CMU President George Ross and Sarah Opperman, chair of the board of trustees, pose with Catey Traylor, an award-winning student, at the 2011 Student Awards and Scholarships Luncheon in the Bovee UC.
Advertising Major Will Replace Concentration

An advertising major is the latest addition to the expanding journalism curriculum at Central Michigan University.

Professor Douglas Berry said the advertising concentration will be transformed into a new advertising major. This will be the first time an advertising major has been offered at CMU, he said.

Berry said the journalism department will eliminate JRN 202: Writing for the Mass Media, JRN 203: Information Gathering for the Mass Media and JRN 220: Basic Media Photography from the major and will add four marketing courses and an advertising-specific writing course. He said the new courses will help advertising students develop the “marketing know-how and writing skills” that are more appropriate for their career goals.

“Since advertising is largely a marketing-driven career, we’re adding marketing courses,” he said.

Berry said the major will also include a new writing for advertising course and an internship.

The journalism department is developing an advertising major to attract more students, Berry said. He said he thinks CMU has lost students to Michigan State University in the past because MSU offers an advertising major.

“The journalism department here is too good to lose students to Michigan State,” he said.

Berry said the new major will help CMU advertising students be as prepared for careers as MSU advertising students.

“We’re on an even playing field on the resume front,” he said.

Berry said fewer students are majoring in the advertising concentration, while more students have advertising minors. He said a survey of 140 students taking JRN 360: Advertising Principles, JRN 365: Advertising Media and JRN 465: Advertising Copy and Design classes conducted last year revealed more than two-thirds of students in these classes would switch to an advertising major if it were offered.

“This is all student driven,” he said. Berry said his goals for the journalism department are to gain recognition in advertising and be successful in national competitions.

“The new advertising major should help it grow in size and gain the critical mass that a successful program needs,” he said.

The advertising major isn’t the only recent change to the journalism curriculum at CMU. Journalism Professor Jiafei Yin said the online journalism major began last fall.

Yin said the online journalism major will make students more marketable. She said basic writing skills are still important, but they are not enough.

“You have to be able to market yourself before you graduate,” she said.

Yin said because of the journalism credit limit, some reporting course requirements had to be removed from the online journalism major to accommodate new technology course requirements. Despite the curriculum change, Yin said the foundation of journalism is the same, and “traditional skills” such as grammar and AP Style are still essential. She said the most important skills are finding credible information and communicating it effectively.

“It’s not only write well, but write clearly,” she said.

The convergence of news media requires students to have multimedia skills, Yin said. She said students should learn how to incorporate photos, video and graphic design into reports.

“You come back (from an assignment) with a package instead of one product,” she said.

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Yin said the online journalism major will help the journalism department appeal to more students because online-only publications are becoming more popular, Yin said.

“We’re trying to keep up with the times,” she said. “We want to go to where the market is.”

Yin said the journalism department will continue to produce quality students and will hope they will be able to find jobs as new employment patterns emerge.

“As the industry changes, we’ll try to change,” she said.

Kent Miller, a journalism assistant professor, said the photojournalism major was added in fall 2009 to give more emphasis to multimedia reporting.

The photojournalism major is “much more multimedia intensive” than the photojournalism concentration, Miller said. He said the photojournalism major includes more multimedia courses and three art photography courses.

Miller said multimedia skills are important because more people are getting their news from the Internet. He said the Internet enables journalists to include video, audio slideshows and more photos with their stories.

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Cathaleen Curtiss never thought America Online would affect her life in the way it did. She said she never even believed that she would become a member of the AOL staff.

“What an opportunity it was for me to work for AOL!” Curtiss said. “I didn’t think I was going to be qualified for the job at first.”

The 1980 Central Michigan University graduate was one of five inductees in the CMU Journalism Hall of Fame class of 2010.

During her time at CMU, Curtiss was a photographer for CM Life. She said she set lofty professional goals after graduation, but she didn’t think she would work for a company like AOL.

“I have done so much in my career,” Curtiss said. “As the years went by I was bouncing around from place to place.”

Curtiss became the first photo editor of America Online and became vice president of global photography at America Online Media. In 2008, Curtiss received the Hero Award for leading the AOL photography staff in attracting 12 million viewers.

Before joining AOL, Curtiss worked at smaller publications in Texas, Ohio and Washington, D.C. She received the still photographer of the year award from the White House News Photographers Association in 1990.

Curtiss said the smaller publications were places for learning and building a portfolio without as much pressure as major news outlets.

“Most of the smaller publications were pretty laid back,” she said. “I was able to look at my mistakes and correct them as the paper went out.”

Curtiss said she’s happy to be a CMU Journalism Hall of Fame inductee, but it doesn’t signify the end of her professional journey.

“I believe that I still have way more to do,” she said.

The other 2010 Hall of Fame inductees were:
- The Honorable Fred M. Mester, a 1959 graduate, retired judge and contributor to the journalism department. He helped establish the Lem Tucker Journalism Scholarship in 1997, to honor his friend and classmate.
- Richard “Dirk” Milliman, a 1980 graduate and former ad manager for Central Michigan Life. Milliman is president of Milliman Communications, Inc., which includes nine newspapers.
- Keith Naughton, a 1982 graduate and CM Life alumnus who is the deputy Detroit bureau chief for Bloomberg News. He previously worked at the Indianapolis News, Detroit News, BusinessWeek and Newsweek.
- John Palen, a retired professor from the CMU journalism department who taught classes from 1984 until 2009, and served as chair of the department from 1993-1996.

Also honored were Mark W. Smith, a 2007 graduate who was, at the time, Web editor for the Detroit Free Press, as the Young Journalist of the Year. The 1980-81 staff of CM Life also were honored.
Central Michigan University students, their families and faculty filled the Rotunda Room of the Bovee University Center for the 11th annual journalism awards banquet in April.

Scholarships and awards were presented by various faculty members, CMU President George Ross, and Sarah Opperman, chair of the CMU board of trustees.

The Alumnus of the Year was presented to Tony Dearing, who serves as chief content officer for AnnArbor.com. Dearing graduated in 1979, and after spending his senior year as editor-in-chief of Central Michigan Life, he launched a career working for a handful of newspapers in Michigan, including the Saginaw News and the Detroit News.

The Journalism Scholar of the Year award went to senior Annie Harrison, who also won the Pam Klein Memorial Scholarship. Harrison said she hopes to work as a political reporter after graduation.

Tanya Moutzalias took home the Outstanding Senior award and the Friends of Journalism Scholarship for her work in photojournalism.

Two students stood out in the photojournalism awards category. Seniors Jake May and Libby March finished first and second, respectively, in the College Photographer of the Year award, and both students won multiple awards in photojournalism.

The Society of Professional Journalists award winners were also announced. CM Life earned All-Around Non-Daily Newspaper and Best Affiliated Website. Students also took home SPJ awards. First place winners included Sean Proctor for sports photography, Jake May for photo illustration, Libby March for feature photography, and Jeffrey Smith for general news photography.

Grand Central magazine, CMU's online publication, won Best Non-Affiliated Website.
SPOTLIGHT ON EXTRACURRICULAR ACTIVITIES

CM Life, NYC Convention, SPJ and Advertising

CM Life employees are ahead of the curve.

A student looking to major in public relations, advertising or journalism should look no farther than CM Life.

Students who do, and have, are well ahead of those who are not. Industries want to see clips and experience—not G.P.A.

CM Life students were given the opportunity to attend the College Media Advisers convention in New York City March 12-15.

Students Aaron McMann, Jackie Smith, Lonnie Allen, Anthony Fenex, Jake May and Jake Boltho were just some of the students on hand at the convention.

The Society of Professional Journalists hosted its own conference in Cincinnati, just a few weeks after the NYC convention.

These conferences offer information that will enhance the writing skills of students who look to improve.

“CM Life staffers and I served as Media Advisers to attend both conferences.

“I learned that you don’t need journalism school to be a good journalist,” he said.

At these conferences, students from all over the United States gather to discuss journalism, attend sessions and network with other people and publications.

Allen thinks highly of these conventions but was in awe at how fascinating the NYC convention was.

“The College Media Advisers convention was like being thrown into the spotlight of journalism greats,” he said. “I met many media moguls and pioneers in new media. I found myself in awe over the people and resources available to you as a journalist.”

Hicks, at his first journalism conference, took a lot of valuable information out of SPJ. A book could be in his foreseeable future.

“I never thought about writing a book before, but it would be a really cool experience,” he said. “I also got the idea to build my own website, containing my resume, clips, photos and a blog.”

The advertising side of CM Life also got to attend a conference in Nashville, Tenn.

The CM Life advertising department attended the National College Newspapers Business and Advertising Managers association at the end of March and into the beginning of April.

In the 30,000-plus circulation division, CM Life won six national awards as a staff. It took first for the Best Online Advertising Rate Card and took third in Best Color Advertisement, Best Group Promotion, Best Advertising Campaign, Best Special Section and Best Marketing/Promotion Plan.
CMU’s journalism department welcomed guest speakers from across the media spectrum to speak to classes over the past academic year.

Joanne C. Gerstner, former president of the Association of Women in Sports Media and sports reporter for the Detroit News, visited classes from Sept. 13-15. She has written for many prominent media outlets, including the New York Times, Cincinnati Enquirer and mgoblue.com. She has been a guest on ESPN, the Fox Sports Network, the BBC and other stations around the world.

Steve Perez, a staff photographer at the Detroit News who covers news, sports and features, spoke on Sept. 29-30. Perez has won many awards, including an Emmy for a video project produced with reporter Charlie LeDuff. Perez wrote a book called "My Name Is" that benefited the Capuchin Soup Kitchen.

Ben Lamothe, a 2003 CMU graduate, visited classes from Oct. 12-14. Lamothe is the blog, social media and community content strategist for Renaissance Creative in Jacksonville, Fla. Lamothe graduated from CMU with a degree in news editorial journalism and European studies.

Aiesha Little, associate communications specialist for Kroger Co., spoke to students on Oct. 18. Little was a former undergrad at CMU who worked almost six years as an associate editor at Cincinnati Magazine before joining the Kroger staff. Chief photographer for the Chicago bureau of the Associated Press Mike Green came to campus on Nov. 10-11. Green is a member of the CMU Journalism Hall of Fame and during the 2008 election, he was assigned to cover the Obama campaign. He recently had a picture on the New York Times front page of Michelle Obama.

Chad Livengood, political reporter of the News Journal in Wilmington, Del., and a 2005 CMU graduate, spoke to many classes over the course of a week in the spring. Livengood is also the former editor-in-chief of CM Life.

Tony Dearing spoke to more 90 journalism students, faculty, friends and family when he was honored as Alumnus of the Year.

Dearing, a 79 Central Michigan University graduate, spoke at the Journalism Awards Banquet in the Bovee University Center Rotunda when he was recognized as the alumnus of the year by the journalism department. He is the chief content officer for the online publication AnnArbor.com and was heavily involved with CM Life when he was a student at CMU.

“I wish I was in your shoes right now,” Dearing said. “I started my journalism career with a typewriter, never had Twitter or Facebook, and the Web wasn’t nearly as developed as it is today.”

He also said the journalism program at CMU is unlike that at other universities with the availability of certain concentrations such as: news editorial, photo and public relations. Dearing ended his speech with a positive outlook for the journalism students and faculty in the room.

“The field of journalism is going to be OK,” Dearing said. “You are all in the position to take advantage of the resources you have at CMU, so learn as much as you can now.”

The event started with an introduction by Maria Marron, chair of the Department of Journalism, who welcomed University President George Ross and Sarah Opperman, board of trustees' chair.

“The journalism department has constantly kept its curriculum up to speed with the changing times,” said President Ross. “It’s incredible that so many of the students have won such prestigious awards for their work and the number of scholarships available.”

After the attendees finished their meal, Dr. Elina Erzikova, a journalism professor and scholarship committee member, announced the scholarship winners. Both Ross and Opperman assisted in this process and congratulated each winner.

Fifteen journalism students received scholarships and more than 40 students were recognized for their award-winning work. CM Life, Grand Central magazine, and various journalism students were recognized for their work.

“"The field of journalism is going to be okay."
Internships benefit students

Internships for journalism and public relations students at Central Michigan University prove to have been a great asset to a student’s academic career.

Mary Klenk, a senior and public relations major, was a spring intern at the Dow Chemical Company as a public affairs co-op. The integrative public relations program at CMU includes an array of journalism, communication, and broadcasting classes, which has prepared Klenk for her particular internship.

“The program has a strong foundation in writing and editing, which is essential in my daily job tasks and projects,” Klenk said. “Additionally, the faculty members in the program are excellent resources and mentors — at times, these relationships have been even more important than what is taught inside the classroom.”

As an intern, her responsibilities include editing and maintaining the company’s internal employee Website, event planning, drafting monthly internal newsletters, and helping with various executive communication projects.

“I have had a well-rounded experience and had the opportunity to work on a variety of projects,” said Klenk. “My supervisor also trusted me to lead a number of projects and work independently, and my internship has turned into a full-time job, putting me on the right track for a career.”

Another student who has had a positive interning experience is CMU senior Andrew Stover. His major is journalism, but his concentration is in news editorial. As the sports copy editor at the Grand Rapids Press, Stover received a great learning experience.

“Central Michigan University’s news editorial program has helped my performance in Grand Rapids,” said Stover. “A lot of things I was responsible for I learned at CM Life, but the journalism program seems to fill in the gaps.”

With the collaboration of his journalism classes and his role as the sports editor for CM Life, Stover has had an all-around experience in the many aspects of journalism.

“My dream career would be a columnist somewhere down the road, and my internship was for designing and editing,” said Stover. “But, I got a good feel for a working news room, and built relationships with working journalists, so I’m a lot further ahead than I was.”

Overall, both students have had a positive outcome from their internships. With the efforts from CMU faculty, challenging and engaging curriculum, and outside internship experience, students are better prepared for life after college.

FALL 2010 INTERNSHIPS
Stover, Andrew - Grand Rapids Press

SPRING 2011 INTERNSHIPS
Allen, Melissa - Special Olympics of Michigan
Burke, Dave - Detroit Red Wings
Clark, Caitlin - Isabella Co.
Commission on Aging
Czachorski, Ryan - Flint Journal
Digue, Lindsey - Special Olympics of Michigan
Dresden, Eric - Saginaw News
Klenk, Mary - The Dow Chemical Company
March, Libby - Jackson Citizen-Patriot
McVey, Ciara - Hollywire.com
Miller, Ashley - CMU Sports Photography
Spencer, Brittany - FacIT, CMU
Tobianski, Joe - Flint Journal
Ward, Alexandria - National Cherry Festival
Woll, Kristyn - Revue Magazine

Grand Central e-zine grows and grows

CMU’s Grand Central Magazine continues to grow – gaining more recognition this year and producing more content than ever.

Grand Central, the online magazine produced through the Central Michigan University journalism department, provides aspiring journalists with an opportunity to use all the tools of the web, including video, photograph and audio.

“I feel as though we have come a long way. We are really moving in the right direction and the work we are producing is finally at the quality we want,” said CMU journalism professor Betsy Rau, who is adviser to Grand Central.

That quality helped Grand Central win the Best Non-Affiliated Website honor from the Society of Professional Journalists.

All of the students who produce content for the magazine are either in Rau’s JRN 497A class or student volunteers. Students find that writing for Grand Central is a great opportunity.

“It’s a great way to really get into the rhythm of writing for a publication, and producing story ideas and content week after week,” said Caitlin Clark, a junior who writes for the food section. “It also introduces you to working with a team of people, and although that’s not always easy, it’s something everyone has to face in the real world. So it’s really good practice.”
I would like to receive this alumni newsletter in the future.

☐ I would not like to receive this alumni newsletter in the future.

☐ I would be interested in being a guest speaker at CMU.

☐ I would be able to host a class at my place of employment.

☐ My company/employer offers internship opportunities for CMU students and can be reached by phone at: ________________________________.

I would like to support the Department of Journalism’s outreach programs.

Name: ___________________________________________________________

Address: _________________________________________________________

City: ___________________________ State: _______________ Zip: _____________

Phone: ( ____ ) ____ - _______ E-mail: ___________________________________

Payment:

☐ Check (Payable to Central Michigan University)

Credit Card (Check one) ☐ Mastercard ☐ VISA ☐ Discover ☐ American Express

Amount: _________ Card #: ___________________________ Exp. Date: ____ / ___

Thank you for your contribution! CMU, an AA/EO institution, strongly and actively strives to increase diversity within its community (see www.cmich.edu/aaeo.html).