture, navigating through a new terrain and doing it without a lot of assistance,” Cruz says. “At that particular point in time, at least within the school system, they didn’t have those opportunities to help children and their families succeed.”

Soon she was considered the language broker between her parents and outside influences such as banks or employers.

“I think that, being a child of an immigrant, I learned a lot of good things,” Cruz says. “I learned to be a good worker. I learned to be serving others, helping others and advocating for others, and that has been an integral part of who I am.”

Despite difficulties, Cruz has risen to the occasion every time. In 1987, her job in human resources at Enron was terminated when the company decided to move the corporate headquarters out of Omaha. Cruz opted to take the severance pay and returned to UNO.

She eventually obtained her bachelor’s degree in speech and journalism, as well as a master’s degree in communication and counseling. Cruz later obtained her doctoral degree in communication studies from the University of Nebraska - Lincoln.

Cruz shares her story with students to try to teach them the skill she’s learned from her years of experience.

“I wanted to have my students get a glimpse of the sacrifices that people who come to this country make in order to acclimate themselves,” Cruz says. “The myth is a lot of people say, ‘Well, these people don’t

“I think that, being a child of an immigrant, I learned a lot of good things. I learned to be a good worker. I learned to be serving others, helping others and advocating for others, and that has been an integral part of who I am.”

— Ana Cruz

want to learn English,’ but that is not even true.”

Cruz says she and her students have witnessed numerous immigrants spending their Saturdays studying from 9 a.m. to 1 p.m. at Metropolitan Community College in an attempt to better develop their English speaking skills. Doing so allows them more job opportunities and higher incomes to support their families.

Cruz says she hopes her students gain an understanding of immigration from the perspective of the immigrants, not just from the community to which they move.

“I want them to feel how embracing individuals from other cultures are of Americans when they come to the classroom and when they’re there to assist them,” Cruz says. “There’s a lot of positive energy that goes between my students and the English-as-a-second-language [ESL] student.”

Despite all the challenges and changes she has faced in her life, Cruz is certain that she belongs in education.

“This is what I was meant to do. This is the place where I am meant to be,” Cruz says. “I believe that what I do makes a difference in the lives of others, and that’s very rewarding to me.”

Emily Johnson contributed to this story.

Media relations coordinator is a familiar face at UNO

By Carly Beckman

Some may have seen him strolling around and asking questions with a video camera and notepad at various on and off-campus UNO events. Others may have taken a media class he teaches. If you spend enough time at UNO, you've likely run into Charley Reed.

However, as the university's media relations coordinator, Reed's face is bound to become even more familiar. UNO hired Reed at the end of 2011 as the go-to guy for news releases and media announcements.

Reed graduated from UNO in 2010 with a master's degree in communication. He also holds a bachelor's degree in broadcasting. Before his current position, Reed directed campus social media.

"I pretty much spend all day on my computer," Reed says. "I do a little bit of everything."

While Reed likes researching and writing, he favors story planning over news reporting. Finding news online and through social media has become a norm for Reed as he embraces the changes in news-gathering.

"Twitter is faster than regular news and is an on-demand approach," Reed says.

Reed's new job has kept him in Omaha, but he likes Omaha and is content to stay in the area for now.

"If I did move, it would be to Denver or Milwaukee, which are similar to the Omaha area," Reed says.

While he has no immediate plans to move, he has always had ambitious plans.

"I wanted to be a scientist," Reed says. "After awhile I wanted to do special effects in videos, and then I got interested in art and architecture. Eventually, I ended up in new media broadcasting."



Charley Reed is the new UNO media relations coordinator.

For students who struggle to choose which direction they want in journalism, Reed says the best thing to do is to work on improving their skills.

"The ability to write concisely and correctly is indispensable and that goes for any job, not just [ones in] journalism and public relations," Reed says. "There is an increasingly large number of people who don't know how to write complete sentences or use proper grammar. The better you are at writing, the more marketable you will be to an employer, no matter what it is you do. Being concise is also becoming increasingly important with Twitter, texting, and Facebook."

It's also important to get real world experience, he

See *REED*, p. 25 —

And that's all he wrote

'Mr. Murder' reflects on crime reporting days, book writing spree

By Courtni Kopietz

David Krajicek, longtime journalist and UNO alumnus, is regarded as one of the best true crime storytellers in the United States. While Krajicek never had an interest in crime reporting originally, through chance and circumstance, crime became a regular theme in his work, eventually earning him the nickname "Mr. Murder."

Today, he is an acclaimed crime writer and author of four novels. However, he wasn't always so passionate about writing.

Krajicek began his undergraduate career at UNO as a business major, but found that he hated every class that he took. On a whim, he picked out what he thought would be an easy course: Introduction to Mass Communication. His interest in journalism snowballed from there.

"That class inspired me, the subject matter and the way it was taught," Krajicek says.

Krajicek hadn't worked for his high school newspaper, and had no interest in working for a university paper, either. However, he changed his mind when he spotted what would be the subject of his first story: the Rhino boot.

The Rhino boot was a source of great outrage among the student population, Krajicek says, because parking was as much of a pain at UNO then as it is now.

"We had this great group of good writers and motivated young reporters. So many of my colleagues from college have gone on to great things, and they inspired me."

— David Krajicek

"I'm walking across campus, and I see the equivalent of a Rhino boot on a bicycle. Campus Security, essentially, Rhino-booted a bicycle," Krajicek says. "I was so mad. I thought, 'Here's this one sap doing something about the parking problem, and Campus Security Rhino-boots his bike.'"

Krajicek stormed into the Gateway's office to tell the editors what he saw. They told him to write a story about it, and thus, began his newspaper experience.

"I was lucky because it was a wonderful era to land at the Gateway," Krajicek says. "We had this great group of good writers and motivated young reporters. So many of my colleagues from college have gone

on to great things, and they inspired me. UNO gave me great fundamental training in journalism, and I've always appreciated it."

After Krajicek completed his bachelor's degree from UNO with concentrations in journalism-news editorial and English, he worked as a reporter for several years before attending graduate school. During his time at the Council Bluffs Nonpareil, Krajicek had his first brush with crime reporting.

Krajicek says the crime beat is an entry beat at almost any paper, so most reporters work it for 18-some months and then move on to something else. Krajicek ended up sticking with the beat, even when he moved on to work at the Omaha World-Herald.

“That’s how it started out for me,” Krajicek says. “Then when I went to New York [for graduate school], I had no interest in crime as a journalist. I studied science reporting, sports reporting.”

He finished a master’s degree in journalism at Columbia University after he got a job offer from the New York Daily News. Though Krajicek hadn’t planned on staying in New York after graduate school, he took the job. The newspaper covered crime frequently, and Krajicek says he built a reputation as a good writer who was “fast, accurate and good with the language.”

“The News was such an anachronism from the world of journalism I came from,” Krajicek says. “It was a tabloid. It’s kind of a ballsy, urban paper. And I thought, ‘I have to be that. I have to work there.’”

After a few years, Krajicek was appointed police bureau chief, in charge of crime news and of supervising a staff of seven or eight reporters. The reporters would go out, do the legwork and phone in their notes. Then Krajicek would write the stories.

“This was a period when crime was at its worst in New York City,” Krajicek says. “New York City was a tough place to work and a tough place to live, and it wore on me. That lifestyle and the subject matter wore on me.”

Eventually, Krajicek realized he needed to move on from his stressful job. He again planned on leaving New York, but as before, he ended up staying in the city - this time for a position as a professor at the Columbia School of Journalism.

Krajicek taught at Columbia for eight years before deciding teaching wasn’t what he wanted to do. He left the journalism school because he thought he could



Krajicek speaks to UNO students on Nov. 9, 2011.

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— *David Krajicek*

make a career as a book writer.

"I decided I wanted to be a writer, not a teacher, not a professor," Krajicek says. "I walked away from a tenured job. Everyone thought I was crazy, and I probably was."

From that point on and ever since, Krajicek has been writing the "Justice Story" column for the New York Daily News. Krajicek also wrote his first book, "Scooped," during the end of his studies at Columbia University.

Krajicek has also published three other books: "Murder, American Style" (2010), "Death by Rock 'N' Roll" (2011) and "True Crime: Missouri" (2011). He has a book coming out soon about New York mob stories, as well. Similar to "Death by Rock 'N' Roll," his new book will be an e-book exclusive.

The adoption of e-books, iPads and Kindles has changed the publishing world, Krajicek says. From the writing to the publishing, the process is much quicker and has helped Krajicek to publish multiple books in a single year.

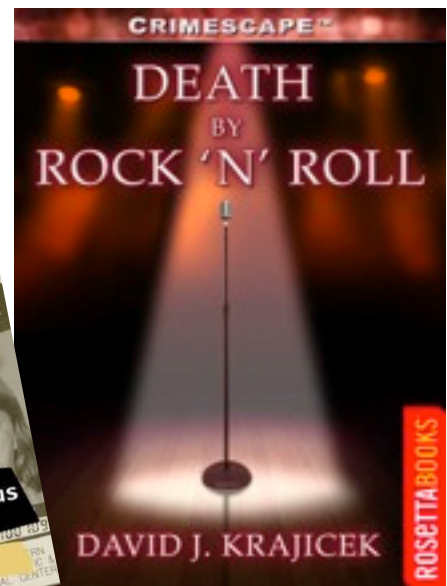
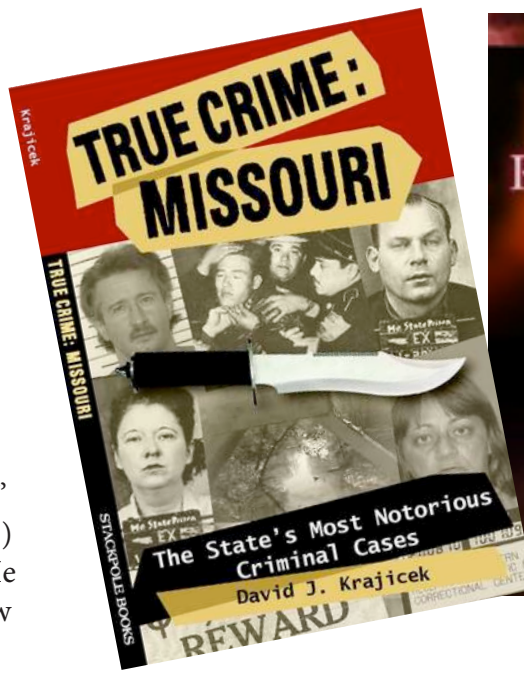
"I'm an organized person, and I'm a motivated person," Krajicek says. "This is all basically freelance work, what I do. If you're not motivated, you can't do it. I feel like I'm really lucky to be in the position I'm in, where I wake up every morning with something to write that someone's going to pay me for."

In conjunction with his writing and reporting, Krajicek co-founded the national Criminal Justice Journalists organization with Ted Gest, long-time reporter for U.S. News and World Report.

"Our original point was to advocate on behalf of people like us who do this for a living," Krajicek says. "[The organization is for] those who consider it to be a full-time professional calling, as opposed to a beat that we pass through for a year as a young reporter."

National associations have existed for decades for just about every specialty in the world of journalism. But even though crime, courts and prisons are a standard beat for every newspaper, a national organization didn't exist.

Crime reporters are regarded as sort of the catfish of the newsroom in that they are the bottom feeders, Krajicek says.



Two of Krajicek's books, "True Crime: Missouri" and "Death by Rock 'n' Roll." (Photos courtesy of <http://www.barnesandnoble.com>)

"It's exciting, but it's stress inducing. Often you're covering the most horrible stories: homicide, assaults and rape and so forth," he says. "You're dealing with cops, which isn't easy. I think for most people who try it, it's something you want to tell a few stories about later in your career, but you don't want to continue doing it. Though there certainly is a large cadre of people who do make a career of it, and thank God we do, because those are the best crime reporters in the country."

Over Krajicek's years as a practicing journalist, new media and technologies have broadened the market and communication field.

"When I got out of school, my options were print, radio or TV, maybe magazine," he says. "Now, you can start your own newspaper online. There are so many opportunities if you're creative."

And just as the opportunities are endless, so are the mediums for expression and creativity.

"Fundamentally, good journalism is still about writing and reporting," Krajicek says. "No matter what the technology is, what the vehicle is for the transmission of the information, it's still about the information."

Professor pitches study at baseball symposium

By Carly Beckman

Each summer, baseball fans and sports researchers alike gather in Cooperstown, N.Y., at the Annual Symposium on Baseball and American Culture.

Dave Ogden, associate professor in the UNO School of Communication, has attended almost every year since 1996.

In 2011, Ogden and UNO adjunct professor Kevin Warneke, presented a study titled “Team Commitment among College Baseball Players: Examining the Chemistry of the Coach/Player Relationship,” at the conference, which was held at the National Baseball Hall of Fame.

“It’s a great time, talking with other baseball researchers,” Ogden says. “We also play a game of old town ball, the way it was played in Massachusetts in the 1860s. It’s with old-fashioned rules, not the rules we see today.”

Ogden brought his interest to UNO students in a baseball, communication and culture class he taught during the

See *SYMPOSIUM*, p. 15 —



(Above) Alumnus Jason Kinny of the Omaha Storm Chasers stands with Ogden at Werner Park. (Below) Ogden examines historical artifacts in the Hall of Fame archives. (Photos courtesy of Dave Ogden.)



Signed, sealed and delivered

An alumnus' journey to success in crisis communications and international events

By Bridgit Kuenning-Pollpeter

People seeking exciting and rewarding employment may not ever consider the United States Postal Service, but for alumnus David Failor, it gave him the fast track to success allowing him to work with politicians, athletes and other celebrities.

Failor's story is one of seizing opportunities and preparing to embark on any journey – planned or not.

Growing up in Nebraska, Failor dreamed of success, but he never imagined his life would lead to unique opportunities and amazing experiences.

Like many people in college, Failor had plans, but his plans changed. At UNO, Failor hoped to study to become a botanist, but the powers that be had other plans.

"It all started at UNO," Failor says. "You need to leave your comfort zone, and I discovered this during my college years. I really wanted to study botany, but I took a botany class and didn't understand the material. I decided to find a new major."

Not sure what to do, he registered for a few journalism classes.

"I knew writing was the one skill that would cross over into any career," Failor says. "I had an interest in journalism and thought this was the one skill I could use for any job."

After watching Failor take class after class and search for some direction, Dr. Warren Francke, a journalism professor emeritus, suggested that Failor take on the sports editor position for student newspaper, the Gateway.

"I took the position and discovered I wasn't too bad," Failor says. "I switched my major to journalism and planned to become a sports writer."

Failor was eager to follow this plan, but upon



David Failor. (Photo courtesy of David Failor)

graduating in 1978, he needed a job immediately. His father had worked for the U.S. Post Office in Omaha for years, and suggested Failor apply for a position with the local office until something different came along.

"When I heard what the salary would be, I figured, 'Why not?'" Failor says. "I thought I would work for

the post office until I found a job in sports writing.”

Failor started at the bottom job, delivering items to post office employees along with performing other entry-level duties. Soon an opportunity for advancement presented itself, setting Failor on the course of what would become his career.

The Post Office created a team to handle various tasks, and local branches scoured departments searching for current employees with communication experience and backgrounds. Failor was one such employee.

The team dealt with a variety of communication tasks, including news releases, speech writing and media relations. Failor started locally, editing a newsletter for the Omaha U.S. Postal Service.

A shooting in the early 1990s at a Michigan post office by a former employee sent the media into a frenzy. Failor was sent to Royal Oak, Mich., to head the media relations team on the scene.

“It was a baptism by fire,” Failor says. “Dealing with the media during the crisis put me to the test. I jumped in head first and was in charge of all media relations.”

Failor met the challenge, rocketing from one of many on a public relations team to managing an entire team and dealing directly with the media on his own.

“This came early in my communications career, and it was a huge learning experience,” Failor says. “The biggest lesson learned was to not have an immediate reaction. Everyone wants answers right now. You have to take a deep breath, find the true facts and then react.”

Through the event, Failor proved he had the talent and charisma to work under pressure. The Royal Oak crisis helped illustrate how capable he was, and he was given more responsibilities.

“The Royal Oak crisis gave me confidence, knowing I could handle challenging and stressful situations,” Failor says. “It also led me to dealing with the highest levels of postal service management. Because my work was well received, I was given additional opportunities and assignments.”

“It was a baptism by fire. Dealing with the media during the crisis put me to the test. I jumped in head first and was in charge of all media relations.”

— *David Failor*

Failor was promoted to regional manager of media relations in the Midwest following the Royal Oak shooting. His responsibilities continued to grow, and after assisting with promotional events for Stamp Services, he was promoted to Director of Stamp Services in 2002.

As director, he oversaw a variety of departments associated with Stamp Services. Under his leadership, 30 billion stamps were issued each year, as 37,000 post offices and 50,000 postal stores were a part of his responsibility concerning stamp services.

Failor was also in charge of commissioning stamps, working with groups, organizations and individuals to make stamps that promoted and commemorated cultural and world events. The creation and unveiling of stamps presented him with exciting life opportunities.

Failor met Pope John Paul II during the unveiling of the Mother Teresa commemorative stamp, and he worked with Fox Searchlight studios when creating the Simpsons stamp.

In 1999, the Beatles commemorative stamp was unveiled during Beatlefest in Liverpool, England.

“Fifty-thousand people showed up for Beatlefest,” Failor says. “It was amazing to see so many Beatles fans show up.”

The job was not always glamorous. As director for Stamp Services, Failor faced challenges frequently. In 2001, Failor had to deal with another crisis situation. This time, it was a national concern.

After the attacks on Sept. 11, 2001, the U.S. Postal Service responded to anthrax threats. At first a rumor, it was soon discovered that the deadly biochemical

“Nebraska will always be home, but I’ve had the chance to travel around and really see the world.”

— *David Failor*

substance was being sent through the post office in another terrorist attempt to attack Americans.

“The impact on the Postal Service around the country was pretty extreme as a result of the terrorist attacks,” Failor says. “We had to make dramatic changes to our transportation networks. I assisted in communicating these changes to employees, mailers and customers.”

Once the anthrax threat was confirmed, the entire U.S. Postal Service focused its attention on dealing with the crisis. Failor was temporarily recruited to the crisis management team due to his experience in Royal Oak.

There, Failor wrote employee news breaks and talking points, drafted local and national news releases and managed media calls, which numbered in the hundreds every day.

He also created a team with people from his community relations staff to assist the families of two employees who died due to the anthrax crisis. This team helped respond to the media, ensuring each family’s privacy was respected while providing correct information to reporters.

A somber mood blanketed the country after the 9/11 attacks and the events following, and Failor was right in the heart of the crisis. Eventually, the crisis was resolved and faded, but not from his memory.

“The fall of 2001 was like no other in my life,” Failor says. “A lot happened in those few months that changed us forever.”

To find a reprieve from the anthrax threats, Failor jumped back into work for Stamp Services. In 2007,

he attended ComicCon to unveil the Marvel Comics superhero stamp.

During one of the many Lucille Ball stamp ceremonies, Failor met late Broadway, film and television actor Karl Malden. They cultivated a life-long friendship.

“Karl Malden was an absolute gentleman,” Failor says. “Each time my wife and I visited California, we had lunch with Malden and his wife.”

Failor left the U.S. Stamp Services in 2011, but he is far from retiring. He has accepted a position with the United Nations Postal Administration.

“The job will be similar to my years as director for Stamp Services, but now I will work all around the world,” Failor says.

Although Failor never reached his goal of becoming a sports journalist, he credits Francke for guiding him down the path that led to Failor’s life’s work.

“Dr. Francke suggested I try the Gateway, and it was great advice,” Failor says. “I haven’t kept in touch with him, but I do seek his work out since I admire his writing and commentary.”

Failor and his wife, Ruth, moved from Maryland to New York City last year. From theatre to museums to joining a United Nations golf team, Failor has kept busy.

“We’ve had a very rewarding and fulfilling life together,” Failor says. “We look forward to many more adventures together.”

They travel for pleasure as well as business, with destinations ranging from Iceland to Bulgaria. They visit Omaha as often as possible.

“I’ve experienced cultures I knew nothing about,” Failor says. “Nebraska will always be home, but I’ve had the chance to travel around and really see the world. Omaha is a great city, and I still enjoy the atmosphere of Omaha.”

Failor’s job as former director for U.S. Stamp Services may seem boring and mundane at first glance. However, his position with the U.S. Postal Service has brought him a wide range of opportunities.

Failor lives and breathes the concept of *carpe diem*. He was willing to leave his safety net and explore different opportunities never considered.

“When people say, ‘Do something,’ say ‘Yes,’” Failor says. “You never know where it will take you.”

Award-winning professor connects with students, guides careers

By Chelsey Yearian

If Marshall Prisbell weren't teaching speech communication courses at UNO, you might find him running a tiny seafood restaurant on the coast of Maine.

"It's a foodies' delight and lobsters are cheap," Prisbell says. "I love preparing foods and seeing people enjoy it, just like students enjoying food for thought."

Prisbell's passion for teaching is apparent. His favorite classes are those where students share his appreciation for learning. His motto throughout his 35-year teaching career is to go to every class like it could be his last.

Prisbell was recognized in 2012 with the Alumni Outstanding Teaching Award in the College of Communication, Fine Arts and Media.

"You put forth your best effort and highlight enthusiasm for what you do," he says. "You highlight your love for your profession."

However, teaching today is a lot different than it used to be, Prisbell says. Professors have to change their teaching styles according to their students.

"You want to reach a wide variety of students, and in order to be an effective teacher, you have to be flexible," Prisbell says.



Marshall Prisbell visits with students during a class. (Photo by Edward Watkins)

"You put forth your best effort and highlight enthusiasm for what you do," he says. "You highlight your love for your profession."

— Marshall Prisbell

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Faculty Profile

Professor helps faculty with what's next on campus

By Natalie Davis

Professor Holly Miller's passion for education has shone both inside and outside of her classroom since she first began teaching UNO students in 1995. She currently teaches courses in argumentation and debate, business and professional communication, and fundamentals of public speaking.

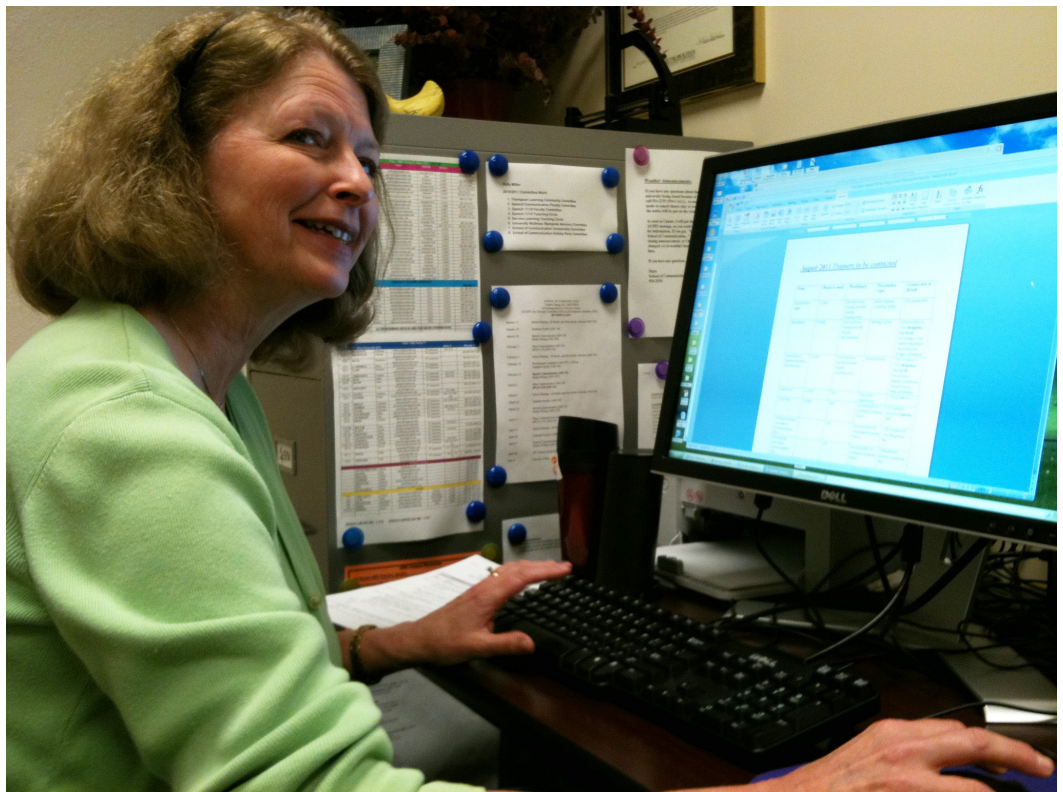
However, Miller's new position as Faculty Fellow at the Center for Faculty Development gives her an opportunity to improve education by working with UNO's faculty.

The Center for Faculty Development promotes the professional development of professors by holding workshops throughout the semester.

The three levels of workshops offered by the center include those for graduate students, relatively new faculty members and workshops open to all faculty members.

The workshops for new faculty members provide information about the university and are designed to develop a sense of community.

"First years at an institution are pretty



Miller's new position as Faculty Fellow at the Center for Faculty Development gives her an opportunity to improve education by working with UNO's faculty.

The center offers three levels of workshops each semester for graduate students and new faculty members as well as workshops open to all faculty members. The workshops help provide information about the community as well as promote a shared sense of community and purpose.

"First years at an institution are pretty tough, and often times they are teaching new courses. We're trying to develop a sense of community so they can meet other new faculty across campus."

— Holly Miller

tough, and often times they are teaching new courses,” Miller says. “We’re trying to develop a sense of community so they can meet other new faculty across campus.”

Sessions cover a wide range of topics, from workshops about new policies and Blackboard course software updates to book discussions and grant funding tips. Faculty members can pick and choose what workshops they want to attend.

“It’s nice to go to these workshops, because you do meet faculty across campus, and it’s kind of fun,” Miller says.

The Center for Faculty Development tries to have a book discussion each semester. The books it selects aim to increase knowledge about teaching.

“Anybody that’s willing to read the book ahead of time and then come to the discussion can have the book for free,” Miller says.

Miller is also a TABS [Teaching Analysis by Students] consultant for the Center for Faculty Development.

TABS assessments are used to analyze a faculty member’s teaching methods at mid-semester, not to be confused with the evaluations students fill out at the end of their courses.

“It’s nice to have an assessment besides the one at the end of the semester,” Miller says. “Maybe you’re teaching a new class, maybe you’re a new faculty member or maybe you’re at that point in your career where you’re worried your passion of the subject isn’t coming through. Those are just a few reasons that sometimes people ask for TABS.”

When a faculty member receives his or her TABS results, he or she can review them with a TABS

consultant who isn’t in their college.

“That’s important, because you don’t want your colleague to know the results,” Miller says. “I think it’s a little bit more comfortable.”

Faculty members can see how the learning in their classrooms is progressing, giving them time to make changes before the end of the semester.

To stay current in their fields, faculty members can attend conferences in their disciplines. However, attending conferences can be very costly.

To help fix this issue, the workshops offered by the Center for Faculty Development offer supplements for additional learning opportunities on campus.

“That’s a great way to be current in your field and in your duties here,” Miller says. “It’s an economically feasible way to do it, and it also showcases the people that are here at UNO who know so much in these different areas.”

As a Faculty Fellow, Miller serves on many university committees as a representative for the Center for Faculty Development. She enjoys being a Faculty Fellow and will continue the job this next academic year.

Miller believes the Center for Faculty Development is something that all faculty members should take advantage. She says it has a wonderful tradition at UNO, and many attend workshops.

Miller enjoyed many of the faculty workshops before she became a Faculty Fellow.

“I can absolutely tell you I think they’re very valuable,” she says.

— See *SYMPOSIUM*, p. 9

Spring 2012 semester.

“It’s not just a fun, talk-about-baseball course. [The students] have to do actual research,” Ogden says. “It’s not yesterday’s box scores.”

Ogden’s primary research interests involve topics related to youth select baseball and African Americans in baseball.

He is currently writing a book on how the dynamics of youth select baseball have changed the sport at every level. He was awarded a faculty development fellowship to complete the project during the Fall 2012 semester.

Ogden is also working on a journal article with Warneke involving sports sociology. They are examining the approaches that baseball coaches use, both college and high school level, in arguing disputed calls with umpires, and the type of power exchange that occurs when there is a dispute.

Faculty Profile

Professor's new book focuses on the untold history of the Indian Wars

By Christa Hillmer

After ruling out cowboy/priest as a future career, Associate Professor Hugh Reilly knew from childhood he wanted to be a writer of history and Native American culture.

"I wanted to tell [the Native American] side of the story, because I felt there wasn't a lot of that," Reilly says. "It was something I felt very passionate about, and it was something I wanted to do since I was a little kid."

This interest came in part from his father, who Reilly says wrote "about a dozen" articles on Native American culture. Professor Bob Reilly taught advertising and writing at UNO. The Reilly Professorship is named in the late professor's honor.

During Native American heritage month in November, Reilly honored Native American culture by promoting his new book, "Bound to Have Blood: Frontier Newspapers and the Plains Indian Wars."

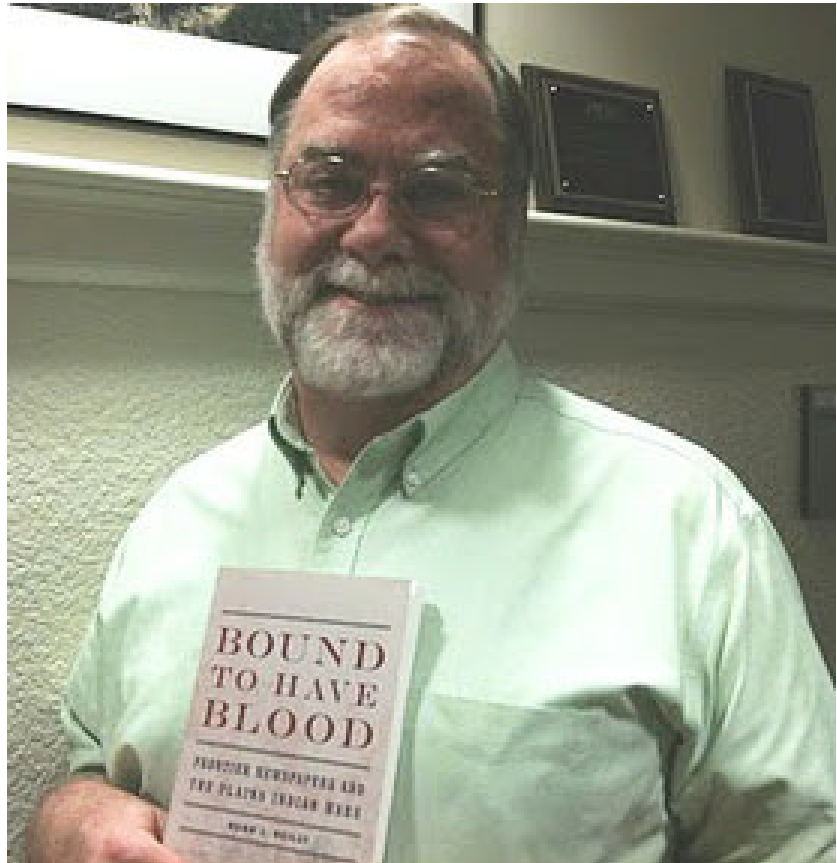
The book examines how Great Plains newspapers reported on eight conflicts involving Native Americans from 1862 to 1891, including such widely-published conflicts as the Wounded Knee massacre and the Battle of Little Big Horn. Each of the eight events has a chapter in the book dedicated to it.

The book is a reprint of a hardcover text published in 2010. Reilly says the new version has a much "sexier" title, is paperbound and more cost-sensitive.

Prior to beginning the project for the initial publication, Reilly had two other published books and two more in progress. "Bound to Have Blood" is based upon the thesis Reilly wrote for his master's degree, for which he received the first Elton S. Carter Award for Excellence in Thesis given to a graduate student in UNO's School of Communication. Later, with encouragement and mentorship by UNO faculty, he began rewriting the thesis for publication as a book.

"When I rewrote it, I tried to make [the text] more readable [and less academic], so someone with a casual interest would want to read it," Reilly says.

Michael Tate, a UNO professor of history and Native American studies, was a resource for Reilly throughout the process. Tate called the research valuable, saying he uses the book as a reference in his work.



Reilly with his book "Bound to Have Blood."

"It was a place where you know something terrible happened. I could feel it coming up from the ground."

— Hugh Reilly



Reilly promotes his book at a reading and signing at The Bookworm in October 2011. (Photo by Christa Hillmer)

“I think [Reilly] picked the right examples to focus on the Plains [region],” Tate says. “I think some other regions also need to be researched, especially the Southwest with the Apache wars.”

The inspiration for the text came in part from a trip a 9- or 10-year-old Reilly took with his father in the 1960s to the Wounded Knee massacre site, where at least 170 Sioux Indians and 25 United States soldiers were killed.

Reilly examines Wounded Knee in the book’s second-to-last chapter:

“It was the last day of December 1890 and the snow and the cold had frozen the bodies into grotesque poses. Big Foot lay on his side, his arms half-raised as if to ward off a blow. Dozens of other bodies lay scattered across the Wounded Knee battlefield. The soldiers gathered them up and dumped them into a mass grave.”

Many historians consider Wounded Knee to be the final major conflict between the Sioux and the United States military.

“It was a place where you know something terrible happened,” Reilly says. “I could feel it coming up from the

ground.”

Reilly says the trip to Wounded Knee “made a hell of an impact” on his younger self. In fact, part of the new book’s title, the phrase “bound to have blood,” was taken directly from a frontier newspaper’s headline describing the Wounded Knee event.

“This is a book I’ve wanted to write my whole life,” he says.

Though the contents of the book focus solely on the Great Plains region, there are “many other good battles” about which Reilly says he would like to write.

“Maybe I need to write another book,” he says, jokingly.

However, Reilly is currently working on a book about Irish pubs, so he does not encourage Native American studies enthusiasts to wait expectantly for an additional book. It may be a long wait.

“Bound to Have Blood: Frontier Newspapers and the Plains Indian Wars” can be purchased at The Bookworm bookstore in Omaha, as well as online at the University of Nebraska Press website, Amazon.com and the Barnes & Noble website.

'A taste of real journalism'

Alumnus is honored with 2012 School of Communication Lifetime Achievement Award

By Brittany Redden

Paul Critchlow, vice president of global markets for Bank of America Merrill Lynch, is the 2012 School of Communication Lifetime Achievement honoree.

Critchlow and his wife, Patricia McCormick, returned to Omaha for Communication Week. Among the events is a book signing for McCormick's new book to be released in May. Titled "Never Fall Down," the book tells the story of Cambodian genocide.



Paul Critchlow graduated from UNO in 1972. He was selected to receive this year's School of Communication Lifetime Achievement Award. (Photo credit: <http://www.saga.vn>)

Paul Critchlow might never have chosen a career path that led him from political reporter to corporate communications executive had he not shared a bloody battlefield in Vietnam with an Associated Press photographer.

The Omaha Benson High graduate earned a scholarship to play as a fullback for the Nebraska Cornhuskers, but he dropped out of college and joined the Army after a broken leg ended his football career.

The injury that took Critchlow off the field left him unfocused and dispirited.

"I needed a change of pace, a change of scenery," he says. "I needed something to help me get back on track."

He decided that enlisting in the army would give him the structure and discipline he needed. What

he did not expect was for his stint in the military to provide him inspiration for the course of the rest of his life.

While in the thick of a bloody battle, a helicopter was shot down near where Critchlow and his company were placed.

"The object of the battle then became to try to reach the helicopter and recover any survivors, but there were none," Critchlow recalls.

Among the downed helicopter's passengers was Oliver Noonan, a 29-year-old Associated Press

photographer. Noonan paid the ultimate sacrifice for his job.

This experience is what first intrigued Critchlow about the field of journalism.

“It made me curious that a civilian would risk his life for his job,” he says.

During that same battle, Critchlow was seriously wounded and forced to return to home, where he spent the next six months in the hospital recovering. He earned a Bronze Star for Valor and a Purple Heart for his actions in combat.

After his two years of Army service, he returned to Nebraska to complete his undergraduate degree. He joined hundreds of other returning veterans and enrolled at UNO to major in journalism.

“I found [UNO] to be incredibly welcoming to veterans because it had a history of servicing Strategic Air Command troops and soldiers and had a good military bootstrapping program,” Critchlow says. “They made it easy for veterans and military persons to go there.”

Studying at UNO allowed Critchlow to cross paths with professors such as Dr. Hugh Cowdin, Dr. Warren Francke and Joe McCartney.

“UNO gave me all of the skills and education I needed that would help me in later years,” he says.

Critchlow’s interest in internal and external communication stemmed from his first internship working on a local bank’s internal newsletter during his last semester at UNO. After he completed his bachelor’s degree in 1972, he worked as an intern at the Omaha World-Herald. This provided Critchlow with what he says was “a taste of real journalism,” which sparked an appetite that stuck with him throughout the rest of his career.

He graduated with his master’s degree from the Columbia University’s Graduate School of Journalism, the first Vietnam veteran student to do so.

Critchlow then became the chief political writer for the Philadelphia Inquirer. His growing list of professional connections led him to then federal prosecutor Dick Thornburgh. When Thornburgh decided to run for governor of Pennsylvania in 1978, he recruited Critchlow to join his campaign as his press secretary.

Soon after Thornburgh took office, Critchlow’s skills in crisis communication were tested by the infamous Three Mile Island nuclear power plant

“I found [UNO] to be incredibly welcoming to veterans because it had a history of servicing Strategic Air Command troops and soldiers and had a good military bootstrapping program.”

— *Paul Critchlow*

accident. While the Three Mile Island debacle was his first lesson in crisis management, it certainly would not be the last.

Critchlow left work with the state government during Thornburgh’s second term and he and his wife, author Patricia McCormick, returned to New York City after she was accepted into Columbia. His brief time at Burson-Marsteller, a major public relations agency in the city, opened the door for a job with Merrill Lynch. He still works there today.

“It was just one of those chance things,” Critchlow says. “They were looking for someone with political background, and I fit the bill.”

Critchlow served as head of Communications and Public Affairs for 15 years, managing all internal and external communications, advertising, marketing, public relations, speech writing, events and anything dealing with the image of the firm.

The most memorable aspects of his career were before Merrill Lynch and Bank of America merged. Critchlow dealt with managing several crises, including the terrorist attacks on Sept. 11, 2001, which killed more than 2,800 people and destroyed the World Trade Center.

A neighbor to the World Trade Center, the Merrill

“[The attacks] were like cutting the head off the body. We had 70,000 employees around the world, so the whole ordeal became a huge external and internal communications challenge. We had to account for all of our employees and get our systems quickly rebuilt all the while our building was all but destroyed.”

— *Paul Critchlow*

Lynch office where Critchlow worked had a front row seat to the unfolding devastation that day.

“My office looked right out on the towers,” Critchlow recalls. “I could see the whole thing.”

Merrill Lynch’s close proximity to the Twin Towers left Critchlow with tough decisions and little time to debate them. He and his team decided to evacuate their offices.

“Not because we thought the towers would collapse; that never occurred to us,” he says. “We thought other planes in the air might attack the Merrill Lynch buildings.”

Critchlow and about 40 other employees planned to retreat to the firm’s emergency war room, a facility located a half-mile from company headquarters where the company could continue to function in the wake of a disaster.

However, the tremors from the collapses of the World Trade Center towers created a gas leak in the building. Critchlow led an exodus of other employees on foot to his townhouse in Greenwich Village and set up a command post.

“[The attacks] were like cutting the head off the body. We had 70,000 employees around the world, so the whole ordeal became a huge external and internal communications challenge,” Critchlow says. “We had to account for all of our employees and get our systems quickly rebuilt all the while our building was

all but destroyed.”

After 9-11 and a series of other smaller crises that followed, Critchlow decided it was time for a change of pace from the pressures of the environment.

Always ready for a challenge and the opportunity to learn, he reinvented himself as a banker and became vice chairman of Public Markets. In this role, he offers bond financing advice to officials of local and state governments.

“I really didn’t think it would last, but here I am eight years later and I’m just having a ball,” he says.

Outside the office, Critchlow devotes his time to charitable causes such as the Jericho Project, a New York-based housing provider to homeless people and war veterans in need of support upon returning to civilian life. He was also named an honorary member of the Lakota-Sioux Indian tribe by long-time friend and fellow Vietnam War veteran Francis Whitebird.

A lifetime of fateful crossing-of-paths and rubbing-of-elbows has culminated in one journalistic whirlwind to bring Critchlow to where he is today.

“That’s what is exciting about careers in communications, is that it can take you in so many different directions,” he says. “Things will happen in your life and career that you can’t foresee now but it will send you off to places you never expected, and I think that’s pretty exciting.”

Professor promotes positive messages as new interim chair

By Natalie Davis

After spending 21 years on UNO's campus, Cynthia Robinson is striving to send the message to women that anything is possible.

Robinson has been teaching at UNO since 1996 and is an associate professor in the School of Communication. She also serves as interim chair for the Black Studies Department.

Being the department chair "gets me closer to the faculty and shows me the innards of the department," Robinson says.

As a former UNO Goodrich scholarship student, Robinson is very grateful for UNO and the Omaha community.

She became interested in black studies in her early 20s, and it soon became her passion. She also became interested in broadcasting and producing documentaries about black studies.

Robinson holds undergraduate degrees in black studies and broadcasting and a master's degree in urban studies. She earned her doctoral degree in communication from the University of Nebraska-Lincoln in 2005. Tying the fields together can be a challenge, so Robinson relates black studies and communication with culture.

"Black Studies is Afro-centric and communication is Euro-centric, so it's very hard to be both," Robinson says. "How I made the connection was culture."

Culture includes people's stories, histories and identities. Slavery is an example of a shared identity, Robinson explains.

"When I did my dissertation, I decided on black female beauty because it deals with culture and identity," Robinson says. "That's the communication part."

In her research on race and black female beauty, she found white males dictate the idea of beauty.

"They decide who is beautiful and those messages are passed down to everybody in society," she says.

After doing her research, Robinson found black men and women are rising above the message of



Cynthia Robinson was appointed as interim chair for the Department of Black Studies.

what is attractive in society. For example, she found darker-skinned women have a stronger sense of identity.

"I thought darker-skinned women would want to be lighter-skinned," Robinson says. "They were the most comfortable in their skin."

She also thought black men would find lighter skin more attractive, but that wasn't always the case.

"I found skin color wasn't the most important thing. For example, men are attracted to personality and confidence," Robinson says. "The most attractive

See **ROBINSON**, p. 25 —

Professor earns Fulbright fellowship, teaches in Oman

By Catherine Enoviso

Traveling the world is a passion for Chris Allen, associate professor of communication at the University of Nebraska at Omaha. With countries such as Afghanistan, Russia and the United Kingdom (including Scotland) proudly stamped on his passport, he added Oman to his list at the start of the Fall 2011 semester.

Awarded a Fulbright fellowship last year, Allen spent this academic year teaching in Oman for 10 months. He represents one of 114,000 U.S. citizens who have been given this prestigious award during the 60 years that the program has existed.

The Fulbright program is a program of competitive, merit-based grants for international educational exchange ranging from students, teachers and professionals. Candidates who receive the Fulbright have high academic achievement, stellar project proposals, demonstrated leadership and are able to adapt and thrive abroad.

Allen was motivated to apply because he wanted to travel and experience a new culture.

“I was at a point in my life where I can do that. My kids are all grown up, and I was at a comfortable place in the School of Communication,” Allen says. “Plus, I didn’t want to shovel snow this winter.”

Allen applied for the Fulbright in 2010, but ended up being chosen as an alternate. He was discouraged when he wasn’t accepted the first time.

“I took it as a referendum on my worthiness as a teacher,” Allen says.

He remembers vividly the emotions he felt upon not being selected. At first he had decided that he wasn’t going to apply again, but several people, including the Fulbright committee members, encouraged him to not give up.

Allen relied on the friendships and family support as he picked up himself back up and got to work. He learned from the first experience where he could improve his essay and make his changes. He asked Gail Baker, dean of the College of Communication,

Fine Arts and Media, and Dr. Deborah Smith-Howell, dean of Graduate Studies and vice chancellor for Academic Affairs, to write recommendation letters.

He also revised his proposal by going into more depth about what he wanted to teach and how he was going to conduct courses at Sultan Qaboos University in Muscat, Oman.

Allen described how his background of traveling abroad would help him adapt to a foreign environment. He illustrated how he coped in a country where English is not the first language when he did a sister city exchange to report in Russia from 1991-1992. There, he had relied on his English-Russian dictionary and his gestures to bridge the language barrier.

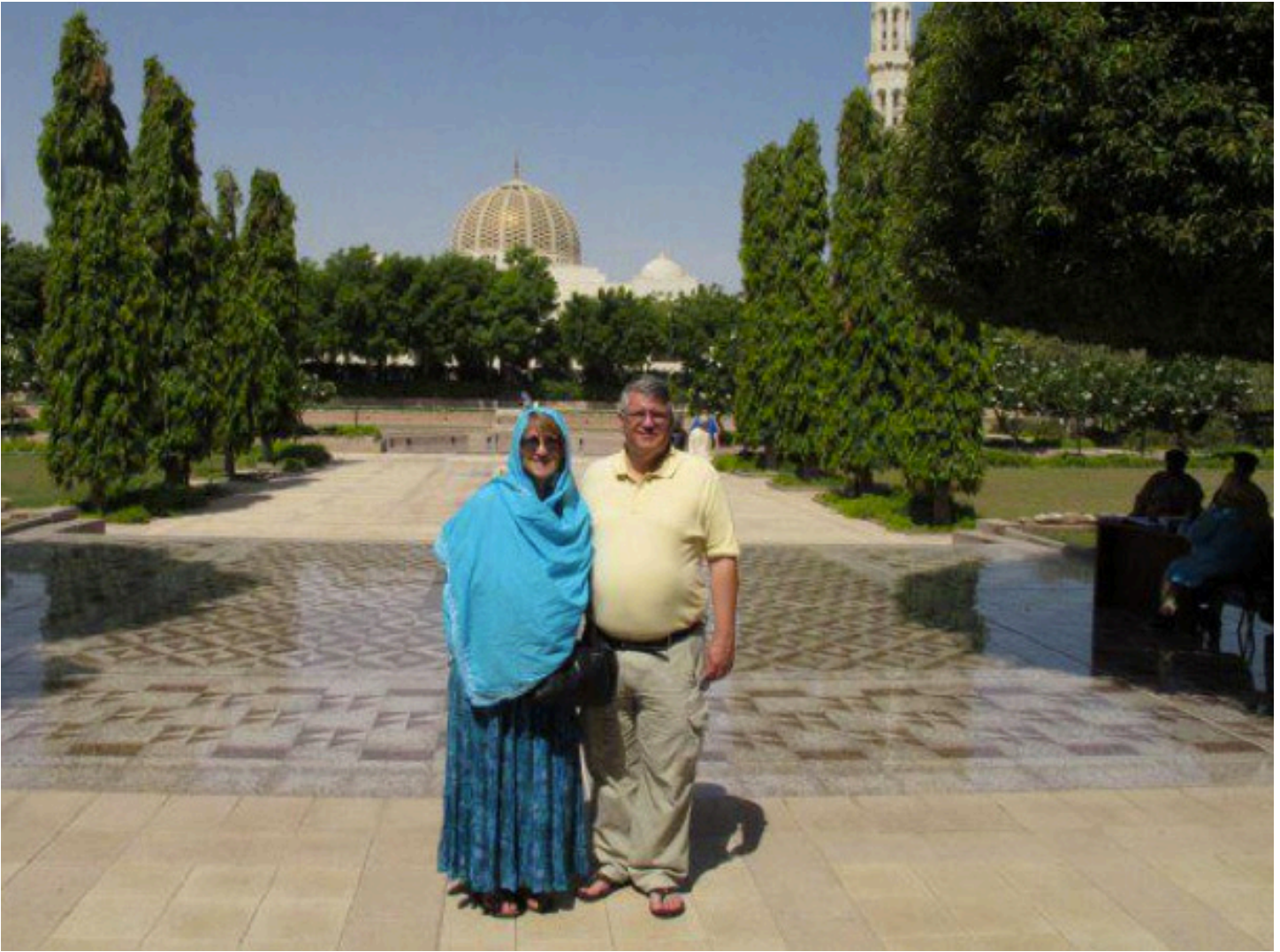
Allen also was one of the professors that brought to life the concepts in UNO’s International Communication class, which is offered every spring semester and includes taking students to London for two weeks over the summer. He has been coordinating visits to the Weber Shandwick public relations firm in London and the BBC, just to name a few, for more than a decade.

After carefully reconstructing his second proposal, he sent off the five-page, single-spaced essay in hopes that this time around he would be selected. He received word of his acceptance April 16, 2011.

He is currently staying in Muscat and teaching two graduate courses, Terminology and Concepts of Mass Communication in English and Readings in Specialized Communication in English at Sultan Qaboos University.

The current sultan of Oman, Qaboos bin Said al Said, came into power in the 1970s. In years prior while under the rule of Qaboos’ father, Oman had become an isolated country.

“The sultan didn’t want any print, radio or newspapers and the population was largely illiterate,” Allen says. “There were no real international relations, no roads, no industries.”



Chris Allen has been teaching at Sultan Qaboos University and living with his wife, Elaine, in Muscat, Oman, during the 2011-12 academic year. (Photo courtesy of the Allens.)

Sultan Qaboos overthrew his father so the country could have a chance to develop. In 41 years since, it has grown considerably.

Allen hopes to take what he is learning in Oman back into teaching his International Communication class at UNO.

“What you learn about your country and about yourself in any class contributes to your teaching,” Allen says.

He also wants to be able to establish a friendship with the country and hopes to lay down the groundwork for it to become a place where UNO students and Oman students can do a study abroad exchange.

“The Arab people and the Muslim faith are in these really tense times and I hope to bring a global

understanding,” Allen says.

Applying for a Fulbright fellowship is no easy task, but Allen’s love of teaching was too strong for him to just give up after his first try.

“Too many people kept urging me to do it, so there was nothing to lose but a little bit of my ego,” Allen says. “I’m very glad that those people encouraged me to apply.”

Allen’s wife, Elaine, has joined him for the 10-month stay. They will return home in June.

Read more about Allen’s experiences in Oman on blog at <http://chrisalle200.wordpress.com/2011/08/28/an-oman-primer/>.

Professor researches diabetes among native populations

By Kelsey Stewart

For nearly a year, Teresa Lamsam has immersed herself in a research project she cares deeply about and one that affects her community: the Osage American Indian tribe.

Lamsam, an associate professor in the School of Communication, is working on a study that examines how Type 2 diabetes in American Indians is covered in the mainstream news.

No research has focused specifically on diabetes in American Indians. Lamsam says the study is important because American Indians are the worst affected population in the world by diabetes.

“I liken it to a type of genocide because one thing we ought to be alarmed about is that now, Type 2 diabetes is starting to devastate our youth population,” Lamsam says.

The complications that are caused by diabetes (such as blindness, kidney damage and heart disease) are some of the biggest dangers and causes of death. With Type 2 diabetes affecting youth, it’s likely that death will come at earlier ages, she explains.

Lamsam’s study focuses solely on American Indians. She researched stories in mainstream news for 15 years and found only 100 stories.

Lamsam considered several different factors mentioned in the research, such as whether the causes and treatments of diabetes are mentioned, whether differences between American Indians and other populations are mentioned and whether American Indians are used as sources.

The main factor Lamsam looked for was how the reporter framed the story. She looked to see if the story



Teresa Lamsam. (Photo courtesy of www.journalism.ku.edu)

was framed as an individual problem or as a bigger picture.

“Are they looking at it as ‘Indians have diabetes because they can make a choice to have diabetes,’” Lamsam says, “Or are they looking at the bigger social, economic and scientific picture?”

At this point in the study, the findings show that most articles portray diabetes as an individual choice problem for American Indians.

Lamsam’s ultimate goal for the study is to have the health of American Indians covered more frequently in mainstream media.

Lamsam is developing a website for indigenous journalists who are covering health topics, as well as a

companion blog for the website. The goal is for the website to be a virtual assistant for underfunded and understaffed journalists. Lamsam will be a blogger on the companion site.

“It’s a little intimidating because I’m not in shape and I’m overweight, but I want to talk about the bigger picture,” Lamsam says. “It’s not just like, ‘Oh, I was on Weight Watchers and lost 10 pounds.’ I mean, that’s important and it’s part of the picture, but there’s something definitely bigger in that journey.”

For Lamsam, conducting this study and sharing its results is personal. More than just her identity drove Lamsam to conduct the study.

“Further than that is just seeing the devastation of diabetes among people I love, people I care about in my community,” Lamsam says. “It literally is robbing us of our people. It is just a very hateful, mean disease.”

— *from REED, p. 5*

Twitter, texting and Facebook.”

It’s also important to get real world experience, he says.

“I would recommend finding an internship at a place you want to work, even if the job you do isn’t exactly what you want to do,” Reed says. “No matter what job you end up doing, you won’t enjoy it if you don’t like the environment you work in or the people you work for.”

— *From PRISBELL, p. 13*

Prisbell displays a sincere concern for students and works hard to understand how to best communicate with them. He knows the importance of allowing students to have open dialogue in the classroom.

“It makes us establish a feeling of community with no judgment,” he says.

Students who have taken Prisbell’s classes quickly learn his sense of humor makes the class worthwhile. They also appreciate how he relates the course material to their lives.

“The one thing that really set Dr. Prisbell apart from other professors was the fact that he let us know from the beginning that he wanted to be there teaching us, that he cared about

While a student at UNO, Reed was involved in MAVRadio, the Gateway and UNO Television. Each expanded his knowledge of the school, students and communications culture. Reed’s involvement on the UNO campus has led him to his current success

“I get the best of both worlds with this job,” he says.

our thoughts and opinions,” says Bailey Buller, a former student of Prisbell’s. “There was no confusion on whether or not our thoughts mattered to him, because he was engaged in what we had to say.”

Prisbell is researching new ways for teachers to connect to students. He says the key is how students feel connected to one another, and how it impacts their classroom experience. It’s important for professors to create a good relationship with students based on empathy and praise.

Prisbell thinks of himself as a tour guide for students through their educational endeavors.

“Students deserve a teacher who’s enthusiastic, [who’s] giving it all you’ve got,” he says.

— *from ROBINSON p. 21*

thing is confidence.”

The idea of beauty is different for black and white women. The closer a woman is to tall, thin and blonde, the more beautiful she is going to be. This makes race a component of beauty, Robinson says.

“We are supposed to try to look like you [referring to reporter] or as close as possible,” Robinson says. “That’s never going to happen.”

Another beauty difference for black and white women is hair. Most white women have what Robinson calls “wash-and-go hair.” Straighter hair tends to be “wash-and-go hair.”

“For black females it may be an all-day process to get your hair done,” Robinson says. “My hair is never going to look like yours unless I use harsh chemicals on it.”

Black women may have to even argue with women in their families to embrace their natural beauty.

“We’re not allowed to embrace our African beauty,” Robinson says. “We have to fight to do that.”

As a black female and as a single parent who came back to school, Robinson says she wants other women to know they can succeed.

“I would like other black females to be able to look at me and see me as an example of what is possible,” she says.

To stay updated throughout the year, read Director Jeremy Lipschultz’s “Tuesday Morning Update” blog at tuesdaymorningupdate.blogspot.com, visit the “UNO School of Communication” Facebook page, or follow @CommUNO on Twitter.

Faculty Profile

Graduate Program Chair receives 2011 Outstanding Graduate Mentor award

By Emily Johnson

As an associate professor and graduate program chair of the UNO School of Communication, Barbara Pickering usually has a lot on her plate.

Pickering was selected as the recipient of the 2011 Outstanding Graduate Mentor in Master's Education award by the National Communication Association (NCA). She was acknowledged and received the award at the NCA business meeting during the conference in New Orleans in November 2011.

Since she was elected graduate program chair in fall 2007, she has served on the University Graduate Council and a council subcommittee, mentored students with research projects and convention presentations, designed curriculum for undergraduate/graduate dual enrollment students, developed the curriculum for the new Communication and Social Protest class, and helped students network with doctoral degree programs at the National Communication Association Convention (NCA) and Central States Speech Convention.

Add this to her work of writing 18 comprehensive exam questions, chairing 10 thesis/project committees and serving as a member on three thesis committees, and it's little wonder that Pickering is admired and respected by many on and off the UNO campus.

She was nominated for the award by Deborah



Barbara Pickering. (Photo courtesy of www.unomaha.edu)

Smith-Howell (Dean of Graduate Studies) and Jeremy Lipschultz (Director of the School of Communication). UNO lecturer Holly Miller and UNO graduate Michelle Gauchat also wrote nomination letters praising Pickering's work ethic and guidance.

Lipschultz described Pickering in his nomination letter as "a tremendous scholar in the area of rhetoric."

"As a teacher, Dr. Pickering's passion for public communication is unmatched," he said. "She developed our new course in Social Protest, and she is a national leader of DebateWatch events. Dr. Pickering's students received significant media attention for their efforts during the 2008 presidential election. Overall, Dr. Pickering and our UNO School of Communication Graduate Program are very

deserving of national recognition.”

Pickering says she was happy to receive the award, and flattered to be recognized and selected by her peers at master’s degree programs across the nation.

“I believe that this award recognizes the high quality of UNO’s School of Communication as among the best master’s degree programs in the country,” she says. “I was also extremely pleased that a number of UNO alums were able to attend the awards ceremony and share the moment with me.”

A member since 1980, Pickering joined the NCA to gain access to broader professional contacts and networks within the communications field. She also wanted to take advantage of opportunities to present her research and gain feedback from fellow scholars and keep up to date with their research and discoveries.

She says her favorite memories of being a graduate program chair are when she gets emails, phone calls or visits from graduate students who want to share their news of success with her.

“When students are accepted to doctoral degree programs or receive promotions at their jobs, it is exciting to hear about their success and contemplate what role UNO played in their success,” she says. “I also find it rewarding to receive feedback from students, who tell me that they appreciate the work that I do for our graduate program.”

Pickering cites several principles that guide her work as key to her philosophy of mentoring graduate students: inspiring excellence, bolstering confidence in their ability to succeed, creating opportunity for professional connections, formulating effective approaches for career development, creating a supportive environment, serving as a role model to which students can aspire and accepting mentoring as a career-long responsibility.

Other core ideals are to incorporate research, apply course content to students’ lives, provide detailed and timely feedback, encourage critical thinking and use a variety of instructional methods.

“As graduate program chair of the School of Communication master’s degree program,” she says. “Mentoring begins when a student inquires about admission to our program and continues not only through their completion of the degree, but beyond, as they become representatives of the University of Nebraska at Omaha School of Communication in the

“I will always see myself as a mentor to graduate students even when I move beyond the graduate program chair position. To me, teaching and mentoring are activities that go hand-in-hand, so I will always be a mentor.”

— *Barbara Pickering*

larger community.”

As a teacher for more than 30 years, Pickering said a guiding goal for her has been to set high standards of excellence and to always strive to reach them.

“I learned this philosophy first hand, from my parents, who were both teachers, and who modeled this principle daily,” she says. “I try to embody this philosophy both in challenging my students to do their best work and reciprocating by giving my best effort in each and every class session.”

She says she has highly valued working with outstanding students who accept and meet the challenge of producing their best work through classes and thesis work.

“I will always see myself as a mentor to graduate students even when I move beyond the graduate program chair position,” Pickering says. “To me, teaching and mentoring are activities that go hand-in-hand, so I will always be a mentor.”

UNO Communication and Business Administration students meet Warren Buffett

By Emily Johnson

In October, 10 UNO Communication and 10 Business Administration students joined with other university students from across the country and met Warren Buffett.

Buffett spoke to students, bought them lunch and posed for photographs, as he has done with students for several years. Buffett is a billionaire investor and Nebraska-Lincoln alumnus.

Students started the morning with a private tour and history of Nebraska Furniture Mart. Buffett bought the majority interest of the company in 1983 from company founder Rose Blumkin (“Mrs. B.”).

After the tour, students attended a question-and-answer session with Buffett, who fielded questions



Warren Buffett met with School of Communication and College of Business Administration students.

about international markets, investing and life advice.

A group of School of Communication students has been working on a documentary titled “Mr. Buffet the Teacher” about Buffett for the past five years. Clips can be found at <http://youtube.com/jeremyhl58>.

UNO students head to the Windy City to meet media pros

By Edward Watkins

In early October 2011, a select group of students embarked on a whirlwind tour of Chicago with UNO faculty members Karen Weber and Jeremy Lipschultz. The trip was a joint effort, involving generous donations from five donors as well as a previous contributor.

“We started our planning with Edelman Chicago President Rick Murray, as he was our Omaha 10-10-10 keynote speaker,” Lipschultz says. “From there, we spoke to our many Chicago contacts, and most wanted to meet with students from UNO.”



See *CHICAGO*, p. 36 — UNO School of Communication students visit the studios of WGN Chicago during a Fall 2011 professional development trip.

Student Mavericks

UNO student is first in university history to win PRSSA Golden Key award

By Cartia Mazzoni

UNO senior Kelsie Olson joined 26 fellow PRSSA students from around the nation by winning a highly coveted Public Relations Student Society of America (PRSSA) National Golden Key. She is the first person in UNO's history to win such an award.

The National Golden Key honors public relations students who excel in the profession, have pursued ambitious professional development opportunities and are leaders in their PRSSA chapter. Numerous students apply each year for the highly competitive honor.

Olson chose to study public relations and advertising because she enjoys the advertising aspect. She likes that she can incorporate graphic design and advertising into one career.

"I love learning about how it affects the consumer market place," she says.

Olson has been involved in several activities on the UNO campus. She is the president of UNO PRSSA chapter, was a member of the UNO student-run PR firm, MaverickPR and a member of sorority Alpha Xi Delta. She was also selected to be part of the Greek Leadership Honors Society and is captain of the UNO women's tennis team.

The question on many people's minds might be how she manages to do it all, plus take 15 credit hours of classes and stay on the Dean's List. Olson said it's about managing time well. She stays very



UNO senior Kelsie Olson is the first person in UNO's history to win a PRSSA Golden Key award.

organized, planning out her days and staying ahead of her classes so she does not fall behind.

Olson chose to attend UNO to pursue an journalism PR-advertising major and to play tennis. She says it is easy to come to school every day when the School of Communication is so welcoming.

"I enjoy the teachers and how easy it is to build relationships with them, and how they are always checking up to see how you are going and if you need any help," Olson says.

Olson is honored to be the first UNO student to receive a Golden Key. Knowing that it is the highest award a PRSSA student can get, she says being recognized makes her very proud.

Olson is studying public relations and advertising with a minor in speech communication, and is due to graduate in May 2012. She was also selected as the UNO School of Communication Outstanding Journalism student of 2012.

Where are they now?

Jessica Bernhardt

B.A., Journalism-News Editorial, 2009;
M.A. Communication, 2011

Jessica is employed at Professional Research Consultants, Inc., as a marketing communications specialist.

Matt Kelly

B.S., Broadcasting, 1995

Matt spent much of December in Doha, Qatar. He was on assignment covering the Arab Games. Kelly worked for AUDITOIRE, a French company. He was video director at the Qatar Sports Club, which played video and graphics on the in-house large screen for Judo, Taekwondo, and Karate events. Matt is a videographer and sportscaster. He also is a camera operator for FOX News coverage of the Iowa caucuses. Last fall, Kelly was executive producer, technical manager and play-by-play announcer for Thursday night football on KXVO.

Courtnei Kopietz

B.A., Journalism-News Editorial, 2011

Courtnei will attend the graduate program at the University of North Carolina's medical journalism program, beginning in the fall 2012 semester. The program is one of the few degrees of its kind in the nation. She currently works at the University of Nebraska Medical Center.

Josie Loza

B.A., Journalism-News Editorial, 2004

Josie was appointed editor of Momaha.com, a website operated by the Omaha World-Herald that is an online community for moms to share ideas through blogging. Loza is a mother of two girls and a boy. Josie is an award-winning journalist with an eye for Omaha night life, entertainment and features. She was a social media panelist during the School's award-winning Omaha 10-10-10 Conference in 2010.

Charley Reed

B.S., Broadcasting/New Media, 2008;
M.A., Communication, 2010

Charley received the 2010-11 Elton S. Carter Award for Excellence in a Master's Thesis. His thesis was judged by internal and external reviewers for the campus-wide competition. Assistant professor Adam Tyma was Charley's thesis chair. The second committee member was associate professor Hugh Reilly, who also won the award in 1997, is the only other School of Communication recipient.

Shannon Stawniak

B.A., Journalism-PR/Advertising, 2010

Shannon has been promoted to project manager for brand and image management at the Omaha Chamber of Commerce.

Scott Stewart

B.A., Philosophy, minor in Mass Communication, 2010;

B.S., Mathematics, minor in Physics, 2010;

B.S., Computer Science, 2010

Scott was named editor of the Papillion Times/La Vista Sun. He previously was a reporter for the Bellevue Leader. At UNO, he received the Albers Intern Scholarship and edited the Gateway.

Wendy Townley

B.A., Communication (Journalism-News Editorial), 2002

M.A. Communication, 2011

Wendy has joined The Steier Group as a campaign manager. She is a part-time instructor at UNO and was previously the assistant director of University Relations. At UNO, she edited the Gateway. UNO Instructor Kevin Warneke also joined the Omaha firm earlier this year.

Faculty and Student News

UNO graduate students Cheril Nolan and Shelli Inness had their paper, "I am Looking Through You: Caring for the Caregivers," accepted for presentation at the Central States Communication Association meeting in Cleveland, Ohio. It was presented in the Health Communication Division in March 2012.

Six faculty members and students, including Marlina Davidson, Karen Dwyer, Andrea Iaccheri, Henry Nixon, Abby Freeman and Paul Falkowski presented research at the National Communication Association conference in New Orleans in November. The graduate student research papers were competitively selected and originally presented to UNO Research on March 1, 2011.

Courtnei Kopietz, a December 2011 journalism graduate, was one of four students selected to present her Honors Program senior thesis/project. She is an intern with UNMC's Center of Advanced Surgical Technology (CAST) through June 2012. Professor Hugh Reilly was adviser to Kopietz on the paper describing her work.

Two School of Communication undergraduates, Tyler Barton and Billy Grenfell, traveled with the High Five tour of Wounded Warriors family support project to produce a series of videos. Grenfell has been selected as Outstanding Broadcasting Student for 2011-12.

Instructor Kevin Warneke's news writing and reporting students published two special sections in the UNO student newspaper, the Gateway. The class contributed 15 stories about the renovations of Roskens Hall and entertainment venues near campus. Ron Petak, executive editor for Suburban News, assigned each student a story for possible publication in Gretna, Bellevue, Ralston and Papillion newspapers.

Assistant Professor Paige Toller won the Rose B. Johnson Award for the most outstanding article published in the Southern Communication Journal. The award was presented at the Southern Communication Association in San Antonio, Texas in April.

Graduate students Jennifer Rome, Pamm Killeen, Nick Klotz and Alex Vogt shared a panel presenting research papers at the Central States Communication Association meeting in Cleveland, Ohio. "Bridging Communication Disciplines and Increasing Diversity in the World through Research" explored multi-racial spouses, urban language, LGBT online identity and self images of adolescent Latinas. The students were mentored by Reilly Professor Karen Dwyer and Assistant Professor Joy Chao, who attended the session.

Alumna Rose Ann Shannon and KETV staff hosted the first 2012 meeting of the North Omaha Media Alliance (NOMA). Director Jeremy Lipschultz coordinated the visit, which included sitting in on the 5 p.m. newscast, speaking with reporters and anchors, and asking questions about news management and decision-making. Shannon, a veteran Omaha news director, has worked in media 39 years. High school students from Benson, Northwest and Girls Inc. collaborate with UNO School of Communication faculty, staff and students on broadcasting and new media projects. They have also studied interviewing with UNO students taking the speech course. NOMA seeks to help brand North Omaha as a positive community. The project began in 2008 with blogging on the presidential election. It has received funding from Cox Cable Omaha and the UNO Service-Learning Academy.

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For more information, follow us on Twitter, @CommUNO, join the "UNO School of Communication" fan page on Facebook, or visit communication.unomaha.edu.

Student Organizations:



- * Chapter members represented UNO when they accepted awards for Star Chapter and fourth place for the 2011 National Organ Donor Awareness Competition (NODAC). Thirteen students attended the five-day PRSSA National Conference in October in Orlando, Fla.
- * Raised more than \$6,000 in donations, ticket sales and silent auction proceeds from the eighth annual La Notte Italiana, a benefit dinner to raise money for student travel, competitions, service projects and professional development.
- * Collected 100 backpacks, filled them with hygiene products and non-perishable items and distributed them to Youth Emergency Services.
- * Dressed in costume and collected 430 canned foods, nonperishable food items and money donations while Trick-or-Treating for the Salvation Army on Oct. 31 in the Omaha/Council Bluffs area.
- * Held the sixth annual Santa Paws at The Bookworm, an event that raises money for a no-kill animal shelter by taking photos of pets with Santa and Mrs. Claus. Proceeds of \$300 benefited the Hearts United for Animals shelter.
- * Earned PRSA Nebraska Paper Anvil Award of Excellence for its annual workshop in September, "Business Ethics: Taking the High Road." Omaha PR and media professionals joined students in discussing case studies. MaverickPR/PRSSA also received an Award of Merit for the "Elmwood Fitness Park" program and "Dress for Success."
- * Held the "Be the Missing Piece" National Organ Donor Awareness event to increase donor registry among Nebraskans.



Above: PRSSA faculty adviser Karen Weber (middle) stands with 13 MaverickPR members at the 2011 PRSSA National Conference. Chapter president Kelsie Olson holds the Star Chapter Award. (Photo courtesy of Karen Weber)

2011-2012 in review



MavRadio

- * MavRadio provided real-time, real life broadcasting experience to students while helping the campus community by the use of closed circuit, on-air and Internet radio broadcasts. The student organization currently has a management team of seven as well as 34 different shows airing from Monday through Friday, with some new shows that aired this year.
- * Throughout fall 2011, MavRadio was responsible for many campus-wide promotions, including a campus bake sale, Rocktoberfest (where it raffled away a gift basket worth \$350 that included an iPod shuffle) and Surviving Dead Week on Dec. 5 (where staff and management handed out "Survival Kits" to UNO students).
- * Students worked in collaboration with PRSSA to produce several public service announcements for clients of MaverickPR. Station Manager Anthony Pontiero hosts a sports talk show, "The Skybox," that airs on MavRadio and Clear Channel's iHeartRadio every Wednesday from 11 a.m. to noon.



Lambda Pi Eta

(Right) Lambda Pi Eta had a joint spring induction on Friday, April 6 with the Kappa Tau Alpha Honor Society. LPE inducted 24 students. Alumna Stefanie Zahurek and the former LPH national president in 2009, was the keynote speaker.



Ad Club



- * Ad Club members toured Bozell Advertising Agency in the Old Market where Joe Burke, 2011-2012's co-president, is an intern.
- * Officers for the 2012-2013 school year are: Christine Dunn, president; Michael Ozum, vice president until December (Anna Cruz will take over in the spring); Jess Craft, secretary; Sydney Williams, social media director; April Filips, recruitment director; and J.C. Krueger, graphic designer.

KVNO gets regional applause

Station breaks record for awards received, recognized for best website

By Emily Garner

A station typically known for classical music and news programming has proved itself as a force to be reckoned with by news professionals throughout the Midwest.

UNO's Classical 90.7 KVNO News won 12 regional awards and a record 15 in 2012. The awards were presented at the Northwest Broadcast News Association (NBNA) Awards in Minneapolis.

KVNONews.com was recognized as best website in 2011 and 2012. The School of Communication broadcasting students won 12 awards in total.

News director Robyn Wisch and the following students won awards: Ben Bohall, Dan Jensen, Angel Martin, Jon Schriener and Lindsay Peterson. Josh Buda was honored by the NBNA for the second year running. Outgoing NBNA President Chris Allen also was recognized with a Golden Gavel for his contributions.

The students who competed at the Midwest Journalism Conference were up against students from several competing universities, many of which were much larger than UNO. They also competed against professionals from the Nebraska Broadcasting Association.

KVNO competes with six states across the region including Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin. Each have regional associations of radio and television news professionals and students whose mission is to provide educational opportunities to journalists.

Wisch coordinates and directs students to stories that are most appropriate for their work, but students are encouraged to provide their own input.

Award-winning UNO student Angel Martin wants to help people who don't generally get the chance to tell their stories in a way that doesn't exploit them or put them down.

"The realness has to be there, and you have to make an attempt to speak to everyone, whether you agree [with them] or not," Martin says. "I wear the journalist hat often, and at the end of the day the goal is to seek truth and report it as such. People can take it for what they want to take it for."

KVNO is unique for students who want to get involved because they can decide if they want to contribute their time on the air or behind the scenes. In addition, KVNO's partnership with The

Reader allows broadcast stories to be accessed in print.

"It gave me the opportunity to explore different mediums. I really got to focus on story telling and writing," says Lindsey Peterson, another UNO award-winner. "It gave me print opportunities with The Reader and I was able to work on longer feature stories, which is what I really enjoy doing. Being an intern at a small radio station really opens up the doors."

The KVNO program integrates students into the daily operations of news reporting. Focused on being very student centered, the program gives students the opportunity to work side by side with professionals and have practice on the job.

School of Communication director Jeremy Lipschultz says the awards signal a focus on quality news.

"Robyn Wisch and the students are very professional in their approach to radio news," he says. "The experience of producing award-winning news will help these students land top jobs in the profession."

Students net awards at KVNO

By Emily Garner



Angel Martin.

“We have learned the true craft of journalism.”

— *Angel Martin*

After taking a couple years off, Angel Martin realized it was time to go back to school and work on her career through a master’s degree in communication.

“I would encourage people not to take a break,” she says. “It makes more sense to go right ahead. For me, it was part of my growing process.”

Since Martin was working for a non-profit organization before returning to school, she saw first-hand the stories that were ignored because of politics, funding and advertisements.

“I was able to see that those are the stories that needed to be told, and public radio is the perfect platform for that,” she says.

Working with KVNO has given Martin an opportunity to share stories that are important to her and her listeners. She wants to make people think and say, “I never thought about it like that before.”

Martin, along with Robyn Wisch, received first place in “Series” for “Voices: People in Poverty” at the Northwest Broadcast News Association Awards.

“We have learned the true craft of journalism,” she says. “It’s easy to pick up a press release and say ‘This is it,’ but it’s about going beyond that.”

Lindsey Peterson began her career at KMTV. After nine months at the station, she returned to UNO as a full-time student. Switching her major twice from interior design and political science, she finally found her niche in radio production. She is now pursuing a bachelor’s degree in communication.

Peterson wants to continue reporting throughout her professional career. She enjoys long feature stories that are quirky or investigative. A 2011 series aired on NET Radio. Peterson recently received a UNO FUSE grant to work with Wisch and school director Jeremy Lipschultz on another series of reports. In the future, she wants to produce and report in public media. With hopes of getting her doctoral degree, she says she would love to teach.

“I think KVNO is so different than any other station in Omaha when it comes to news reporting,” Peterson says. “I don’t think anybody can really beat KVNO, and I would love to share that with other students and teach them what I know.”

Peterson, along with reporters Ben Bohall and Brent Lubbert, received an Award of Merit in “Documentary/Special” for “Darfur.”

“What I like about KVNO is that we weren’t treated like students. We don’t get a pass because we are students,” she says. “It gives you something to aspire to, it’s a legitimate news station we are trying to build. We have to have a reputation of accuracy.”



Lindsey Peterson.

Forensics hosts Spaghetti Feed fundraiser to raise funds for national tournament



The UNO Forensics team hosted a Spaghetti Feed fundraiser on March 14 at the Omaha Community Playhouse to raise money for the team's travel and competition expenses. About 100 people turned out to support the team and enjoy an Italian dinner and dessert.

(Above) Forensics students welcome and sign in guests at the fundraiser.

(Upper right) Coach Abbie Syrek (far right) with students.

(Right) Forensics students serve dinner at the Spaghetti Feed fundraiser.

Photos by Tiffany Riggs



— From *CHICAGO*, p. 28

Students toured WGN-TV studios and watched the Sunday evening newscast. They also met with top Chicago Tribune editors, reporters and data analysts. Additionally, they met with top PR professionals, including the social media director for the Chicago Cubs during a visit to Wrigley Field. At the conclusion of a river tour, students were able to speak with Liz Johnson, PR director for Shoreline Sightseeing.

“We wanted students to experience the

third largest U.S. media market and explore job opportunities in the city,” Lipschultz says.

Other highlights included a luncheon with radio journalist Charlie Meyerson and a meeting at the Edelman offices. The trip was the first of what may become a tradition.

“We hope to offer this every year or two to top students in the School of Communication,” Lipschultz says.

UNO Forensics team repeats a fifth place win in 2012 national competition

By Tiffany Riggs

UNNO Forensics repeated its 2011 fifth place national team finish at the 2012 American Forensics Association-National Individual Events Tournament (AFA-NIET) on April 7 and 9. The UNO Forensics team joined the ranks of only nine other schools in the United States to ever have placed fifth in the nation for two years in a row.

“Last year, we thought fifth place would be the highest we would ever go,” Forensics Coach Abbie Syrek says. “Even though we had an incredible team this year, the odds were against the team repeating the fifth place finish, both statistically and historically.”

Niveditha Rajagopalan was chosen by the national selection committee as one of 12 students for the 2012 All-American Team. The team is selected based on exemplary competitive success, academics and community service. Rajagopalan is the first student from UNO to be selected.

“Niveditha Rajagopalan has donated more than 1,000 hours of service to our community and she has placed in final rounds at the national tournament for two consecutive years,” Syrek says. “It’s a very rigorous process, and that’s why it is remarkable that a UNO student won this award.”

Thirteen UNO students qualified a record of 53 of 66 events for the national tournament this year. Only eight schools in the nation qualified more events than UNO. The Maverick Forensics team advanced a record-breaking number of speakers to final rounds with seven placements. These speakers emerged from preliminary rounds to be ranked among the top six in the nation for each category: Trae Graham/Cole Evans (3rd place) and Stephanie Henderson/Lauren Ackerman (4th place) in Dramatic Duo; Ackerman (2nd place) and Tessie Stednitz (3rd place) in Program of Oral Interpretation; Graham (3rd place) and



The Forensics team displays Nebraska individual championship awards.

Stednitz (6th place) in Poetry; and Rajagopalan (4th place) in After-Dinner Speaking.

In the individual sweepstakes competition, two UNO speakers finished among the top 10 in the nation: Stephanie Henderson (5th place), and Tessie Stednitz (9th place). The team qualified for 16 quarter-finals events. A record 12 of those went on to semi-finals. Among the top 12 in the nation were: Rajagopalan, informative; Evans and Henderson, Prose; Stednitz, Graham, and Henderson, Poetry; and Henderson and Rajagopalan, After-Dinner speaking.

The national standings were: 1) Bradley University, 2) University of Texas at Austin, 3) Western Kentucky University, 4) George Mason University, and 5) Nebraska-Omaha. The team placed second at the Nebraska Intercollegiate Forensics Association State Tournament on Feb. 18. It took first place in the highest honor, the Quality Award, for high levels of success and entrance of events.

“We have a significantly smaller team compared to other programs, and what the Quality Award reflects is that despite those things we still perform at the highest level,” says Cameron Logsdon, assistant coach for UNO Forensics.

Four UNO speakers won individual events at the state championships Feb. 18-19 in Kearney. With five schools in the national top 20, the Nebraska tournament is one of the nation’s most challenging.

Mission

The School of Communication provides a student-centered, dynamic environment designed to elevate, empower and engage students to become skilled, ethical citizens and professionals who can excel in diverse local and global communities.

Vision

Our vision is to be a recognized leader in innovative teaching, leading-edge research/creative activity and community engagement initiatives. We will achieve this by supporting and attracting exceptional faculty and outstanding undergraduate and graduate students from within and outside the metropolitan area.



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