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COMM_{UNITY}

Spring 2014

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FROM THE DIRECTOR’S CHAIR

No one was more shocked than me when Dean Gail Baker asked me to become the Interim Director of UNO’s School of Communication. Well...maybe my wife, but only because she knows all my limitations. Now, nine months later, it’s my official title for the next three years. My wife still doesn’t understand how it happened, but at least I’m not around the house as much.

We also have new faces in other leadership roles at the School of Communication. Dr. Paige Toller is the new assistant director and Dr. Adam Tyma is the new graduate chair. I look forward to working with them and all the other faculty for years to come.

We’ve had another exciting year at the School of Communication. Let me share some highlights:

In the fall of 2013, three professors from the University of Kabul’s Journalism Department spent several weeks visiting our classrooms, meeting with our faculty and visiting area media companies and advertising/PR agencies. Over Christmas break, Dr. Chris Allen, Dr. Sherrie Wilson, myself and two instructors from UNO TV, Gary Repair and Mark Dail, spent two weeks in New Delhi, India. For more information, turn to page 38.

Dr. Lipschultz oversaw a student produced documentary called “Mr. Buffett the Teacher” which has attracted national attention, and Dr. Allen is working with students on a documentary on the legendary Peony Park.

Dr. Ana Cruz has re-ignited the School’s work with the North Omaha Media Alliance (NOMA), working with young women from Girls Inc. on media projects.

Our students continue to bring home national and regional awards. Here is a partial list of what they won this year:

UNO Senior Queen Tara Pimentel won a national championship in Poetry Interpretation at the national forensics competition. Seniors Cole Evans and Traelon Graham tied for first place in duo (the tie was broken, and they were awarded the



photo by Ali Peterson

second-place trophy). MavForensics placed in the elite Top-10 programs for the fifth consecutive year, taking home the eighth place trophy. UNO had the smallest team in the Top-10 and our smallest team to date.

Matthias Jeske, of Maverick Radio, was named the “National Student Radio Air Personality” by the Broadcast Education Association (BEA). Jeske and Mav Radio adviser, Jodeane Brownlee, traveled to Las Vegas in April to receive this impressive award.

Our PRSSA chapter won a national “Star Chapter” award and earned the National PRSSA award for Community Service. To top it all off, PRSSA adviser, Karen Weber, was named the Outstanding PRSSA Adviser for 2013!

Students from the UNO Ad Club won a prestigious Pinnacle Award from the American Marketing Association for their advertising campaign for Mai Thai Restaurant.

In my career as a student and faculty member at UNO, I’ve had the good fortune of working with four distinguished chairs and Directors: Dr. Hugh Cowdin, Dr. Bob Carlson, Dr. Deborah Smith-Howell and Dr. Jeremy Lipschultz. I plan on taking what I’ve learned from each of them to help make me a better director. If I work very hard, my wife may even compliment me.

Hugh Reilly

HUGH REILLY
Director, School of Communication



With the use of a Super 8 camera and youthful imagination, Gail F. Baker can remember beginning to tell stories in the 1960s as a child, making movies with her lifelong friend Barbara Allen. Even though she now has more than 50 years of storytelling experience, Baker says she never imagined that her artistry would garner her not one, but three Emmys.

Dean Baker wins third Emmy for documentary on race

by Sean Robinson

"I was always telling stories, but I never imagined this," Baker says. "I told stories because I could write, so this is proof that your career can take you anywhere if you have the right foundation."

Dean of the College of Communication, Fine Arts and Media, Baker won her third Emmy for her role as a writer and supervising producer on the documentary "Colorblind: Rethinking Race." Her previous two wins were also for documentaries, 2011's "DuSable to Obama: Chicago's Black Metropolis" and 2006's "Paper Trail: 100 Years of the Chicago Daily Defender."

Baker's career as an award-winning documentary filmmaker began in 2005 when Allen approached her to make their first professional project together. A team ever since, Baker has written all three documentaries and Allen has served as the executive producer.

"Even though we are a team and have worked together before, [Colorblind] was hard," Baker says.

For "Colorblind: Rethinking Race," Baker says she and Allen were challenged because the film analyzes institutional racism in education, justice, health and wealth and tries to find solutions to the problems within these systems.

"It's a slippery subject," Baker says. "People don't want to talk about racism. We also wanted to talk about it differently than in a way we've seen it discussed before."

Allen, Baker and a staff of about 15 others worked tirelessly on the project, going with as little as three hours of sleep some nights. Countless hours of work and one Emmy later, Baker says the film is still tough for her because it's not enough

to turn institutional racism around, even if it purposes solutions to fix these systems.

The idea to tackle such dark subject matter came from the Kellogg Foundation, which asked Baker and Allen to develop the documentary after they received a grant.

"I think it was honored [with an Emmy] because people know race is so tough to talk about," Baker says. "You're always grateful, and each win actually is more surprising than the last. The first time you feel like it could be a fluke, the second that you're lucky but the third you think 'maybe something good is going on here.'"

Winning in the category for Outstanding Achievement for Documentary Programs - Cultural at the Chicago/ Midwest Regional Emmy Awards, Baker didn't attend the awards program because she was superstitious that it would jinx her chances of winning. Nevertheless, Baker says the work she put into the documentary is important, not only for herself but for her college.

"Part of my job as dean is to model good academic balance," Baker says. "I expect from myself to teach and be scholarly and still have time to laugh. The piece is a testament to being organized and making sacrifices for work."

Sitting on a shelf in her office on the third floor of the Weber Fine Arts building, two Emmys shine golden and proud upon the dean. Her third has yet to be placed here but soon will, all three well-deserved wins honoring a career of storytelling.

"When I was first asked to be involved with a documentary, I said 'I don't know how to do that,'" Baker says. "But I knew how to tell a story. We are always teaching students here how to express a story and to be open and excited, to look for new possibilities. I certainly never imagined an Emmy within the realm of my possibilities."



UNO's forensics coaches traveling to China to teach public speaking

by Stephanie Lee

Abbie Syrek, the MavForensics director, will travel to Xi'an Jiaotong University (XJTU) in Xi'an, China on May 12 for 10 days to teach XJTU students about public speaking.

The University of Nebraska at Omaha's forensics program will partner with the University of Nebraska- Lincoln and the University of Nebraska-Kearney. This collaboration includes faculty and students from all three programs. Cameron Logsdon, assistant forensics director, and Catie Zaleski, a sophomore student, will also join Syrek.

Syrek says they will give lectures in Xi'an in a class similar to the Fundamentals of Public Speaking course taught at UNO. In the class, Syrek, along with the affiliates from UNL and UNK, will lecture about informative and persuasive speaking, incorporating everything from eye contact to gestures. They will also teach how to emphasize certain words, perform research and build PowerPoints.

In addition, the visiting faculty will develop hands-on workshops to give students experience writing speeches and delivering them to an audience.

Lipschultz takes an academic look into SOCIAL MEDIA

by Sean Robinson

Dr. Jeremy Lipschultz began at the University of Nebraska at Omaha in 1989, a decade before the Internet was in the hands of the masses and nearly two decades before social media spun the development of the World Wide Web on its head. Now in 2014, Lipschultz has become UNO's School of Communication's social media guru, a wizard with Twitter, Facebook and LinkedIn under his command.

The master himself says he has been "immersed in social media," and he plans to share his knowledge in a forthcoming academic book titled "Social Media Communication: Concepts, Practices, Data, Law and Ethics." Published by Routledge, the book will be released Aug. 7, giving both professionals and students insight on how to effectively use new networking tools and how to think critically of this newest form of Internet communication.

"Social media is not a fad," Lipschultz says. "It's being incorporated into so many disciplines and professions and continues to reach deep into the social fabric. It's here to stay."

For the past four years, Lipschultz has been working on the content of the book, eventually writing more than 400 pages that have been whittled down to just over 200 published pages. Within the book, platforms such as Twitter, Facebook, LinkedIn, Pinterest, Youtube and Vine are all explored through research by Lipschultz and essays from social media innovators, both accounts focusing on best practices, key

concepts and law and ethics related to each platform.

"The purpose of the book is to blend what academics has discovered about social media with what's happening in the industry," Lipschultz says. "The idea is that each will inform the other, so I bring in concepts, practices and data that cut across multiple areas."

Lipschultz took sabbatical last fall to finalize his research, traveling to conferences and public relations firms in Chicago to receive a better understanding of social media. While he has collected research for more than four years that will make it into the book, Lipschultz spent just over one year writing "Social Media Communication."

He began his research by exploring concepts within the medium that he already knew well, such as computer-mediated communication and theory, and then began research to update both his previous knowledge and gain insight on aspects he hadn't previously explored.

"I think everyone should begin to pay attention to social media, but I still run into people that are dismissive," Lipschultz says. "The fundamental argument of the book is that social media communication may be an emerging field but it will shift our media landscape and fabric."

"The purpose of the book is to blend what academics has discovered about social media with what's happening in the industry."



London PR executive tells students to be storytellers

by Kimberly Bailey

No matter what new tools PR and advertising professionals use, the same rules apply to being the best storytellers.

This is one of many key points Joe Walton, associate director of Weber Shandwick’s office, shared with the University of Nebraska at Omaha students during his professional-in-residence visit to UNO, sponsored by the School of Communication and the College of Communication, Fine Arts and Media.

He visited several journalism and broadcasting classes during his stay, including the Communication Workshop PR Firm class where he told students how fortunate they were to have the opportunity to get such hands-on experience.

“You already know how to work with clients, write copy and pitch a story,” Walton says. “You know so much already. That’s fantastic.”

Members of Ad Club and PRSSA teamed up to host a reception for Walton on March 5 at the Thompson Alumni Center. During the reception, Walton chatted with students and answered questions about his work with clients.

Weber Shandwick is one of the world’s elite public relations agencies with offices in more than 80 countries. Walton serves as the associate director in Weber Shandwick’s technology practice and leads a number of international accounts, including Microsoft’s advertising business, Capgemini, Honeywell, Symantec, Concur and Nortel.

Walton discussed the growing relationship between advertising and PR, saying it’s the “engagement era” when professionals must emphasize content and storytelling. “It’s all about creating the brand’s story,” he says.



photo submitted

Walton serves as the associate director in Weber Shandwick’s technology practice and leads a number of international accounts, including Microsoft’s advertising business, Capgemini, Honeywell, Symantec, Concur and Nortel

He provided examples of great big-name storytellers such as Steve Jobs and Richard Branson (CEO of Virgin Airlines), to not-so-great storytellers, like Mark Zuckerberg and Bill Gates. He made the classes write their own “turning point” stories—a one or two-sentence overview of a struggle in the students’ lives.



The new social media lab opens this summer.

photo by Kimberly Bailey

UNO’s new Community Engagement Center Welcomes Communication’s Social Media Lab

by Kimberly Bailey

The University of Nebraska at Omaha’s Social Media Lab will give the campus and the City of Omaha a new resource for cutting edge research and consultation when it opens in this summer in the Community Engagement Center.

The Social Media Lab’s mission is to be “a forward thinking interdisciplinary research center, targeting all forms of emerging media,” says Dr. Sherice Gearhart, assistant professor in the School of Communication. “In a narrow scope, we want to help nonprofits; teachers that simply don’t have the skills in social media.”

In a broader scope, the lab will teach people how to strategize, create social media objectives and execute their tactics effectively for their professional practices.

Other universities that have similar labs are American University, Cornell University, Texas Tech University and Northwestern. UNO’s lab will follow Texas Tech’s model for student involvement but will be unique for its emphasis on community engagement, Gearhart says.

The Board of Directors for the lab includes Gearhart, Matt Germonprez, Dr. Jeremy Lipschultz and Dr. Adam W. Tyma.

BROADCASTING HONORED UNDERGRAD PROFILE

TANNER KAHLER

KAHLER PLANS FUTURE CAREER AS TV JOURNALIST

by Rene Rivas

Tanner Kahler always believed that working hard pays off in the end. This proved true when his professors named him the 2014 Outstanding Broadcasting Student.

"It feels good being recognized by the professors here. It makes me realize how hard I have worked," Kahler says.

"There's always self-doubts sometimes about what you do, and I think it's good to be reassured that you actually can be able to achieve things."

Kahler has earned other awards such as the Richard F. Palmquist Scholarship and the Omaha Press Club Mark Gautier Intern Award.

Upon entering college, Kahler was unsure about his major. He changed his mind from psychology to speech communication and finally decided broadcasting was the perfect fit for him.

"Broadcasting was something that I thought about in high school," Kahler says. "But it wasn't something that I realistically saw myself doing until I actually gave it a shot."

Kahler says his interest in current events was a natural fit. He never understood why other students didn't care what was going on in the world.

"I questioned myself how they could not know what was going on," Kahler says. "It was just a natural thing for me to constantly know what was going on in the world."



Kahler has taken advantage of every opportunity to grow and learn. In the fall semester of 2012, Kahler was the only student from his radio production class to report and cover the presidential campaigns for Nebraska Educational Telecommunications (NET radio). That alone, was a major challenge for Kahler, but he says it was an honor to report for NET and MavRadio.

Kahler also interned at KETV, which helped him decide to seek a job as a television reporter after graduation.

Kahler says he could not have done it without the help of his two mentors, Jodeane Brownlee, a broadcasting professor and adviser for MavRadio, and Jeremy Maskel, a KETV news anchor and reporter.

"Jodeane is the kind of professor that pushes you because she can see how good you are. She is one of the best teachers that I've had here in college," Kahler says. "Jeremy took me under his wing while I was an intern at KETV. He pushed me to try new things that I wouldn't have tried and gave me critiques on everything that I did. I learned so much working from him."



BARRINGTON USES COMMUNICATION DEGREE TO HELP EMPOWER OMAHA COMMUNITY

by Sydney Williams

When Chase Barrington first walked through the doors of the Arts and Sciences building, she envisioned herself becoming a teacher who could instill confidence in her students, while boosting and empowering them to succeed.

"I've always had this theme of empathy in my life and felt it just takes one person to believe in someone for them to feel like they can do something," Barrington says, "and that has been a common theme throughout my life."

After diving into the education program at the University of Nebraska at Omaha, Barrington quickly realized she wanted a career that would impact others on a deeper level.

"I love being able to work one-on-one with someone and build a relationship that allows me to be a supporter, an encourager and a positive influence," Barrington says.

SPEECH HONORED UNDERGRAD PROFILE

CHASE BARRINGTON

With encouragement and support from UNO faculty, Barrington found a home in the School of Communication as a speech communication major. This spring she is being honored as the Outstanding Speech Student.

"Communication has so much more to do than just talking," she says. "It really is about your nonverbal communication and how you're talking to someone and how important it is to share your thoughts and self-disclose."

Since changing majors, Barrington has become a regular volunteer at the Hope Center, an after school program for underprivileged youth in North Omaha, where she expands her communication skills by building trusting relationships with her mentees.

"I work with kids who don't necessarily have a person in their lives who believes in them or people that are present and consistent," she says, "so I started volunteering weekly and mentoring weekly."

One of most rewarding experiences for Barrington is mentoring a 15-year-old girl named Taj.

"We spend time together each week," she says. "I'm able to take her out and show her different parts of Omaha and expose her to new things, so that hopefully she'll be exposed to something she enjoys, so she doesn't resort to drugs and alcohol later in life."

Volunteering has taught Barrington how to be a better friend and build deeper relationships with others.

Chase Barrington Continued

JOURNALISM HONORED UNDERGRAD PROFILE

SEAN ROBINSON

Chase Barrington Continued

"I've been able to see how communication and self-disclosure can truly impact a relationship with a person and can break down walls and barriers," Barrington says. "It's an amazing thing to have started [at the Hope Center] where they didn't even want to talk to me, to now when I go I'm greeted with a rush of hugs. Those are the moments when you realize it was worth coming back every week, because they trust me. I just hope the kids are learning as much from me as I am from them."

After Barrington's May 2014 graduation, she will work fulltime as a life skills assistant at Quality Living Incorporated (QLI), a post hospital rehabilitation center for brain and spinal cord injury patients.

"The point of QLI is to get patients back on their feet and being independent again," Barrington says. "I will help patients regain skills that they possessed before their accident. For example, I would help a 30-year-old mother learn how to cook meals again. We would go off campus, and I would show her what a grocery trip looks like, how to get certain items to make a meal and then come back to campus and walk step-by-step to prepare the meal."

Barrington says her motivation to help others will be a lifelong pursuit.

"I want to be able to perform healing through caring by having a willing and open heart and patience to be able to powerfully impact these people's lives," she says. "I have a true desire to see other people succeed and see them be able to live happy, healthy lives."



ROBINSON IMMERSSES HIMSELF IN ALL ASPECTS OF COLLEGE LIFE

by Rene Rivas

Sean Robinson, a senior studying journalism- news editorial, set ambitious goals at a young age. In the fourth grade, Robinson decided to break his elementary school's record for most books read within a year, which he managed to shatter by finishing more than 50 novels before the next grade.

"I remember this was the first time I set my mind on something and accomplished a huge goal," Robinson says. "Ever since then, I've been just as driven. I want to always stay busy because I can sleep when I am dead."

His early love for the written word blossomed as he became a student journalist in high school and college. His excellence in the classroom and his extracurricular activities earned him the award for Outstanding Undergraduate Journalism Student.

While at the University of Nebraska at Omaha, Robinson has worked as a staff writer and editor-in-chief of the Gateway; account executive and staff member of MaverickPR; internal affairs chair in Student Government; external vice president of Pi Kappa Alpha fraternity; a member of the Public Relations Student Society of America (PRSSA); and a member of the Emerging Leaders Program.

Robinson has also served as a program assistant for Creighton Prep High School's speech team.

"I think every time I've received recognition for my work, it makes me want to work harder to not let the people who helped me along the way down," Robinson says. "You don't want to let yourself down either. I want to continue improving myself."

A native of Omaha, Robinson is expected to graduate in the fall semester of 2014. After graduation, Robinson says he will miss the people he's connected with at UNO and hopes to take on a job as either a reporter for a magazine or a copywriter for a public relations agency.

Robinson says his campus involvement has helped prepare

him for a future career. He encourages all UNO students to not waste a minute getting involved and to take advantage of all the opportunities at UNO.

"Entering college, I felt that I was starting all over because I was so involved in high school," Robinson says.

"The moment I got to UNO, I started getting involved in a lot of activities. I think that's what has kept me going."

Balancing his time between all of these organizations has come with its sacrifices. When Robinson was named editor-in-chief of the Gateway, he had to step down from his position as external vice-president of Pi Kappa Alpha to adequately devote time to the student publication.

"I sacrificed my involvement with Pike to be more involved with the Gateway and MaverickPR," Robinson says. "I wanted to get heavily involved in organizations that will help me become a stronger writer."

Robinson isn't alone on campus. His twin brother, Eric, is a criminal justice major, and his father is an adjunct geography professor.

"A lot of people don't know that I have a twin brother," Robinson says. "We are complete and polar opposites, but get along pretty well."

In his free time, Robinson enjoys running and spending time with both his fraternity brothers and girlfriend.

"What I've appreciated most about my career at UNO has been all of the outstanding people I've met," Robinson says. "From my Gateway family to everyone I've become friends with in the Greek system, I can't speak enough about the value of the people at this university."

KIMBERLY BAILEY

Bailey builds portfolio through experience beyond the classroom

by Ashley Miles

Kimberly Bailey may not have chosen a career path yet, but her motto in school is clear: work hard, play hard and never give up. Between her major, two minors, sports, clubs and work, Bailey doesn’t have time for much else.

“It seems like as soon as I finish one thing, I’m on my way to the next,” Bailey says. “There’s always homework or training to do.”

Bailey redshirted her freshman year-- meaning she didn’t play college volleyball, only trained-- and will get to play for four more years on the University of Nebraska at Omaha’s team. She’ll be in school for a total of five years, giving her time to complete her journalism-PR and advertising major and communication studies and graphic design minors.

Bailey is on the Student-Athlete Advisory Committee (SAAC), one of only two members from the volleyball team, and is the assistant recruitment director for the Public Relations Student Society of America. She has planned many events for student athletes, including making posters and public service announcements and executing tactics for events such as the Summit League’s Food Fight.

When thinking about a future career, Bailey hasn’t quite decided. She would be interested in some form of public relations for a sports team or department but isn’t limiting herself.

She knows she doesn’t want to coach a team but says working as a PR representative for one would be a logical choice for her.

“I’ve learned so much from volleyball. I think it’s really shaped my teamwork, leadership and organizational skills,” Bailey says. “We take seminars as a team about how to make your strengths as an athlete correspond into a workplace.”

Bailey is an advocate for self-empowerment.

“I’m more likely to show someone how invested and hardworking I am than tell them. It’s just how I do things,” she says. “I’m more active and less vocal.”

Her teammates must agree – they voted her team captain. She plays defense for the team, also known as libero.

Gaining professional experience while still a student is important to Bailey. As a PR intern at Northwestern Mutual, she learned valuable business and teamwork skills in helping to recruit for another internship program.

Another way Bailey is building her portfolio is through MaverickPR, the student-run PR firm, where she has honed her photography, writing and media relations skills.

“I am extremely impressed with Kimberly’s drive to succeed in and outside of the classroom,” said Sydney Williams, MaverickPR’s student director. “She is a passionate and energetic young woman, and her leadership abilities, ambition and dedication make her an outstanding student and role model.”

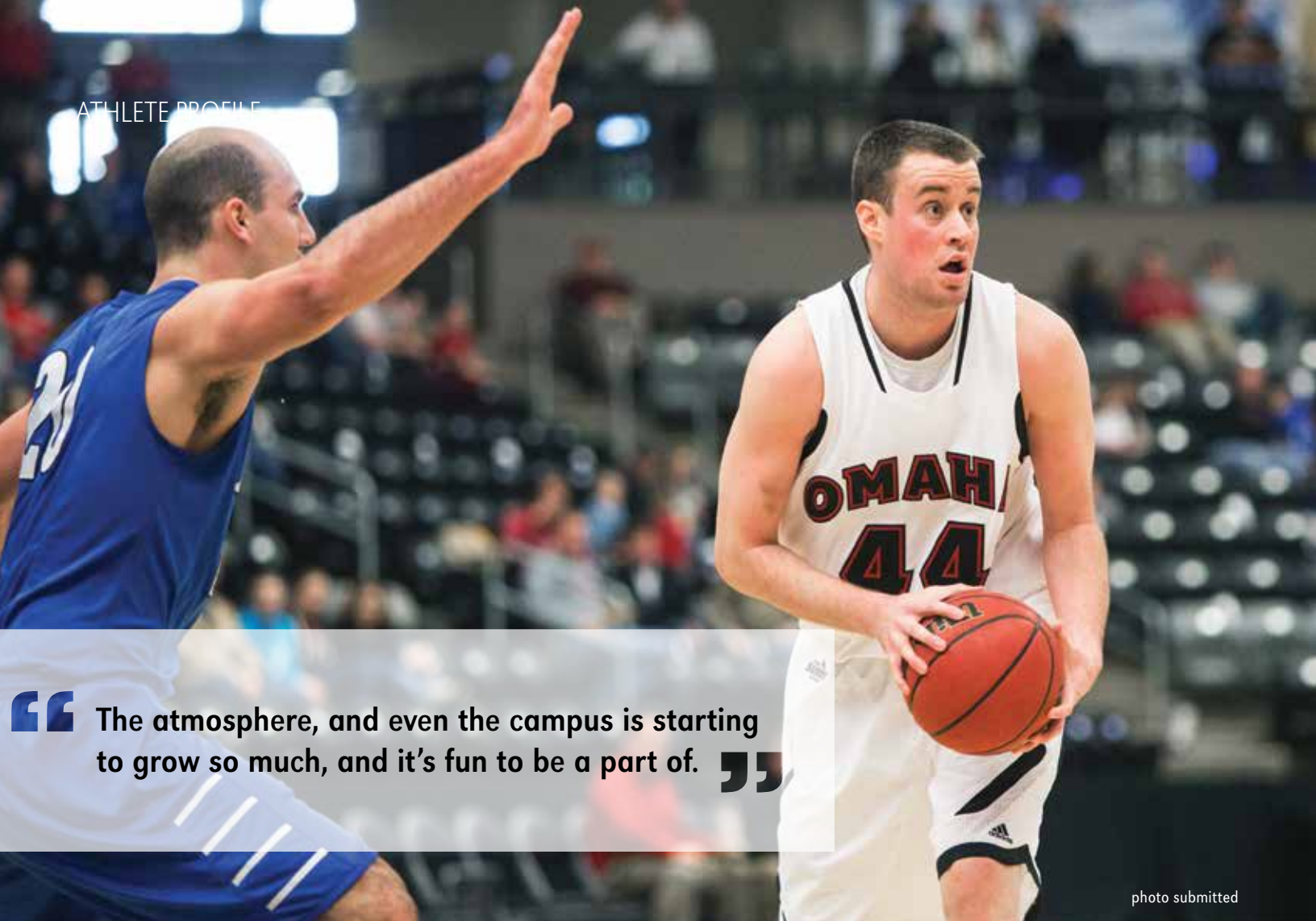
She has a lot to look forward to – two more years of volleyball and a trip to Italy this summer. She can’t wait to travel across Europe for a few weeks.

Although there aren’t any breaks from volleyball – the team trains throughout the off-season – Bailey wouldn’t have it any other way. Playing her sport makes her happy and has helped shape her just as much on the volleyball court as in her everyday life.

Bailey appreciates everything she’s been through so far. “I wouldn’t change anything, I’m happy with what I’ve done,” she says. “I haven’t missed out on anything, and I’ve gained a lot from my experiences so far.”



“ She is a passionate and energetic young woman, and her leadership abilities, ambition and dedication make her an outstanding student and role model. ”
Sydney Williams



“The atmosphere, and even the campus is starting to grow so much, and it’s fun to be a part of.”

photo submitted

JOHN KARHOFF

Basketball player aspires to use athletic background for future career

by Travis Wood

Basketball always seemed like the logical choice for John Karhoff, especially since he’s 6 feet 8 inches tall.

Karhoff plays center position for the University of Nebraska at Omaha’s men’s basketball team and played at Creighton Prep High School prior to coming to campus.

“I had a great experience playing at Prep, and it’s just a great, great atmosphere there for a basketball game. The student section’s known as one of the best in the state,” Karhoff says. “It’s fun being able to play so close to where I played in high

school and continue to have those people watching you throughout my college career, too.”

Karhoff was interested in many different sports early on, but he eventually gravitated toward basketball. His parents never pushed him into making a decision, and they let him choose his own path.

“I grew up playing baseball,” Karhoff says. “I played football my freshman year in high school, but basketball was something

that I was better at than those sports, and the love for the game kind of just grew as I got older.”

Karhoff decided to continue his basketball career into college, and he says UNO was a good fit for him.

“I enjoy their coaches the most here, and I felt comfortable when I came here on a recruiting visit,” Karhoff says. “The atmosphere, and even the campus is starting to grow so much, and it’s fun to be a part of.”

Basketball wasn’t the only thing that drew Karhoff to UNO. Karhoff says he was impressed with the academic side as well. He is majoring in journalism with a minor in marketing and was named Academic All-American for the Summit League.

“I was challenged here at UNO,” Karhoff says. “At Creighton Prep, I felt like that’s a school that really challenges you academically, and I felt that coming to college I was well prepared for that. UNO has really prepared me for life

Basketball wasn’t the only thing that drew Karhoff to UNO. Karhoff says he was impressed with the academic side as well. He is majoring in journalism with a minor in marketing

after college.”

The past four years of his basketball career have been a positive experience, Karhoff says. He enjoys playing in different cities across the country.

“We’ve been to Hawaii, we’ve been up to Seattle, been to Texas, we’ve been all over the place,” Karhoff says. “It’s something that as I get older, I’ll be able to look back on this experience and really look at it with fond memories.”

Karhoff says he also enjoys the camaraderie among his teammates. They even share a team meal before each game.

“I’m with great coaches and great teammates right now. They’ve been a lot of fun to play for and play with,” Karhoff says. “I think this year especially we’ve just been more comfortable with each other and know where each other’s going to be at on the court. We know what to expect of each other, and we kind of hold each other accountable.”

Before each game, Karhoff says he has a routine of stretching and listening to music, but he doesn’t get particularly nervous.

“I wouldn’t say it’s extremely nervous [feeling]. It’s more of just anxious to get it going,” Karhoff says. “I feel like that’s a good thing -- being anxious before a game like that. That means you still care about it and you’re still able to get up for those games. I think when that stops happening, that’s when you know when you’re done with the sport.”

Aside from nerves and anxiety, Karhoff says it still hurts to lose a game, but he’s learned to view loss with an optimistic outlook.

“The wins, you start to appreciate them more as you get older,” Karhoff says. “The losses still hurt like crazy, but as I got on through my career, you start to appreciate the wins a little more and not take them for granted.”

However, Karhoff is also looking toward the future. Karhoff wants to use his degree to go into sports writing, which is one of the reasons why he chose journalism as his major. He plans on being part of sports “one way or the other.”

“I grew up reading stories and recaps of games, feature stories on athletes,” Karhoff says. “It’s just something that interested me. I was on the high school newspaper, and I felt it was something I was good enough at.”

When he is finally done with basketball, Karhoff says the bonds he made over his career will define the experience.

“When you’re done with basketball, I think you’re just going to look back and look at the relationships you made through basketball,” Karhoff says. “I think that’s what you’re going to take away most from your basketball career. It’s mainly about the people you’re with and the friendships you make.”

TAIJHE KELLY

Basketball player Taijhe Kelly finds home away from home at UNO

by Alex Jensen

A sense of community and belonging is important for college students, especially those hailing from faraway places, and Taijhe Kelly, a member of the Maverick women’s basketball team, can vouch for this.

Kelly, of Long Beach, Calif., accepted a basketball scholarship to attend the University of Nebraska at Omaha even though it was far away from home. Kelly, initially drawn to UNO’s campus and new Division-I status, has found the support she needs through the athletic department.

For example, Kelly spends time in the resource room where student athletes can study and receive academic counseling.

single-season record with 97 blocked shots. Kelly earned the title of Summit League Defensive Player of the Year, an award voted on by the League’s head coaches, sports information directors and select media members. Her hard work and determination has allowed her to acquire many skills.

Brittany Lange, head coach of the team, says, “Taijhe is a very smart player who understands everyone’s role and the way we want to play.”

Skills like these transfer well into the classroom. Kelly explains that she now knows how to manage certain situations better.

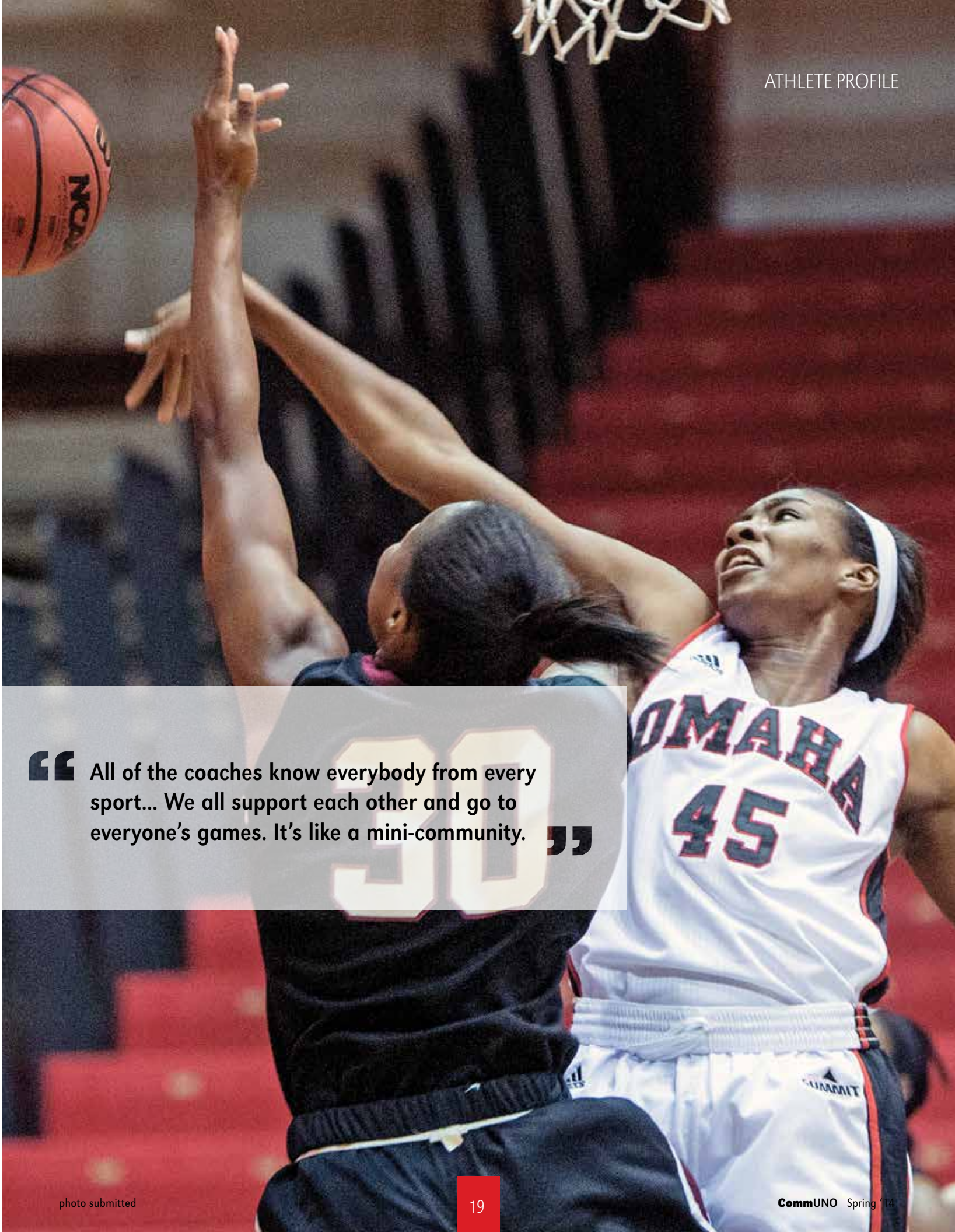
Strict practice schedules, games and a lot of traveling can often make scheduling classes and completing homework difficult. Out of a three-month season, the basketball team travels for half the games they play.

“All of the coaches know everybody from every sport,” Kelly says. “We all support each other and go to everyone’s games. It’s like a mini-community.”

Being away from home isn’t the only challenge Kelly faces. Strict practice schedules, games and a lot of traveling can often make scheduling classes and completing homework difficult. Out of a three-month season, the basketball team travels for half the games they play.

“There’s honestly not enough hours in a day to get everything done,” Kelly says. “But you just have to manage your time very well.”

Kelly’s effort on the court has allowed her to achieve several milestones this season. Her eight blocked shots in a game set the UNO record twice, and she broke UNO’s



“ All of the coaches know everybody from every sport... We all support each other and go to everyone’s games. It’s like a mini-community. ”

LAYLA ASHOURI

Soccer player models good behavior on the field, runway and in the classroom

by Kelby Flanigan

Layla Ashouri is first and foremost a student athlete, placing equal amounts of dedication to her sport and her schoolwork.

A native of Parker, Colo., Ashouri's decorated soccer career began at Chaparral High School as a four-year starter, earning multiple first and second team honors. At the same time, she was polishing her skills by playing for the Real Soccer Club and Rush Soccer Elite National team where she was a State Cup champion in 2010 and a finalist in 2011. This led to her promotion to the Colorado Rapids Women's Pro/Amateur Soccer Team in 2013, where she won the National Championship at age 17 – the youngest member of the team.

The accolades eventually attracted the attention of several university scouts, including the University of Nebraska at Omaha. "Since I played soccer for most of my life, I wanted to play soccer in college," Ashouri says. "UNO sought me out and offered me a full ride to play here. I liked the campus and the support they had from their staff for athletics."

Ashouri also says the academic program at UNO played a big part in her decision to enroll.

Upon arrival, she had to acclimate herself to her new role as a student athlete. From an athlete's standpoint, she felt right at home on the soccer field, playing the center midfield position. "It wasn't that hard to adapt since I've been playing with professionals and amateurs on the Rapids women's team," she says. "It was not that hard to adjust to the college scene because it's faster playing. There are bigger girls playing, so you've got to be tougher."

Playing on the field proved easy for Ashouri, but she struggled to commit to both coaches and teachers. "It's really hard," she says. "We have practices at 7 a.m., so it's not really in the way of school. But again, those 7 a.m. practices make you pretty exhausted throughout the day, and that's when you have classes."

To meet both the demands of soccer and academics, Ashouri has tried to schedule classes in later afternoon to allow her time to nap and recuperate.

Her major is inspired by her current affiliation with Diverse Talent Agency, a top 10 modeling and acting agency in Los Angeles. "When I was little, I did acting and modeling," she says. "I liked being on screen, and I didn't really want to go into an acting career. I wanted to be more of a helpful option for people. So, I thought of news, and that's why I chose broadcast journalism."

So far, she says her major has been a perfect fit as she currently manages and produces her own radio show called, "Midday with Lay" - aired for one hour each Friday.

"I just started this because of my radio production class, and I was winging it the first five weeks," she says. "But then I came up with a couple of ideas, and I might just read my poems over the air or talk about life as a student athlete."

Ashouri, the soccer player, the student, the actress, the model, the radio talk show host and now the poet, epitomizes the complexity of the student athlete.

"My parents wanted me to branch out to other activities other than soccer because soccer ran my life, so I did figure skating and taekwondo," she says. "Once I made it to brown belt in taekwondo I just... I was done. I didn't want to go on any longer because it got boring to me."

As she looks toward her junior year, Ashouri advises incoming student athletes to keep communication between the coaches and teachers a priority in order to cope with the new schedule. As far as her future with soccer goes: "I might be done after college with soccer," she says. "I'm not sure yet. Maybe I'll go back home and play with another pro/am team."

Or maybe complete that black belt – If she's not too bored.

“There are bigger girls playing, so you’ve got to be tougher.”

MORGAN WESTENBURG

Student athlete balances soccer with school while keeping an eye on the future

by Yanira Garcia

It all started at age 6, when Morgan Westenburg and her best friend from elementary school saw a newspaper ad for a new soccer club in Lincoln, Neb.

“At first I wasn’t too competitive about soccer. I played it just for fun, but toward high school I started competitive soccer in Omaha,” Westenburg says. “I would drive up from Lincoln four times a week for practice.”

Westenburg, a member of the Maverick women’s soccer team, played for Lincoln Southeast High School’s soccer team. During her time there, Westenburg’s team was state runner-up twice, and in her junior year, she won most valuable player.

Another highlight of Westenburg’s athletic career came when her soccer club played in a national tournament, against 20 other elite teams in Orlando, Fla.

“At the national league, we won second place, so that was a big deal for us,” Westenburg says.

Westenburg gets her athletic legacy from her parents. Her mother runs marathons and her father is a triathlete.

“I didn’t have much of a choice. I got dragged everywhere, and that made me want to be involved in sports, too,” she says.

Westenburg’s role model is her mother. Although she likes everything about soccer and its discipline, running is not something Westenburg enjoys, but her mother’s perseverance motivates her to lace up her sneakers and hit the pavement.

“She has taught me to stay determined with sports and in my personal life even when I don’t want to. My mom is my best friend. I really do look up to her.”

To keep up with the busy schedule of soccer, homework assignments, family, friends and classes, Westenburg, a journalism-PR and advertising major, organizes her day by listing duties and responsibilities and checking them off as the day goes.

Practice begins at 7 a.m. every day.

When she is not at practice, in class or studying, Westenburg is probably on the road heading to another game.

“During soccer season, I spend a lot of time on the road, and I usually use that time to work on homework,” Westenburg says. “Thankfully, I have a lot of teammates who are exercise science majors and are always working on something, so we all spend breaks at hotel lobbies studying and doing school work.”

Westenburg and her team have traveled to California, Florida, North Carolina, Georgia and almost every state in the Midwest.

Spending time with teammates has led to building valuable relationships. An experience Westenburg will never forget was when she tore a ligament in her ankle during the first pre-season of this school year.

“It’s been a new experience for me. Through this unfortunate situation, I was able to build relations that I wouldn’t have if I had been perfectly healthy,” Westenburg says. “I became good friends with my trainer, teammates and professors, since they’d see me with a foot brace and always ask what was wrong.”

Staying in good physical condition, participating in extensive



“ During soccer season, I spend a lot of time on the road, and I usually use that time to work on homework. ”

photo submitted

practice hours and looking forward to bus trips and games are Morgan’s favorite aspects of soccer.

She also enjoys being creative, and that fits into her interest in PR and advertising.

“I enjoy learning about all that goes into advertising. It’s not just about the colors but also all sorts of other things, as well as using new outlets like social media,” she says.

Westenburg plans to explore her options after graduation, but she says it would be wonderful to create advertising for her father’s startup companies or become an activities organizer for other companies.

“I am not specific on where or what scale of a job I would have,” she says. “But my ultimate goal is to get a job where I can coordinate events or activities.”

SAM MURPHY

Student athlete Sam Murphy brings his best to the classroom and mound

by Kimberly Bailey

Ladies and gentlemen, sports fans, Mavericks -- there's an ESPN sportscaster on campus.

Well, not yet, but Sam Murphy's love for the game and success in the classroom could land him a job after graduation.

Murphy, a 20-year-old broadcasting major from Lake Worth, Fla., leads a busy life. As a sophomore, Murphy is a left-handed pitcher and first baseman for the University of Nebraska at Omaha's baseball team, frequent contributor to the Gateway, leader in the Christian-based student athlete group Intervarsity and an intern with the UNO Athletic Communication Department.

"Everything I do, whether it's school or sports, I do to the best of my ability and give it my all," Murphy says.

While his days are jam-packed and organization is key, Murphy manages to do his best on the mound and in the classroom. Being part of the conference championship baseball team last spring and maintaining a high GPA comes with a price.

"It's a lot of work. It's tougher than people think to balance everything as a student-athlete," Murphy says. "Being a student-athlete teaches you time-management skills, how to be a team player and how to work with others to reach a common goal. The correlation between being a student athlete and being a professional in the workplace is a direct correlation."

Off the diamond and in the classroom, Murphy is learning and being challenged to do something new daily. Each semester has brought a new experience. For the 2014 spring semester, it is a radio show.

During his Radio Productions class, Murphy hosts his own weekly radio show. "The class has really opened my eyes toward radio," Murphy says.

Murphy's radio show highlights UNO's sports and news around the industry.

"It's really cool to see how everything works and actually get a chance to handle it yourself because that's ultimately what I want to go into," Murphy says.

Also giving Murphy hands-on experience is his internship with the UNO Athletic Department. A normal day consists of a number of tasks, including finishing game notes after a men's basketball game at Ralston Arena, writing the news release after a women's basketball win, creating the post-game recaps published on Omavs.com and running stats and the social media in the press box of the CenturyLink Center during hockey games.

Murphy also has the Discover Orange Bowl game on his resume. Murphy was a media assistant for the 2014 bowl game. Running stats, facilitating post-game press conferences and seeing the media operate under the nation's eye was a thrill.

"It's a big game environment, and it's cool to see how it all works," Murphy says.

A highlight of his experience came during his junior year in high school when he earned a four-week internship with the local Florida ESPN radio station.

Murphy says he will make the best of his remaining time at UNO to keep his dream of working for a major sports network, calling baseball or college football games.

"I want to be a sportscaster, and I'm going to work my hardest to get there someday," Murphy says. "I'm motivated because I was never the guy who was given anything. I always had to go get it myself. I have a goal, and I want to reach that goal as bad as anything, and with time, I know I can do it."

“I’m motivated because I was never the guy who was given anything. I always had to go get it myself. I have a goal, and I want to reach that goal as bad as anything, and with time, I know I can do it.”

Research class helps University Communications gather data for UNO recruitment

by Sean Robinson

It's 10:30 p.m. on a Sunday in November, and the doors of Milo Bail Student Center are closed and locked with three students still working indoors. Inside a cramped office, the faces of Christy Jobman, Riley Kramlacek and Amber Lewis are illuminated by the faint dim of a Mac computer, the same monitor they've been working on for six hours.

Debating about each and every word in a 10-page research paper and compiling a PowerPoint, the three have been drinking coffee by the bucket-load in order to finish a project that doubles not only as a class project, but also as the first collection of qualitative and quantitative data about students' perceptions of the University of Nebraska at Omaha.

"Personally, I think we as a team worked hard on this project because we knew the data collected was important information that was actually going to be used by UNO to help it become a better institution," Lewis says.

As students of Dr. Sherice Gearhart's Mass Communication Research course, this group of budding researchers was just one of four who not only received hands-on experience for the course, but worked with the department of University Communications to gather data. The partnership between the class and the department-produced research that will now be analyzed by university administration to help UNO reach its goal of expanding enrollment by 6,000 students within seven years.

To complete the project, students were separated into groups of four to five and explored what other current undergraduate students perceived as the value of UNO and if the university is effectively advertising itself to recruit students. Each group began by holding a focus group to receive qualitative data, then used the information gathered to create surveys that

the class as a whole passed out to more than 600 students. The survey results gave them quantitative data that could be measured and analyzed.

"We feel that it is important to target students and assess their thoughts and feelings about UNO," says Emily Poeschl, associate director of marketing for University Communications. "It was a great exercise for not only Gearhart's students but for our department, so we can begin implementing some of the things they discovered."

The partnership began in summer 2013 when Gearhart approached Erin Owen, director of University Communications, to come speak to her Principles of Public Relations class. After the two began speaking, Gearhart says they quickly realized they could form a mutually beneficial relationship.

"I learned they had never done this type of research, and they thought they'd get something out of it to learn how to better market UNO," Gearhart says. "I always love doing hands-on projects, so the project naturally evolved once I found out the class was on-board."

Once the class had collected all of their data, they presented their findings to Owen, Poeschl and the other groups in early December. Each group handed in two research papers and a copy of their PowerPoint to University Communications.

From discovering that students would like to see UNO advertised on TV and more personalized mail sent out when recruiting students to finding out students value the intimate class sizes and amount of extracurricular involvement activities over athletics, the four groups presented a variety of information their research uncovered to the department.



Meredith Whye collects quantitative data using a survey.

photo by Ingrid Najera

Gearhart says the intent of the project was to benefit the university and allow her students the opportunity to work with a client to produce work that could be added to professional portfolios.

"The learning was just better," Gearhart says. "It was a challenging project, but it means more to students when it's not just for a grade. What they learned in class about gathering research may not have made sense till they applied it."

The partnership between Gearhart's course and University Communications proved so successful that the department reached out to have her spring course research the effectiveness of advertising on campus events.

"The highlight of the partnership to me is just seeing everyone care so much about the work they put into the project," Gearhart says. "It's not only good practice, but I saw feelings for UNO grow and a sense of pride develop."



photo by Kimberly Bailey

HOLLY BUGLEWICZ

**From business to communication,
Buglewicz finds her path**

by Kimberly Bailey

Holly Buglewicz landed in the master's program at the University of Nebraska at Omaha's School of Communication in an unconventional way.

After an initial desire to join the business world with a bachelor's degree in marketing, Buglewicz changed her mind a few times before pursuing communications. Fresh out of Millard South High School and transitioning to the University of Nebraska at Omaha, management was her starting point. As semesters flew by, her focus shifted to human relations, then to marketing and finally to a minor in communication, ending up with one last change in scenery. After four years at Mammel Hall, she trekked her way across campus to the corridors of Arts and Sciences Hall and hasn't looked back.

"It was kind of up in the air, and then I decided not to apply for the MBA program and only applied to the communication program for grad school, and I have enjoyed it ever since," Buglewicz says.

While the typical student entering a communication master's program has taken all the core classes, Buglewicz didn't travel the same path. Obtaining a communication minor during her undergraduate career gave her a good start but left her playing catch-up during her first semester as a graduate student. Having skipped over classes like Media Writing, Mass Communication Research and others, Buglewicz was at an automatic disadvantage right off the bat.

"It was hard. It was a lot of catching myself up and getting up to speed," Buglewicz says. "But once I found my niche, I knew it was the right thing to do."

During her first semester of graduate school, Buglewicz closed the library down often. As a regular, she spent countless hours working on material she had to teach herself.

"I definitely let it be known that I needed guidance and a little help, but it put me at ease when professors never failed to help," Buglewicz says.

While a master's program is designed to be a conjoined evolution of guidance and knowledge, Buglewicz never hesitates to ask professors for advice.

"Dr. Barbara Pickering is the one who got me into the program and has since been a sounding board for the routes I want to go and how to get there," Buglewicz says. "I could go to them with a joke of an idea and they'll say 'Hey, let's do it.'"

It was never a question of finding a passion or being driven to learn, because for Buglewicz, expanding her wealth of knowledge has always been a pleasure.

"I just love school," she says. "I love education."

When it came down to deciding on a point of research, she put a lot of planning, organization and thought into her work.

"My interests are really in terms of interpersonal relationships and family communication," Buglewicz says. "What I am very interested in is how parental divorce affects young adult romantic relationships."

She looks at how the experience of divorce affects the way adolescents develop relationships, how they view relationships, what their relationships are like and associated surrounding ideas. Buglewicz started this body of research her first semester in the program, and it continues to expand.

"I am really interested in a lot of things, but family communication is definitely one of the main ones," Buglewicz says. Along with parental divorce, she has also touched on the relationship between parenting styles and gender roles, which was sparked by a gender communications class taught by Pickering during her undergraduate degree.

Accompanying her research and life as a graduate student, Buglewicz also grades papers and creates lesson plans as a graduate teacher. During the spring semester, Buglewicz is teaching two sections of Fundamentals of Public Speaking.

When it comes down to the end and what is in store after her research is complete and it's time to walk across the stage with a master's degree, Buglewicz doesn't know exactly what she wants to do, but she does know one thing.

"I do know that I want to teach in some way," Buglewicz says. "I will apply for some teaching jobs and see where life takes me."

It was never a question of finding a passion or being driven to learn, because for Buglewicz, expanding her wealth of knowledge has always been a pleasure.

SERGIO OROZCO

Orozco commits to serving others as he pursues his graduate degree

by Yanira Garcia

Driven by the desire to set a good example for his two younger sisters, Sergio Daniel Orozco, a graduate teaching assistant in the School of Communication, works hard toward completing his master’s degree in communication.

“I am the oldest of three and the first generation in my family to graduate from college, so I had to set the bar high enough for my siblings to follow,” Orozco says.

Orozco was born in Mexico but was raised in Madrid and Wisner, Neb. Orozco’s mother is from Mexico and his father is from Spain, but they moved to the U.S. when Orozco was 8 years old.

“I’ve lived in Wisner since I was in middle school, but I always visited Mexico and Spain,” Orozco says.

Orozco graduated from Wayne State College in May 2013 with a double major in Spanish and speech communication.

“My dream was to come to the University of Nebraska at Omaha for my undergraduate degree, but right after high school I left to Mexico because my grandfather died, and when I came back it was too late to enroll for classes,” Orozco says.

However, Orozco realized his dream could still come true as he considered enrolling in the School’s graduate program.

“In December, I visited UNO and as I walked under the bell tower, I felt as if I belonged here,” Orozco says. “For some reason, Omaha really felt like home, and that’s when I made up my mind about coming here to do my master’s.”

“If you care and work hard, life will bless you,” Orozco says. “I enjoy what I do, and I am happy that I’ve gotten this far.”

It’s only Orozco’s second semester at UNO, and he says it has been a “phenomenal experience.”

Orozco says he feels fortunate to be accepted as a GTA and being able to teach Fundamentals of Public Speaking. “Working with Dr. [Karen] Dwyer has been great. She really knows her craft. She has inspired me to become an instructor because she really takes us GTAs under her wing and empowers us.”

Dwyer and Dr. Ana Cruz, assistant professor in the School of Communication, have played important roles in Orozco’s life as a graduate student and a young professional.

“Sergio has received outstanding evaluations from his students and is a compassionate instructor who is very creative in using instructional activities to help his students learn,” Dwyer says.

Orozco describes himself as a driven and passionate person who cares for others and enjoys helping people. He also likes to learn and receive advice from those he considers mentors.

“Dr. Cruz is such a great mentor. I took a couple of courses with her and for the first time, I felt a good connection with faculty,” Orozco says. “It could be because she is also a Latina, but it’s one of those ‘If she could do it, so can I type of feelings.”

Being the first in his family to go to college, Orozco says it wasn’t an easy journey but his “there’s no excuse” motto and the people around him encouraged him and guided him every step of the way.



photo by Yanira García

“If you care and work hard, life will bless you,” Orozco says. “I enjoy what I do, and I am happy that I’ve gotten this far.”

The most difficult part of Orozco’s day is changing roles from being an instructor to becoming a student by the end of the night.

“I literally go home when I’m done teaching and I change into casual clothes for classes. It may sound funny, but it helps me make that mental transition,” Orozco says.

Orozco says he hopes to complete his master’s by May 2015 and find a job as an instructor or as an adviser for Kiwanis,

the national organization of Circle K International, a nonprofit that focuses on community service, leadership and fellowship around the world.

Throughout his college career, Orozco was very involved with Circle K and says his dream job would be to become an adviser for this organization. However, wherever his career path takes him he wants to serve others.

“Seeing someone smile, who is in need,” Orozco says, “is the most rewarding thing in the world.”



photo by Ali Peterson

GIOVANNI CONSOLINO

**“Bella Vita:” GTA finds
the good life in Nebraska**

by Sydney Williams

“The good life” is a well-known phrase throughout Nebraska, but halfway across the world, this phrase is known as “bella vita.”

Born and raised near Sicily, Italy, Giovanni Consolino, graduate teaching assistant, moved to the United States with the goal of overcoming cultural dynamics and creating a successful career. He never expected to be the one in front of the classroom.

“Lifestyle in the U.S. is individualistic compared to groups in Italy,” Consolino says. “The U.S. focuses more on career and goals than social circle. The [U.S.] system is directed to make people successful. It is a land made of diversity.”

Consolino anticipated finding a job immediately after receiving his bachelor’s degree.

“I wasn’t planning on getting my master’s,” Consolino says. “Dr. [Joy] Chao told me I had the skills to succeed as a GTA, which energized me to apply.”

Chao, assistant professor in the School of Communication, relates to Consolino’s drive to succeed as an international student and witnessed his aptitude to produce efficient work as an undergraduate in her class.

“Giovanni surprised students and faculty with his research as an undergrad,” Chao says. “He participated the most and then tried to contribute his unique experience as an international student. He really has research potential and he works very hard. He also socializes a lot with others. He is helping others all of the time.”

Now, a year into his graduate program, Consolino is interested in contributing to society and making a difference by resolving self-conflict influencing intercultural teamwork.

“Each person holds his or her own personal frame of reference, so we need to adapt our personal frame of reference to other people,” Consolino says. “Everything is about perception, and most of the time the problem is that our perception doesn’t match reality.”

To better understand other cultural dynamics, Consolino says people should be interested in other cultures and be open to meet more diverse people.

“Show willingness to communicate and put in the effort to know more about others,” Consolino says.

Consolino says if people can understand more about where the specific dynamics take place between people, then it will be easier to get assimilated into diverse cultures.

After Consolino’s anticipated May 2015 graduation, he intends on finding a career within a large corporation where diversity is abundant.

“I want to be able to contribute to the corporate world, especially making minorities feel a part of something valuable,” Consolino says. “[Diversity] is a different stage process because you have to change your own perspective, so it’s a gradual process, but bring awareness to the misconceptions and create proper guidelines. If there are guidelines, supplement those with more material in order to

GTA PROFILE

create a connection for international students, at the same time international workers and companies.”

But in the meantime, Consolino is focused on his research and developing his teaching philosophy.

“I’m building in my head where I want to go with my career and what my potential interests are in the job market,” he says.

Holding a master’s degree with quality research related to Consolino’s future career is his motivation.

“It can be beneficial, and it can add more to qualifications,” says Consolino.

As a GTA instructing the Fundamentals of Public Speaking course, he looks for hard work and consistency from his students.

“I love consistency,” Consolino says. “What I admire in students is being on top of things.”

Consolino advises students to be self-directed and organized in their studies.

“Determine your purpose,” he says. “Have the motivation to gain something at the end of the road. Have a goal.”

When Consolino isn’t in front of the classroom or researching cultural dynamics, you can find him surrounded by family and authentic Italian dishes.

“It’s a cultural ritual,” Consolino says. “Interaction with family members, enjoying time together, mom and grandma cook together, cousins come and get together. The idea of being together, having time together and enjoying life.”

In Italy we have coffee at 5 p.m. with no pressure,” Consolino says. “We gather with friends and forget about reality.”

“I love consistency. What I admire in students is being on top of things.”

PAIGE SNOOK

GTA Snook learns along with her students

by **Stephanie Lee**

In her efforts to pursue a career as far away from math as possible, Paige Snook, graduate teaching assistant in the School of Communication, says she couldn't have chosen a more perfect school to teach.

Having changed her major in undergraduate school from English to communication at Nebraska Wesleyan University after being exposed to an introductory communication class, Snook says her eyes were opened to a whole new book of ideas.

Snook currently instructs the Publication and Graphic Design course, teaching students design principles while also showing them how to work with Photoshop. Students in her class learn design background and the methods needed to work programs like InDesign.

She says watching her students succeed is the most rewarding part about being a GTA.

"For me, it's when you teach something, then all of the sudden you see that light bulb click. The students start to get it, and they start turning in really fantastic design assignments," Snook says. "It's a fun experience to see when something clicks."

She says she's learning from the programs she currently teaches because they offer such new and fresh perspectives in graphic design. She says the phrase "If you want to know something, teach it" has applied to her because having to teach design has allowed her to see the background of design aspects, even more than when she worked in the field.

After recently assigning a brand identity package project in her classes, Snook says she's excited to see how her students apply everything they've learned to the real world.

After she earns her graduate degree, she'd like to either stay as an adjunct faculty member or look at teaching at other colleges.

"Having the opportunity to teach undergraduate students has been really fun," Snook says. "And is a benefit almost for an altruistic reason because I really enjoy teaching."

"For me, it's when you teach something, then all of the sudden you see that light bulb click. The students start to get it, and they start turning in really fantastic design assignments. It's a fun experience to see when something clicks."



photo by Kimberly Bailey

AARON FULLMAN

GTA Aaron Fullman plays vital role in MavForensics

by Alex Jensen

Determined to reach new heights, first-generation graduate student Aaron Fullman is climbing his way up the academic ladder.

Fullman, an easygoing “beach kid” from Southern California, was the first to receive a college degree in his family. Currently, he is the forensics graduate teaching assistant at the University of Nebraska at Omaha and is working on a master’s of arts in communication. He plans to get his Ph.D. in order to teach and coach speech on a collegiate level.

Fullman always knew he wanted to perform. He began his journey in forensics at Bradley University, where he received his bachelor’s degree in speech. Fullman was recruited for his current GTA position by Abbie Syrek, UNO’s director of forensics, at last year’s American Forensic Association National Tournament.

“Aaron had spark and passion,” Syrek says. “I could tell when he performed that he believed in the power of language and performance. The passion that I first saw within Aaron almost a year ago has continued to motivate and inspire all of us at UNO.”

Fullman is kept busy by his GTA duties, which include teaching one section of Argumentation and Debate, and graduate classes. In order to accomplish everything he needs to, he says he treats his work like a full-time job. Research is something else that Fullman would like to be able to do, but he doesn’t have the time right now.

“The passion that I first saw within Aaron almost a year ago has continued to motivate and inspire all of us at UNO.” **Abbie Syrek**

“There are so many things that I would like to put time into, but there aren’t enough hours in the day,” he says.

In addition to Fullman’s GTA responsibilities and his schoolwork, he also helps coach MavForensics, UNO’s nationally competitive speech program.

“Aaron transitioned into the MavForensics family immediately,” Syrek says. “He’s always willing to put others before himself, especially our team of students.”

Fullman says his work with MavForensics has been a very rewarding experience and he is proud to be a part of such a successful team.

A lot of difficult and time consuming work goes hand in hand with being as involved as Fullman is at UNO. However, he says it’s worth it, especially because there are great members of the School of Communication faculty to help you through everything.

“I love the staff we have here,” Fullman says. “The Communication department is unbelievably supportive and helpful. It’s a great program.”





ENACTING THE CHANGE THEY WISH TO SEE IN THE WORLD

From left to right: Chris Allen, Gary Repair, Mark Dail, Hugh Reilly, Sherrie Wilson

photo submitted

UNO INSTRUCTORS TRAVEL TO INDIA TO HELP KABUL UNIVERSITY PROFESSORS BETTER TEACH JOURNALISM

by Travis Wood

Education can be a powerful tool, and several members of the School of Communication faculty sought to share this tool when they traveled to India.

The University of Nebraska at Omaha team traveled to Delhi in December 2013 to teach their foreign colleagues how to become better teachers themselves. The group met with professors from Kabul University, based in Afghanistan, and Nangarhar University, based in India.

"In a very small way, we were trying to do our part to maybe improve things in the world," says Dr. Sherrie Wilson, one of the faculty members who made the trip.

The trip was funded by a grant from the State Department

to work with Kabul University, says Dr. Chris Allen, another professor who participated in the trip. Even though they did not meet in Kabul, Delhi served as the "central meeting place."

The group primarily worked with Kabul faculty. Nangarhar faculty members were more interested in photojournalism, and they primarily worked with members from the University of Arizona. With the Kabul professors, the challenge wasn't to teach them about journalism, but how to teach it, Allen says.

"The Kabul University faculty, some of those people have been teaching for 30 years, and I think the newest have been

teaching for three or four or five years," Allen says. "They know the subject of journalism and mass communication, so we didn't have to work with them on that, but they did want to really improve their teaching skills."

The UNO staff presented a variety of skills to Kabul professors, including how to write a syllabus. They also taught different teaching styles and learning styles, as well as the idea of teacher-student interaction.

"They've never, in their own education, had the example of teachers and students engaging in discussion, or even the teacher just wandering around the classroom," Allen says.

Professor Hugh Reilly gave presentations on public relations and advertising. He also took note of the Kabul faculty's enthusiasm to learn.

"They're hungry for new methodologies, and I think even the traditional professors, they're wary, but they're still interested in how we do things and seeing if they can adapt," Reilly says.

Gary Repair, a broadcasting adjunct professor, thought the Kabul professors had a "healthy curiosity," and found them to be incredibly respectful.

"I found them to be very open and interested in what we had, and very willing to share their experiences, which I found fascinating," Repair says. "I really developed a newfound

to be a hindrance. The workshop was also significant, Allen says, because these skills in education can help Afghanistan as a whole, not just its schools.

"The only hope for the solution to the problems in Afghanistan is education, and education takes good teachers," Allen says. "Not just knowledgeable teachers, but teachers that know how to transmit that knowledge to somebody else."

Overall, Allen says the reaction from his Afghan colleagues was "wonderfully enthusiastic." After the workshop, they received a note from the Kabul faculty expressing their gratitude and detailing what they had learned.

However, Wilson found the learning experience to be a two-way process. "I think we really learned a lot from each other," Wilson says. "We went there trying to teach them some things about teaching journalism, but I think we learned as well in terms of understanding different cultures, just understanding people who are in different circumstances."

Many of the Afghan professors had already visited Nebraska in the past, so the UNO group was already familiar with them. However, the trip further strengthened the bonds between the two parties, Reilly says.

"They're no longer simply colleagues, they're friends," Reilly says. "I care about what happens to them, and I care about what happens to their country."

"The only hope for the solution to the problems in Afghanistan is education, and education takes good teachers...not just knowledgeable teachers, but teachers that know how to transmit that knowledge to somebody else." Dr. Chris Allen

respect for what they have to put up with and what they deal with on a daily basis."

The Kabul faculty struggles with out-of-date facilities and lack of technology that would be taken for granted in the United States. Many professors also have to take additional jobs because the university doesn't pay them enough to support their families, Allen says.

Allen wanted the Kabul professors to learn to use what was available to them, instead of allowing their lack of resources

The Afghans' sense of openness and togetherness also made the trip more enjoyable, Repair says. He found the level of cooperation between two different cultures to be refreshing.

"We shared a lot of laughs. We had a good time," Repair says. "We heard some very serious, emotional things from them, but we had a good time and we felt appreciated, and we think they felt appreciated."

Trip to India Continued

Trip to India Continued

Throughout the process, Mark Dail, another broadcasting adjunct professor, videotaped the trip. Dail has filmed documentaries outside the country before, including in Madagascar.

“I documented everything,” Dail says. “We didn’t necessarily start out as trying to make a documentary, but we’re trying to make a video for ourselves and possibly for the State Department that shows what we did and how we went about it.”

Dail says he was impressed with the ambition of the Kabul faculty during his stay,

“My heart goes out to the Afghans because they are struggling to try to teach, and their accommodations are poor at best for teaching,” Dail says. “Yet they’re as passionate as we are about trying to teach and getting through to the kids and the students.”

Outside the workshop, the UNO professors had the opportunity to do a bit of sightseeing and take in the Indian culture.

“We got a chance to visit the Taj Mahal, which was without a doubt the most beautiful man-made structure I have ever had the pleasure to see. That was a real highlight,” Reilly says.

It was also Wilson’s first time in that part of the world, and she says the overwhelming population was eye opening.

“You can see it on television and read about those things, but until you’re there and see the massive population of India, I mean there’s people everywhere,” Wilson says. “You go in the subway, and it’s like you’re a pickle in a jar.”

Dail described the crowds as “scrappy” and the constant pushing and shoving was “pandemonium at best.” Despite this, he says the Indian and Afghan people were very gracious, friendly and polite.

The overcrowding also meant there was a massive amount of homelessness, Dail says. It wasn’t uncommon to find cloth tents pitched throughout the city.

“The thing that struck me about India as a whole was the people on the streets,” Dail says. “There were homeless

people everywhere, all the time. We would leave in the morning to go somewhere and you could see them waking up on the sidewalks and stuff.”

Reilly found his experience with the homeless to be “soul-scarring,” especially since some of them looked to be as young as 6 years old. “And these people would come out of the corners and tap on your car window, or pull on your coat, and they were starving,” Reilly says.

Heavy traffic was another side effect from the amount of people living in Delhi. Traffic may seem like chaos to an outsider, but the traffic “was a symphony” to the locals, Dail says.

Cars would constantly honk just to let you know they’re there, Reilly says. Often times they would be driving on “a two-lane road with five lanes of traffic.” The traffic and air pollution also affected Reilly’s asthma, but not enough to put him the hospital, unlike one of his colleagues.

“I ended up in an Indian hospital, which was a great experience,” Allen says. “It truly was. I don’t say that with any hint of sarcasm.”

Wilson also got sick, but she didn’t end up in the hospital because, Reilly says, “she’s from Minnesota and made of sterner stuff.”

In the end, Wilson, like the rest of her colleagues, says the journey to India gave her new insights.

“It just showed me that there are a lot of things about people that are the same, whatever country or nationality, or whatever religion you are,” Wilson says. “There are a lot of things about people that are the same, some things that are different, but you need to learn to be accepting of those differences.”

The grant with Kabul expires in one year, but Reilly and Allen say they hope to do another one of these workshops and extend the grant. If another trip happens, Allen says he would go back in a heartbeat. “If the plane left tomorrow, I’d be on it.”



photo submitted



photo submitted



photo submitted



photo submitted

MARLINA DAVIDSON

by Travis Wood

Marlina Davidson has always had a knack for helping others, a passion she brings to teaching.

Davidson, a lecturer in the School of Communication, also works in the University of Nebraska at Omaha’s Speech Center, where she dedicates herself to students and faculty who need assistance with speeches or other oral presentations.

Davidson attended Northwest Missouri State University as an undergraduate, and when she first arrived, she says she was undecided in her major. Her adviser guided her toward communication, starting with public relations and eventually shifting to speech communication.

“I think that I realized how much it related to every aspect of my life, and I wanted to be able to pass that along to others,” Davidson says.

One of her professors encouraged her to get her master’s degree at UNO, Davidson says, which led to her landing a full-time teaching job at the university.

Davidson decided to take her education even further. She is working toward earning her Ph.D. at the University of Nebraska-Lincoln. She is finished with her coursework and is currently working on her dissertation.

Overall, Davidson says she is happy with her career path, especially when she teaches concepts applicable to other areas of life, including home and work.

“I think that it’s really important to teach a combination of great theory, and set the foundation of communication,” Davidson says. “But then also be able to apply it to what we do every day, and students can really help me understand how to do that.”

Davidson also appreciates student interaction, she says,

Speech Center Consultant finds her purpose in helping others

because she learns from her students just as much as they learn from her.

“I love teaching, but I also love the idea that I learn from the students and their presentations and what they have to say,” Davidson says. “I get to share that information at dinner parties and at home with my husband, and that’s kind of fun, too.”

Davidson also loves the faculty and the environment at UNO. The university feels like home, Davidson says, because everyone is free to share his or her ideas.

“I love everyone I work with, not only in the School of Communication, but even faculty development, the history department and the English department,” Davidson says. “Because I work in the Speech Center, I communicate with so many people around campus.”

Davidson’s work as a teacher is just as important to her as her role as a Speech Center consultant. She is always ready to give advice to help improve speech communication skills.

“I love teaching, but I also love working in the Speech Center because I’m reaching students that I might never have been able to,” Davidson says.

Davidson finds it rewarding to teach her students the benefits of communication classes, either in the classroom or the Speech Center, she says. Her students are part of the reason she continues to teach because “they keep me on my toes.”

“Every day is different, and you can never predict what a class is going to be like,” Davidson says. “I can teach the same subject, the same topic or the same course and every semester it can be different. Just because the students are different, what’s happening around us is different and it creates such a different environment.”



Dusty and Marlina Davidson

photo by dustyd.net



SHERICE GEARHART

Gearhart shares her passion for research with students

by Kimberly Bailey

Dr. Sherice Gearhart, assistant professor in the School of Communication, has few complaints about her first year at a new campus. An opportunity to educate students on social media, public relations and her passion, research, has made for a busy but fulfilling year.

Based on first impressions, the University of Nebraska at Omaha has left Gearhart professionally pleased. Not to mention, she hasn't found a restaurant she hasn't liked yet.

"Besides looking for a place that would be a good fit for me, I wanted to be in a big city," Gearhart says. Having been a college student for all of her 20s, she wanted to get out of the college-town environment.

Gearhart says she loves UNO because it reminds her of the institution where she completed her bachelor's and master's degrees, the University of Texas at San Antonio.

Compared to the classes at Texas Tech University, where Gearhart taught while getting her Ph.D. in mass communication, she has had to adjust to the smaller class sizes. "I like big classes, so it's been an adjustment," Gearhart says.

Teaching at UNO has given Gearhart the ability to get to know her students on a more personal level, which has helped in their growth.

"I feel like I'm approachable, whether I have 80 students or 18," she says.

Gearhart tries to help students find their niche in the communication field as well as a passion in whatever they do. After considering herself an average student as an undergraduate, Gearhart found her passion in graduate school.

"Right when I figured it out and I was getting good at being a student and going to school, it was all over," she says.

Gearhart left her job as a marketing director and devoted herself to graduate school. During her master's classes, she found her passion.

"Besides just the interest in the topics, I noticed that the research was really what I loved," Gearhart says.

From a young age, Gearhart wanted to be a scientist. With a passion for researching and exploring new developments in a media-driven society, many would consider her a scientist of social media. Gearhart says "[social media] blurs the line between mass communication and interpersonal communication."

Gearhart uses theory-driven quantitative approaches while examining different realms of social behavior, including those in social media, public opinion and media framing.

Gearhart has published two research papers in 2014, one on social media in television news and the effects of Twitter and Facebook and one on gay bullying and online expression. Her published works have taken her to conferences all over the world including Montreal, London and Singapore.

As a scholar, Gearhart is enjoying life in the present, but is always planning for the future.

Whether it's about conducting research that takes years to get accepted and published, or developing the next topic of study, time is always considered.

"Being a university professor and scholar, you are always living your life in advance," Gearhart says.



JEREMY LIPSCHULTZ

UNO professor shows adaptability in the digital age

by Travis Wood

The ever-changing nature of media is where Dr. Jeremy Lipschultz thrives.

Lipschultz has been part of the School of Communication for 26 years. Prior to life in Omaha, Lipschultz studied at the University of Illinois and received his Ph.D. in journalism.

From an early age, he says he was always interested in journalism, and he started working primarily in radio.

"I grew up in the Chicago area. It was a very journalism-rich kind of place," Lipschultz says. "We had four daily newspapers in those days. Two morning, two afternoon

papers, and they all came to my house. We had all-news radio and very competitive radio stations and TV stations, and I was fascinated by everything about it."

Lipschultz began to look for a job outside his home state, conscious of staying close to his family in Illinois and Indiana. Omaha was just inside his preferred 500-mile radius, he says. Admittedly, he wasn't sure about the University of Nebraska at Omaha until he came for his interview.

"What really impressed me was the breadth, as well as the depth of the faculty and the curriculum and the fact that everything was under one roof," Lipschultz says.

Lipschultz got the job and joined the UNO team in 1989, and he has been a part of the university ever since.

"I saw some real opportunities here to do the kind of work that I envisioned I would be doing," Lipschultz says. "It didn't disappoint me at all. I really found this to be the right type of environment for me to be in."

The staff at UNO stood out compared to his previous experiences in Illinois because of the amount of collaboration involved.

"It's not that we always agree on everything, but we talk things through, so I found it to be a pretty collegial and collaborative faculty trying to achieve the same goals," Lipschultz says.

The teamwork and the exchange of ideas are part of the reason why Lipschultz is still at UNO.

"The thing about UNO that has both attracted me here and kept me here was the fact that when we had ideas, nobody said no," Lipschultz says. "It was always, 'Well how do we that, how do we fund it, how do we take the next step with it?'"

During his tenure at the university, Lipschultz became the director of the School of Communication. The position gave him the opportunity to see the department and the students evolve up close.

"I spent over nine years as director of the school," Lipschultz says. "That was both a challenge and an exciting opportunity

to serve three terms and be involved in this development of some of what we were trying to do."

Lipschultz has spent the last five years focusing his career on social media. Not only does social media play a significant role in journalism, but he says the students have a large role in social media as well.

"I'm deep enough in now on social media that I'm definitely a believer that this is a foundational change in media," Lipschultz says.

Social media is having an impact in every workplace, Lipschultz says. Sites like Facebook and Twitter have made communication easier in a shrinking world, an edge that didn't exist decades ago. However, he describes it as positive shift, even in his own work setting.

Lipschultz started out in radio production and broadcast management. The onset of the Internet shifted his focus to computer-mediated communication and social media. The changing nature of media is part of the reason he says he enjoys his job. He doesn't want to do the same thing "year after year."

"It's been fun to just be a part of watching things change," Lipschultz says. "One of the reasons I got into media to begin with was I liked the idea of a job where I didn't know what was going to happen from day to day. I'd come in in the morning and I was passionate about the fact that something exciting could happen today, and I don't know what it's going to be."

Lipschultz doesn't want to look too far into the future, he says, because that kind of thinking is too closed-minded. He would rather go wherever his career takes him, especially in the space of social media.

"I couldn't have told you in 1989 what I'd be doing today," Lipschultz says. "I just had a feeling that whatever it was, I'd have the freedom to develop in ways that would be positive both for me and my students."

CHRISTINA NAVIS

Teaching speech fuels lifelong learner

by Alex Jensen

The driving force behind Christina Navis' long teaching career has been her vested interest in seeing young people succeed.

Navis, an adjunct faculty member for almost 20 years, currently teaches Fundamentals of Public Speaking, Interpersonal Communication and Synergy.

As an educator, Navis has many goals when it comes to sculpting the minds of the students who enter her classrooms. However, one fundamental goal for Navis is students should be taught not what to think, but how to think.

"I'm just happy if they think," Navis says.

Navis also cannot stress enough the importance of being adaptable. Teachers must be aware of the different lives and backgrounds that sit before them in lectures, she says. In the end, helping others achieve success has continued to inspire her the most.

Even though her mother always said she would be a teacher, Navis didn't begin her career in the world of academics. Anyone who knew her when she was younger might even be surprised Navis is in the speech field.

"I had a lot of communication apprehension as a child," Navis says. "I was very shy and very introverted."

After taking a few years off from school and traveling around Europe, Navis returned to college.

"That kind of helped me come out of my shell," she says.

While in college, Navis became involved with drama and eventually received her bachelor's degree in speech and drama.

Before becoming a graduate teaching assistant at the University of Nebraska at Omaha, she worked in the travel

and tourism management industry and taught a travel and tourism management class part-time at Cloud County Community College from 1984 until 1990.

"I've worn a lot of different hats," Navis says.

She left the tourism industry in 1991 when she began her journey at UNO. After she received her master's degree, Navis eagerly accepted her current adjunct position with UNO because it was "a natural fit."

"I think everybody here is really in sync with the time," Navis says. "I think they offer a very good educational product and a wide variety of disciplines."

Navis has witnessed significant change over the years. Technology and the Internet have not only impacted lectures and how they are given, but the students themselves have changed in certain ways, as well.

"When I was a GTA here, the Internet was just coming on the scene and most of my research for classes that had to be done meant going to the library," Navis says.

Along with technology advances, Navis also notes her belief that today's students actually learn differently. During her time in the classroom, she has noticed students don't necessarily think about what they will have to do if technology fails them.

Navis explains that research has been done over students and how technology affects them. She says science has shown that the brains of people who have grown up with some sort of screen in front of them actually develop differently. Paraphrasing the words of researchers, Navis says this generation has greater "switching ability."



Even so, she says engaging students doesn't necessarily mean you have to entertain them. Lectures can be engaging without the use of technology, especially in the field of speech.

"Since the content of speech really is about face-to-face communication, technology hasn't really changed my approach," she says.

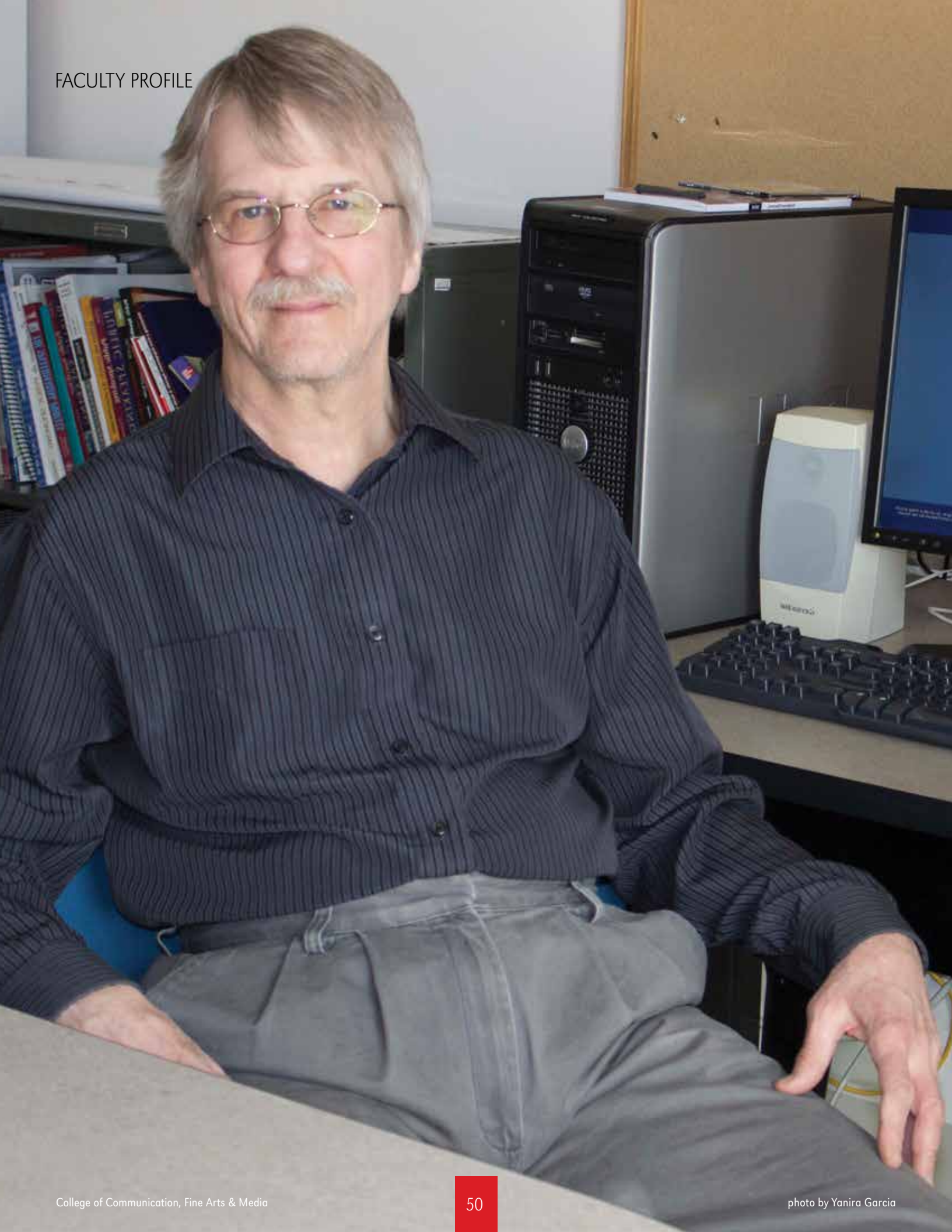
Even though Navis never grew up with the dream of becoming a teacher, she is happy where life has led her.

"It's how the cards played out, and I don't regret that," Navis says.

She loves that teaching speech allows her to learn something new every semester. Listening to all the different topics and student stories exposes her to a wide range of subjects.

When Navis isn't fulfilling her duties at UNO, she can be found teaching speech courses at Midland University in Fremont, volunteering, singing in the church choir and watching movies. She also enjoys spending time with her family and walking her beagle, Sophie.

"I think that some people are actually just born to be teachers, but I think you can also learn to be a teacher," Navis says. "Since I am a lifelong learner myself, that probably motivated me the most."



RANDY ROSE

Instructor searches for perseverance and drive within his students

by Yanira Garcia

For a quarter century, Montana native Dr. Randy Rose has made Omaha and the university his home. The associate professor of communication finds fulfillment through teaching and being a mentor to his students.

Rose, who holds a doctorate from Purdue University, says he enjoys the diversity at the University of Nebraska at Omaha, where he can teach international, non-traditional and first-generation students.

"I appreciate the perseverance of the students," he says.

One of the most fulfilling experiences for Rose is seeing his graduate students complete their program.

"It's simply a wonderful feeling to see students graduate and go off to do great things with their career," Rose says.

In addition to working with graduate students, Rose has taught courses such as Communication Theory, Interviewing, Organizational Communication, Speech Communication in Business and the Professions, Special Topics in Organizational Communication and Special Topics in Communication Theory.

"Courses like interpersonal communication and speech communication give me the opportunity to discuss the value of developing good communication skills that will set someone apart," Rose says. "It's important to know how to present yourself in a positive and attractive way."

A piece of advice Rose often likes to share with students is to develop a sense of self that goes beyond public image, and he also tells students about the importance of going through a self-assessment before searching for a career.

"It'll help you figure out what you really want to do and provide a happier life for yourself," Rose says. "I could have gone to law school and made more money, but I decided for a career that made me happy."

Other advice Rose shares with students is to always be open to new platforms in which to present knowledge. He says it is necessary to be flexible because, just like technology, knowledge is rapidly changing. He also says it is important to understand the generational norms and adapt to them accordingly.

"Technology is constantly changing, and we just have to keep up with it by adapting to the changes," Rose says. "My students know more about technology than I do. When I can't figure something out, there is always someone in class who will."

Rose also encourages students to remember to have balance in their lives. "It's important that we take things seriously but not in a be-all or end-all way," Rose says. "I try to maintain a sense of humor and keep in mind that I don't know it all."

Rose also stressed the importance of having integrity. "I also strongly believe in the respect for others, basically treating others the way you want to be treated."



photo by Ali Peterson

KAREN WEBER

Karen Weber uses her journalism background to excel in PR

by Sean Robinson

Even a football-sized tumor couldn't stop Karen Weber from acting as both a coach and mentor to dozens of journalism students. After being diagnosed with kidney cancer in April 2012, Weber convinced her doctors to postpone surgery to remove the tumor until November to allow her time to get her fall classes and duties with MaverickPR and PRSSA in order.

"Nothing was going to stop me," says Weber, a journalism instructor and faculty advisor for the School of Communication. "Now, it's pretty life altering to have come out on top. It makes me more committed to make every day count, to pour my energy and passion into what I'm doing."

Fast forward to October 2013, a month shy of her surgery's one-year anniversary, and Weber has not only recovered to full health, but her pursuit of her passion has just won her the F.H. Teahan Outstanding Faculty Adviser Award at the National Conference for the Public Relations Student Society of America.

Weber, a woman who admittedly wears many hats, has earned the award by dedicating herself to her profession. She not only advises and teaches students as a professor in the School of Communication but has been the adviser for UNO's chapter of PRSSA for 14 years and for MaverickPR, a student-run public relations firm, for eight years.

"Being a non-traditional student, I came to UNO to get my degree and get out of here, but Karen Weber changed all of that," says Michelle Meisinger, MaverickPR's assistant firm director. "MaverickPR has allowed me to work with actual clients, gaining real life experience that is not available in other classes."

Weber's time at UNO began in the fall of 1973, when she transferred from Kearney State College after sophomore year to pursue her degree in journalism and be closer to her fiancé.

"I was very happy with my undergraduate education here," Weber says. "It really lit a fire under me to be very passionate about political and social issues and to give a voice to the voiceless."

Just before graduating UNO in 1976, Weber worked part-time at the Catholic Voice Newspaper, a publication for the 23 counties that make up the Omaha archdiocese.

Her work at the Catholic Voice Newspaper helped her land a job at Council Bluffs, Iowa's Daily Nonpareil, where she worked on the courthouse beat.

"My favorite type of reporting was criminal trials," Weber says. "I loved to be challenged to take great notes and to be a storyteller for the reader. I wanted to put the reader right in the courthouse."

From covering a trial of a military policeman who murdered three teenagers to reporting on arson fires, Weber's time at the Nonpareil gave her the reporting and writing skills she now often lectures about in the classrooms of Arts and Sciences.

After the Nonpareil, Weber tutored English classes at Boys Town High School until she ran into Dr. Warren Francke, a professor who acted as her mentor during her undergraduate career. He convinced her to return to UNO as a graduate student and teaching assistant in 1986.

Teaching sections of Fundamentals of Public Speaking and News Writing and Reporting as a graduate teaching assistant, Weber worked her way through graduate school before receiving her degree in May 1991, moving up the academic hierarchy to become an adjunct professor, then an instructor and now a lecturer and adviser.

Up until the spring semester of 1999, Weber's career at UNO had been focused on teaching news and editorial journalism and speech. This all changed when the chair of the department at the time approached Weber and asked "You can teach any kind of writing, can't you?" Following the resignation of a professor, Weber had to now instruct a section of PR Writing at the chair's request.

"I learned right along with the students, and I was never afraid to ask for help," Weber says. "I came in with the thought that the best way to approach PR is to think and write like a journalist."

Her career with PR was just beginning. Also in 1999, she took over as adviser for PRSSA, at the time mainly a social club of only about five students. Transforming the organization into one of professional development and social service, she helped PRSSA bloom, increasing its number of students involved and philanthropy projects completed.

Weber's work in PR expanded again when she founded MaverickPR in 2007, which helps students gain experience working with non-profit, business and campus clients before graduation.

"I feel that I am very demanding," Weber admits. "My goal has always been to help students not just succeed in the classroom but to prepare them for future careers, giving them opportunities for professional development."

With the firm serving up to 15 clients at a time, the students of MaverickPR know how demanding both Weber and the PR field can be, but their hard work hasn't gone unnoticed. Under the advisement of Weber, the chapter has previously been named the outstanding chapter in the nation and recently won six awards at the 2013 PRSSA National Conference.

Weber admits that wearing many hats hasn't left her much free time, which she loves to fill with seeing her grandchildren, swimming and singing. In the future, she'd like to re-visit her journalistic past and write more, perhaps even becoming a fiction author.

"It's important to keep an open mind and to not let preconceived notions keep you from adapting," Weber says. "Throughout everything, I've never been satisfied with the status quo, so I try to keep learning, moving forward and improving."



The current Gateway staff shares a laugh.

photo by Rene Rivas

UNO'S Most Priceless Gem

The Gateway celebrates 100 years of delivering news to campus

by Sean Robinson

Nearly 200 people gathered April 11 to commemorate a century of writing the first draft of the University of Nebraska at Omaha's history.

The 100th anniversary bash, held at the Thompson Alumni Center, brought editors and staff members of The Gateway from the past seven decades to toast to breaking campus news and making memories together.

Boards of articles and photographs from every century were displayed around the room as former staff members caught up with one another. A brief program began after the cocktail hour with remarks from Jim Fogarty, former professional adviser and Publication Board member; Cindy Gonzalez,

current president of the Publications Board; Dan Shipp, vice chancellor of Student Affairs; Chris Burbach, current adviser to the staff; and Sean Robinson, current Gateway editor-in-chief.

"A student newspaper plays a vital role on a college campus," Shipp says. "Whether it is covering breaking news such as the recent residence hall fire or a profile on a student athlete, the Gateway staff has delivered relevant and interesting news."

A team from MaverickPR helped to plan and execute the event including researching, selecting and assembling the newspaper display boards.



Adviser Chris Burbach jumps in front of a group shot.

photo by Rene Rivas



Jim Fogarty speaks to the guests at the celebration.

photo by Rene Rivas



Boards with clippings from the past 100 years fills the back of the room.

photo by Rene Rivas

Gateway has colorful past in its 100-year history

Dr. Warren Francke, a professor emeritus in the School of Communication, is also a historian, writer and commentator.

by Dr. Warren Francke

The 100th anniversary of the Gateway was well celebrated recently, but a few fun facts were missing. For example, how did Omaha University, a little school spawned by a Presbyterian seminary, come up with a secular name for its newspaper?

Well, it wasn't going to keep calling it "The Yellow Sheet," the apt name for the single daily sheet of yellow paper that preceded the Gateway, which started as both a monthly in 1914 and a yearbook in 1915. If you wonder where the yellow went, a yellow mutt named "Dammit" was the official mascot in 1920 when journalism students organized as the Yellow Dog Chapter sponsored by a teacher named Mrs. Jolley.

One expects to see her smiling, just as one expects colleague Berniece Banghart Grant, teacher of calisthenics and oratory, to do jumping jacks while reciting the Gettysburg Address.

But the more permanent name came with two connections: to Omaha as the Gateway to the West, and to the university as the Gateway to education. It stuck when the paper became a weekly in 1922, but was at risk when the school became the Municipal University of Omaha in 1930.

An issue of the paper appeared in 1931 with a series of question marks—" ? ? ? ? ?"—in place of its name. A poll was being taken on changing its name until the Dean of Students proclaimed:

"Leave it as it is. THE PRESTIGE HAS BEEN ESTABLISHED."

More than a few administrators and state senators have

challenged that lofty pronouncement over the years, especially when April Fool's issues bearing such names as "The Hateway" popped up in the spring.

I wrote for the Gateway in the late 1950s and served as Gateway adviser in the 1960s. Dr. Hugh Cowdin, then journalism chair and later director of the School of Communication, led in liberating the Gateway from faculty advisers who were replaced by working professionals.

The earliest Gateway editor I've encountered had the most distinguished name: Oldham Paisley, a 1916 graduate, who became publisher of the Marion, Illinois, daily and donor of a journalism scholarship. The first woman editor, Pearl Gaines, was appointed in 1916. In one of those word-play couplets popular in the day, it could be said that Pearl never loses, Pearl always Gaines.

Two of Omaha's legendary high school journalism teachers, Gunnar Horn and Ellen Hartman Peary Gast, were editors in the 1930s. Future mayor and congressman Glenn Cunningham was advertising manager, among other roles, in that decade.

And, lest any of us former columnists would claim fame, it's fair to say the Gateway columnist who has contributed the most to Omaha would be a fellow named Dick Holland. It helped that he was smart enough to get acquainted with that part-time teacher of an investments class and borrow against his life insurance policy to hand the money to professor Warren Buffett.

Creighton professor uses business background to excel in academia

By Dana Christensen

Jack-of-all-trades is a title Tim McMahon not only gives himself, but lovingly embraces.

The recipient of the 2012 UNO School of Communication Alumni Achievement award, McMahon is currently the president of his own marketing company, McMahon Marketing LLC, and a professor of marketing and management at Creighton University. His past jobs include Godfather’s executive director of marketing, Pizza Hut’s director of national advertising development and senior vice president of corporate marketing and communications at ConAgra Foods.

These accomplishments have made McMahon one of the School’s most successful alums, but he doesn’t stagnantly rest on his past achievements. He strives to keep learning about new developments in the public relations and advertising field. He also tries to predict future trends.

McMahon says being a jack-of-all-trades helps him see where trends will change and what new developments will occur.

While at ConAgra, he realized technology was coming full steam ahead and the company was running behind. For example, the company’s 13 separate email systems were hampering communications.

McMahon and his team combined the email systems into one system.

“The reality is when you do that you move people out of their comfort areas,” he says. “So then, that explains why a lot of people never want to go past what they are comfortable with, particularly when you’re mature. ‘I don’t want to have to do ‘Tweeter’ as I hear people say.”

McMahon says he feels differently about change and adopting new technologies and techniques, “I look at it as what am I missing if I don’t do that,” he says.



As a marketer, public relations professional and advertiser, McMahon is always looking for new ways to stay connected and engaged with target audiences. “We think about things going viral,” he says.

McMahon suggests the element that makes something go viral is unpredictability. The unpredictability in turn makes it seem authentic.

Authenticity is something McMahon stressed when talking about successful use of social media. He says social media has created a significant amount of transparency and it, “pulls back the covers.”

McMahon encourages users to be authentic, “Human beings have the ‘B.S.’ filter, they’re born with it. The things that communicate are not just words and pictures but actions,” he says. “Do they really walk the walk?”

We are living in a world that changes rapidly, McMahon says, “My life changes all the time. I reinvent myself all the time. So my life is always in a change pattern, adapting to what is going on in the world.”

Kucirek sees her childhood dreams come true working as an entertainment publicist

by Ashley Miles

One of Melissa Kucirek’s fondest memories of her time at the University of Nebraska at Omaha was being Gateway editor-in-chief.

“I really just loved it. It was one of those instances where you choose between going home and hanging out with your family or friends or to stay at the Gateway. I always chose the Gateway.”

Melissa Kucirek Continued

Teaching is a recent change in McMahon’s life. He has switched gears from the corporate world to the academic. His teaching philosophy is, “It takes one to learn, two to teach.” “We can learn all kinds of things as a teacher,” he says. “What we are supposed to be doing is facilitating learning.”

Through higher education and teaching, McMahon has adopted a new way of thinking. “I became an inquisitive and reflective thinker opposed to an advocate,” McMahon says.

It is more about understanding instead of telling someone what to do, he says. “So that’s how it’s changed my life, from advocator to inquirer. Not pushing ideas but trying to understand.”



Melissa Kucirek Continued

Since graduating with an undergraduate degree in history in 2001 and earning her master’s degree in communication three years later, Kucirek has burst into the public relations world.

After organizing student activity events at Clarkson College for a few years, Kucirek decided she wanted to be her own boss. She started contracting for other businesses that needed help and eventually, in 2009, opened up her own PR firm, Publicity Moxie, where she handles many entertainment accounts.

“Since I was 11 years old, and this is insane, I wanted to be the publicist for Matthew and Gunnar Nelson,” Kucirek says. “I hired them for my party when I graduated college with my master’s. Now I would say my bread and butter client is – drumroll please! – Matthew and Gunnar Nelson.”

Today she is also the publicist for many different groups, including The Fifth Dimension, Willie Nelson and Jillian Michaels. A lot of her business comes from older bands that tour the country.

Kucirek’s PR firm also helps with consultations for other businesses. She is self-employed and gets to choose what accounts she takes and who she assists. Many businesses hire her as a contractor for extra help.

Although her major was history, she still enjoyed communication and public relations classes. During her undergraduate career, Kucirek spent most of her time at the Gateway.

“The Gateway was huge in terms of meeting deadlines and interview skills,” she says.

Kucirek focused more toward communication during her graduate studies.

“I’d say the classes that really stood out for me were the ones taught by professors Hugh Reilly and David Ogden. I learned tips and tricks that I still use today.”

Having Reilly as her adviser helped Kucirek to shape her skills as a writer and public relations professional.

One of Kucirek’s favorite parts of her job is simply sealing a deal. Getting interviews for her clients is huge and booking a gig is a big win for her firm.

“I still get a huge, huge kick out of confirming an interview,” she says. “It’s a quick accomplishment but still a big one.”

The most influential advice Kucirek received came from an adjunct professor, Lorraine Boyd.

“I distinctly remember she said, ‘PR is doing good and telling people about it.’ And it’s always stuck with me because I feel like I want to spread really good things out into the world.”

Not all beginnings are glamorous, but with perseverance and hard work, LeAnne Morman has worked her way up to assistant news director of WOWT.

Her success in television news led to her selection as the 2013 School of Communication “Rising Star” recipient.

Morman says she was never afraid of starting from the bottom. She saw all opportunities as a way to grow, to learn and find her own niche in the field.

Morman moves from backpack journalist to directing news

by Kimberly Bailey

photo by Kimberly Bailey



Even though Morman started her college career as a Loper at the University of Nebraska at Kearney, the Omaha native returned home to finish her college career. She earned a degree in broadcast journalism from the University of Nebraska at Omaha in 2006.

Despite spending most of her career in television, Morman’s first passion was radio.

Morman says experience with MavRadio helped her become the well-rounded and employable journalist she is today. “Anything you can do to make yourself more marketable to employers, do it.”

During her college journey, Morman spent most of her time doing school work and working minimum-wage jobs. The hectic pace and little free time gave her an early taste of the hard work and perseverance it takes to be successful.

“I worked two jobs, I lived on my own, I had to pay bills, so I had to work hard outside of school,” Morman says. “But in the classroom, I got a lot of good job experience that lent to my career.”

Morman gives the School and its faculty credit for her growth as a student and as a professional.

“The faculty just all know their stuff inside and out, and they are just great people to learn from,” Morman says. “They are also the type of people you can put down as a reference on your resume.”

Going from a backpack journalist to a management position at WOWT was no easy task. Morman earned the position of assignment editor and assistant news director in January 2013 after years of proving herself in and out of the newsroom.

The recommendation of her former professor, Dr. Chris Allen, helped her land the promotion.

“You know there are just some people that just stand out,” Allen says, “and you hope that person continues in the profession, and she was one of them.”

He was able to give concrete examples of exceptional work Morman did in his classes when the news director called pursuing her for a position at WOWT.

Developing into her leadership role, Morman says she has learned from the best. She praises the work her colleagues do and admires their passion day in and day out.

“I wouldn’t be here if they didn’t help me along the way,” Morman says.

Morman helps run the newsroom by making sure crews are out covering the key stories for the newscast. “That’s what I love about it- you never know what kind of curveball is going to be thrown at you next,” she says.

Colleagues joke that Morman never gets stressed, and she agrees. “I am externally calm, and I like to keep things light.”

Morman says she always keeps in mind the lessons she learned early on and advises students to do one thing: “never be above starting at the bottom.”

Manley directs video boards at Sochi Olympics

by Rene Rivas

A year ago, Phil Manley, 25, was finishing up his broadcasting degree at the University of Nebraska at Omaha. This past February he used the skills he learned in a dream job at the Winter Olympics

Manley directed the feeds to video boards inside the Ice Cube Curling Center for the Winter Olympics in Sochi, Russia.

“Van Wagner Big Screen Network’s vice president gave me a call if I was interested in directing for the curling venue for the Olympics in Sochi,” Manley says. “I said, ‘Yup!’”

Manley is a video production freelancer and also employed with the Metropolitan Entertainment and Convention Authority (MECA), a nonprofit organization responsible for the operation of CenturyLink, TD Ameritrade Park Omaha and Omaha Civic Auditorium.

Manley has worked closely with Van Wagner’s Big Screen Network every year for two weeks during the Series, which led the network to recognize his work and give him the job in Russia.

“They have enjoyed the work I have done with them for the past three years during the College World Series,” Manley says. “It is a unique honor for a young person like me to be offered such an opportunity.”

Manley was one of two people from Omaha to direct video boards for the Winter Olympics.

While in Sochi, Manley discovered that language was one of his most difficult challenges.

“My goal the first two weeks was to learn the alphabet and learn how to pronounce things,” Manley says. “It was a hit or miss thing. I worked with a couple of Russians who knew English, and they were my teachers.”

Manley says he was excited to not only direct the video boards for the Winter Olympics but also to interact daily with people from different parts of the world.



“There were people from London, Canada and Germany. It was really cool because not only are they in the same industry as me, but I got to meet them more on a personal level,” Manley says. “Things got done a lot better as we all became a team.”

Manley was also able to experience Sochi’s scenic views. He toured the city by walking, stopping at random restaurants and drinking Russian beer.

“I love walking around for touristy things,” Manley says. “The mountains were really gorgeous.”

Manley credits his time working at UNO Television as the place where he gained the skills necessary to land a job working at a major international sporting event.

“If you have a drive and ask questions, UNO TV will tell you everything you need to know to be successful,” Manley says. “It was a fun environment to be in.”

Despite Manley’s young age, he shows a wide array of talents that he hopes to use to continue living his dream job as a video production freelancer.

“I love being a freelancer and the industry I am in,” Manley says. “I would like to eventually be a technical director or a producer on a television series one day.”

Gauchat uses background in communication to succeed in business

by Stephanie Lee

“Falling in love” with the study of communication, Michelle Gauchat, University of Nebraska at Omaha speech alumna, says she would never have thought to be where she is today.

After receiving her master’s in communication, Gauchat has found success in the business world working at a consulting firm.

Currently working as a strategy and occupation consultant at Deloitte Consulting. Gauchat says communication and consulting go hand-in-hand. “It’s about analysis and motivation,” and this is how she succeeds in the field.

At Deloitte Consulting, Gauchat helps banking clients make transformational improvements to their businesses and operations. She works with people who need help seeking to buy other banks, growing a product or implementing a new operating model or core platform.

Before considering a Ph.D. in her field, Gauchat aspired to attain a different set of skills. This is when she joined the First National Bank Management Locational Program, which introduced her to the world of business.

During her time here at UNO, one of her most influential professors, she says, was Dr. Karen Dwyer, the public speaking adviser for her graduate teaching assistant group.

“She was like a mom for us,” Gauchat says. “She made you feel comfortable. She made you feel prepared. She gave you the autonomy to run your own classroom.”

Gauchat was one of five graduate teaching assistants at the time to teach Public Speaking to more than 200 students.

“You can make it a fun class for them and come out of it with some great relationships.”



Gauchat says being a few years older than her students while at UNO was interesting but a great experience.

“Whatever you do, if you’re asked to do something, do it 100 percent,” Gauchat says. “Make it a point to do it excellently because people make note of that. It might be getting coffee, it might be doing the biggest presentation of your life and it might be something in between, but all of those things are important, so treat everything the same.”

Moving from New York to Omaha to receive her master’s at UNO was a huge “game-changer” that helped Gauchat to develop professionally. Omaha also became the city where she would meet her husband.

Gauchat says the greatest things about UNO’s graduate program were “the tools and the resources to have a fabulous graduate study, but [the professors] also looked to the students themselves to make the most of those studies.”

UNITED THEY STAND

Through unwavering team camaraderie, MavForensics becomes a national powerhouse



Back: Trae Graham, Doug Morris, Dan Cutter, Cole Evans. Front: Assistant Director of Forensics Cameron Logsdon, QueenTara Pimentel, Julia Quigley, Abbie Herbert, Catie Zaleski, Karlee Currin, Director of Forensics Abbie Syrek, Natalie Brooks.

by Stephanie Lee

MavForensics lived up to their top 10 ranking as they traveled across the nation competing in a variety of speaking events.

This year, the team qualified all of its students in 51 events for nationals. “I doubt that 10 schools, out of hundreds in the country, had 50 or over,” says Abbie Syrek, MavForensics director.

The team members mentor one another, developing a sense of cohesion and a supportive culture, Syrek says. The key to the team’s success is their significant passion and dedication, with the current team displaying an amount of work ethic unseen in the past.

“I’ve never seen a group of students so willing to put each other first,” Syrek says.

Cole Evans, senior MavForensics member who got Overall Top Speaker in state last year, says practices are student-run and held for three to six hours every night. MavForensics puts in work around-the-clock, polishing and perfecting speeches--

practicing early in the morning, late at night and even in the quiet halls of the university on the weekends. From the first year members to the seniors, Evans says everyone carries the same amount of responsibilities, so no one has room to take time off.

Evans says the University of Nebraska at Omaha’s MavForensics team went from being a “no-name” school when it started eight years ago, not competitively performing, to being one of the best in the nation, always placing nationally in the top seven. Even though the University of Nebraska-Lincoln’s team easily doubles UNO’s in number of competitors and coaches, Evans says the MavForensic’s vast success with their small-sized team makes the experience more rewarding. He says being part of such a small team, each member relies on another to overcome their size difference in comparison to other teams, which allows them to grow together as a family.

Evans says his proudest accomplishment with the team was this year’s state tournament, where they placed second to

Lincoln. He compared the competition to the movie “Friday Night Lights,” where it was a complete “toss-up” between two powerhouse teams.

The main motivation for his team to tirelessly practice and compete isn’t to garner trophies, but to support each other. Evans says their coach Syrek is the motor that keeps the team running, and she is the “best coach in the nation, hands down.”

Syrek says the students on the team are driven by one another and want to show each other and their coaches that they’re working hard. Along with MavForensics’ good work ethic, “the forensics team is very rich with cultural and narrative symbolism,” she says.

“They value the alumni before them and want to impress them, even years after they’ve graduated from UNO. If you have a team as cohesive as ours, any personal tragedies that the students experience affect everybody.”

Together the team stands united to help one another through any situation such as paying to compete in the activities they love. No matter the student or speech, a lot of heart and soul goes into it.

Each student has to pay thousands of dollars to be on the team for travel and registration fees, so the team tackles this challenge together. Even though the UNO administration is supportive, the activity remains expensive, and at times MavForensics students must pay out of pocket, which puts them at a disadvantage to other teams whose fees are covered.

Syrek says the team attended a tournament in Texas in January where each student individually had to pay \$200. “It’s hard when they’re paying their own tuition, rent and work full-time when other competitors don’t. This makes them more united.”

“We kind of have an underdog mentality, as far as size, budget, coaching staff-- not talent wise, but number wise,” Evans says. “That’s part of our team mentality-- being the underdogs.”

Syrek says this year she wants the seniors who have led this team for four years to feel they’ve left their mark. She stresses the juniors have it the best with multiple years of experiences but they don’t have a fear of graduating. She wants juniors to be ready and to step up into that senior role.

This year at Nationals, the MavForensics seniors and team as a whole proved to be a powerhouse when they placed eighth in the nation, landing a spot in the elite Top 10 programs for the fifth year straight. Senior, QueenTara Pimentel, won a national championship in Poetry Interpretation. Also close to winning a national championship in Duo Interpretation were seniors Cole Evans and Traelon Graham. The duo tied for first but ended up losing in the tiebreaker, placing second.

“My goal for the rest of the year was for [the senior’s] hearts to be full and proud of what they did during their last official moment on the team,” Syrek says. “This year we have very strong junior and senior leadership. Next year will hold more underclassmen than upperclassmen. Having more youth than experience, growth occurs and goals change.”



MavForensics Update

MavForensics placed eighth among the elite competitive speech programs this year, earning a top 10 ranking for the fifth consecutive year.

This year’s nationals in Phoenix produced a national champion when QueenTara Pimentel won first place in Poetry Interpretation. Cole Evans and Traelon Graham tied for first place in Duo.

ORGANIZATION UPDATES



Paul Dobler and Ryan Matheny

photo submitted

MavRadio

Redesigned the MavRadio website at mavradio.fm

Began broadcasting in the HPER Building.

Re-focused programming to better serve its listening audience, targeting college students to build number of listeners.

MaverickPR-UNO PRSSA Chapter & Student-Run Firm

The Chapter

For the first time in history, the chapter took home six individual awards at the 2013 National Conference in Philadelphia. The chapter earned the F.H. Teahan National Chapter Award for Community Service; the National Faculty Adviser’s Award; first place in the National Organ Donor Awareness Competition; best tactic for a student-run PR Firm for the Mockingbird Cupcakes media kit; Star Chapter designation and Megan Romero, earned a National President’s Citation award.

Held “Build Your Brand” professional development event.

Donated 100 backpacks filled with hygiene products and socks for the fourth annual “Say YES: Give Back with a Pack” drive, which benefited the Youth Emergency Services.

Held the 10th annual La Notte Italiana benefit dinner and silent auction Sept. 20, and raised more than \$3,000 in ticket sales, silent auction and proceeds for the chapter.

Raised \$500 for Hearts United for Animals, a no-kill rescue and shelter by hosting the eighth annual Santa Paws event at the Bookworm Bookstore.

Volunteered at the Ultra Chic Prom Boutique that raised \$17,000 for the Lydia House.

Volunteered at the Walk to End Alzheimer’s and the Heartland Walk for Warmth.

ORGANIZATION UPDATES

Lambda Pi Eta

Students from across the region came to the University of Nebraska at Omaha April 14 to share their research projects at the Fifth Annual Nebraska Undergraduate Communication Research Conference.

Lambda Pi Eta, the communication honor society, spent much of the past semester planning the conference.

“The purpose of the conference is to give students the chance to see what it’s like to present their own work,” says Marlina Davidson, one of Lambda Pi Eta’s advisers. “It’s the first step in finding out if graduate school is the right choice for you.”

Many of the students were presenting research for the first time. The conference was broken into three sessions with such topics as communication challenges in the community, interpersonal and family communication.” Dr. Adam Tyma, associate professor of communication in the School of Communication and Wendy Townley, director of development



Top: Kate Rempfer and Casey Reisberg
Bottom: Lindsy Fulk and Christine Dunn

photo submitted

for the Omaha Library Foundation and UNO adjunct professor, also spoke to students.

“We hope this gives students a chance to explore what others are working on and discovering,” says Kate Rempfer, the chapter’s other adviser. “The ultimate goal is to promote scholarship amongst peers.”



Christine Dunn, Emily Wheeler, Melodae Morris, Ashley Anderson, Sarah Bergeron

photo submitted

Ad Club

Co-hosted with PRSSA a reception for Joe Walton, associate director of London’s Weber-Shandwick branch.

Named instructor Melodae Morris as new faculty adviser and Sarah Bergeron as president.

Attended “Meet the Pros” on Feb. 17 - 18, sponsored by the Omaha chapter of the American Advertising Federation.

ORGANIZATION UPDATES



Top: Kimberly Bailey, Sarah Bergeron, Stephanie Lee, Sean Robinson. Middle: Alex Jensen, Kelsey McAlpine, Dana Christensen, Michelle Meisinger. Bottom: Karen Weber, Danyelle Stephenson, Ashley Anderson

photo by Ali Peterson

MaverickPR-UNO PRSSA Chapter & Student-Run Firm

The Firm

Created new branding materials for:

- Empire Park Insurance
- Genius of Warren Buffett Executive MBA course
- Heartland Workers Center
- Luxbelle Spa, Rainbow Artistic Glass
- ShopLocalOmaha
- St. Thomas Lutheran Church
- The Center for Holistic Development
- The Truth Heals.

Planned and executed social media and media relations for Omaha Heritage Festival.

Planned and executed the following special events:

- Forensics Fiesta
- The Gateway 100th Anniversary Party
- Louis Grell Art Exhibition.

COLLEGE OF COMMUNICATION, FINE ARTS & MEDIA



photo submitted

College of Communication, Fine Arts & Media

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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