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Advertising has always been a concentration within journalism at CMU, but in the future, students majoring in advertising will have to take marketing courses as well as those specifically in advertising.

Professor Doug Berry has always been a strong supporter of getting advertising the recognition it deserves.

“Advertising is basically a marketing career. The old advertising concentration did not have a single marketing class in it. The new ad major has three marketing classes in it, as well as a much-needed internship,” Berry said.

Many students have expressed interest in an advertising major at the university and have been wondering when their chance would finally come. It takes some time to gather enough information and reasons to go forward with a major.

“It took two and a half years to sell the idea of the major through CMU, create the course list, and set up the program,” Berry said.

Berry has been a professor at CMU for almost five years and believes, “The new major should help CMU compete with MSU, where there has been an advertising major for years. In addition, research shows that it will attract students from the existing advertising minor, IPR, and marketing, to name just three.”

Many students at CMU have been waiting for an advertising major to come around because the longtime advertising minor just wasn’t cutting it.

Eddie White, 23, said, “I have always loved advertising but while I have been here I decided to major in marketing. Now I might double major if majority of my classes match up”. White said he knows many others who feel the same way as himself and are also excited for the big upgrade for advertising fans.

“The new advertising major combines writing and media classes in the journalism department with marketing classes in the marketing department,” Berry said. With this in mind, many students may choose to change majors or even double major depending how far along they are in their college career. With a new major available, the options are much broader for those interested in marketing and advertising.

An internship is also a valid addition to the major because it allows more experience to be obtained while attending CMU which is what companies look for most in a college graduate. Experience is everything and allowing an internship to be done in the advertising field benefits the student even more than just getting a minor in the field, Berry said.

With a background in advertising, you will have a variety of career options in the field. Such options include account management positions, creative processes (art direction, copywriting, etc.), and media positions.
Four to be inducted into Journalism Hall of Fame

Mount Pleasant – A university speechwriter, newspaper columnist, auto industry journalist and a sports writer will be inducted into the Central Michigan University Journalism Hall of Fame on Nov. 10.

They are:

- Kimberly “Kim” Clarke, class of 1982, Director of Executive Communications, University of Michigan.
- Brad Flory, class of 1980, retired reporter and columnist, Jackson Citizen Patriot and MLive Media Group.
- Roger Hart, class of 1980, executive editor, Autoweek, Crain Communications, Detroit.
- James A. “Jim” Vruggink, class of 1970, trademark licensing manager, Purdue University, and a former sports information director at Purdue University and Northwestern University.

Clarke is the speechwriter for Mary Sue Coleman, president of the University of Michigan. She was recently named the CMU Journalism Department’s “Distinguished Alumna of the Year.” She previously worked for newspapers in Michigan and New York and held positions in other departments at U of M.

Flory is well known in Jackson County for his column, “Brad’s Lunch Bunch,” which began in 2008 and has raised more than $250,000 for area food pantries. He has won numerous writing awards from the Michigan Press Association and the Associated Press for his long career covering government.

Hart worked for newspapers and the Associated Press in Michigan as a writer and photographer. He is the former editor in chief of the The Daily Telegram in Adrian. He was named managing editor of Autoweek in 2000 and then executive editor in 2009. He authored the book, “Postcards from Detroit, Remembering Formula One in the Motor City.”

Vruggink began his sports writing career at the Ypsilanti Press and became assistant sports information director at the University of Michigan before working for Northwestern and Purdue. He helped establish the Northwestern Indiana Chapter of the National Football Foundation, and was inducted into the College Sports Information Directors Hall of Fame in 2004. He is an executive board member of the Gayle Sayers Center in Chicago. Ceremonies are Nov. 10 at the Comfort Inn & Conference Center.

Please Join Us in Honoring this Year’s Hall of Fame Inductees

Central Michigan University
Journalism Hall of Fame Induction Ceremonies
Saturday, November 10, 2012

Read complete biography of the inductees and reserve your tickets at: www.ccfa.cmich.edu/jmhof/
SPOTLIGHT ON VISITING PROFESSIONALS

Talented experts are 2012 Hearst Visiting Professionals

By Elise Ford

The Hearst Visiting Professionals in journalism this year encompassed a number of talented experts who have excelled in their field and who provided Central Michigan University students with knowledge about their career experiences in journalism and insights about the industry.

Christopher Brooks, former higher education beat reporter, *Omaha World Herald*, and graduate student at New York University studying Literary Reportage, spoke to students and faculty Sept. 14 and 15.

He holds a bachelor’s of science degree in news/editorial journalism and political science from Central Michigan University. He has undertaken hours of education research and policy analysis training from the Hechinger Institute on Education and the Media and the Education Writers Association.

In 2007 Brooks won second place in education writing from the Virginia Press Association for a critical article on the federal No Child Left Behind Act. Brooks is a former NYTTimes.com and Associated Press writer, and his byline has been published in newspapers and magazines all over the country. In 2009, according to his website, he was considered one of the best beat reporting bloggers in the nation.

ALSO SPEAKING IN THE HEARST VISITING PROFESSIONALS SERIES WERE:

• **John Moore**, editor of the *Ventura County Star*, Calif. He is responsible for all news and opinion content in *The Star* newspaper and on its website, VenturaCountyStar.com. Moore has been with *The Star* for 13 years and was managing editor, assistant managing editor for news, assistant managing editor for digital media and county editor before being named editor July 1, 2011. His wife, Alisa, also spoke at CMU. She is an attorney who is the director of marketing and public information for the San Bernardino County Community College District.

• **Marshall Matlock** is an inductee into the CMU Journalism Hall of Fame and is a former journalism faculty member at Syracuse University. In 2006 he was awarded the Lifetime Achievement Award by the Society for News Design and the Newhouse School.

• **Cathaleen Curtiss** is an award-winning photojournalist, editor and director of photography with broad experience in online media as well as traditional print publications. In 1990 she was named Photographer of the Year by the White House News Photographers Association. She is now a visual media consultant in New York.

• **Elizabeth Van Meter** is a documentary filmmaker, actor, and producer. She directed and produced 40 short films for *Gorgeous Entertainment* documenting the lives of Japanese Americans living in New York along with Japanese culture in the United States.

• **Matt Crossman** is a graduate from CMU with a double major in journalism and political science. He is a staff writer at *Sporting News* magazine, the nation’s oldest sports magazine. He has written 30-something cover stories across all sports.

• **Ben LaMothe** holds a bachelor’s degree in journalism from Central Michigan University and a graduate certificate in electronic publishing from City University, London. LaMothe is the founder of *Grand Central magazine*, Central Michigan University’s first and only student-produced, online-only magazine.

• **Sandy Petykiewicz** retired from Booth Newspapers in December 2011, after a 36-year career in journalism. She was editor & publisher of the *Jackson Citizen Patriot*, overseeing all departments of the newspaper; and president/CEO of Ann Arbor Offset, a commercial printing company formed when the *Ann Arbor News* closed in 2009. The CMU graduate was named Journalism Alumna of the Year in 2001 and was inducted into the CMU Journalism Hall of Fame in 2006. She serves on CMU’s Student Media Board.

• **John Hiner** is the vice president of content for MLive Media Group, which includes online and print journalism operations in eight Michigan cities and digital reporting operations in Detroit and Lansing. He is a member of the boards of the Michigan Associated Press Editorial Association and the Michigan Humanities Council, and is on the Saginaw Valley State University Board of Fellows.

SPOTLIGHT ON RECOGNITION

Photojournalism is 5th in National Hearst Awards

By Ryan Ehlke

Central Michigan University was awarded fifth place in the nation in the 42nd annual Hearst Intercollegiate Photojournalism Awards.

The Hearst Journalism Awards Program is presented annually and is funded by the William Randolph Hearst Foundation. The program’s mission is to encourage and support excellence in journalism and journalism education in America’s colleges and universities, notes the Hearst Awards website.

“As someone fresh to the photo program it is really encouraging to see the university win these awards,” said freshman Alex McClung.

“To see Central Michigan win this award finally takes the negative light off the university with the faculty strike,” senior Evan Hodgens said. “Not only does this award redeem our name in the state but gets the Central Michigan name out there on the national level.”
Kim Clarke Honored as Alumna of the Year

When you walk through the halls of the University of Michigan’s communications offices, you’ll find that the employees have something in common: a CMU journalism degree.

This was the theme of Kim Clarke’s address when she was honored as Journalism Alumna of the Year at the annual Journalism Awards Luncheon on Wednesday, April 11th. This year was the 12th year for the annual event, which features the Department of Journalism scholarships recipients, award winners and the Alum of the Year award.

Students Paul Clark and Stephanie Jaczkowskai emceed the event. The event began with Dr. Maria Marron, chair of the Department of Journalism, presenting the Alumna Award to Kim Clarke, now the speechwriter for the president of the University of Michigan.

“This award is extremely humbling and very special,” Kim Clarke said when she accepted the Alum of the Year Award.

Clarke assured the students in the audience that in all of her travels, from the University of Michigan to the writing for the Muskegon Chronicle, the workplace was filled with CMU grads, all coming from the journalism department.

The luncheon continued with faculty from the journalism department giving out awards, including the Lem Tucker scholarship, the department’s most coveted scholarship. Two recipients of the Lem Tucker scholarship gave speeches: Logan Patmon talked of how he was literally speechless upon getting the phone call when he was chosen for the scholarship, and Megan Rolph, who said she had a hard family life talked about how great it was for her to receive such a prestigious scholarship.

Lastly, awards were made to CM Life and Grand Central Magazine. The Michigan Collegiate Press Association Awards for Division I gave first place awards to CM Life for General Excellence and Online Newspaper. CM Life’s Ad Staff won awards from the College Newspaper Business and Advertising Managers Inc. for Newspaper Marketing and Promotion Plan, as well as Best Ad Campaign. The most prestigious award was given to Grand Central Magazine, which won an Eppy Award for website design from Editor & Publisher.

And Clarke’s final advice to students: “Work smart, and remember your CMU roots.”

Sean Proctor Takes 4th place in Multimedia

Central Michigan University senior Sean Proctor placed fourth in the Hearst Journalism awards multimedia competition.

The competition’s mission is to encourage and support excellence in journalism and journalism education in America’s colleges and universities, the Hearst website notes.

“I was going to shoot a wrestling match when Kent [Miller] called and told me I had placed in the competition,” said Proctor.

Journalism professor Kent Miller submitted Proctor’s final project from professor Ryan Wood’s Journalism 521 class to the Hearst competition.

“Sean is the first Hearst multimedia winner we’ve had here at Central,” said Miller. “Winning the Hearst multimedia award is a true honor. It really shows the professional quality of his work.”

Proctor’s project and competition submission was a multimedia project composed of still images that focused on a family going through tough economic times.

“My topic was about families and poverty,” said Proctor. “I focused more on the family, their dynamics and how they stayed together than on the actual poverty.”

In addition to the prestige that comes with winning a Hearst Journalism award, Proctor received a $1,000 prize.

“I’m not surprised at all that Proctor did well in the competition,” said fellow CM Life staffer sophomore Catey Traylor. “His photos were always amazing. The lighting was always great and he just knew how to take a great photo.”

Proctor originally won fifth place but was bumped up to fourth after some complications occurred with one of the other contest winners.

Proctor’s still images from the same project also won first place in the Michigan Press Photographers Association in the Feature Picture Story category. His photos beat out photographers from the Midland Daily News and the Jackson Citizen Patriot.

Proctor is completing an internship at the Jackson Citizen Patriot. This is only one of several internship and jobs that Proctor has had at newspapers. Some of his past journalistic experience is as a photographer for CM Life, and as a freelance photographer for the Midland Daily News and the Morning Sun in Mt. Pleasant.

After Proctor is done with his current internship he plans on moving to the Virginian Pilot, in Norfolk, Va.
Dr. Elina Erzikova was awarded a research grant and named an Emerging Scholar by the Association for Education in Journalism and Mass Communications in February.

“Two components of my research allowed me to be selected. My research is complicated and it is international,” Erzikova said. She explained that the United States is interested in foreign countries and globalization, so international studies are very trendy.

Erzikova plans on traveling to Russia over the summer to study journalism in that country. She is interested in conducting interviews and focus groups with journalists of the past and present. Erzikova hopes to understand how journalists respond to a censored environment.

“The Soviet regime unintentionally granted journalists an opportunity to insert subversive messages that allowed the audience to read between the lines,” Erzikova said. She wants to better understand how journalists were able to do this by interviewing active journalists during the Soviet reign.

Erzikova’s proposal was one of 35 proposals received. She received $2,500 in grant money to help support her research endeavors in Russia. “The money will help to cover my flight and accommodations in Russia,” Erzikova said.

She also stated that within her budget she was able to get two graduate research assistants from Russia to assist her. She intends to both publish her findings and present her publication at one of three conferences including the Association for Education in Journalism and Mass Communications conference in Washington, D.C., the International Communication Association conference in London or the National Communication Association in Washington, D.C.

Upon receiving the grant, Erzikova said “I have a lot of work ahead of me.” Erzikova has been teaching at Central Michigan University for three years. She has published six papers and presented 32 papers.

Grand Central magazine, an online publication run by Central Michigan University students, received the EPPY Award in November from Editor & Publisher for Website design.

Other schools that competed in the college/university division were City University of New York Graduate School of Journalism, De Paul University, Temple University and Berry College.

“I’m extremely honored for this award, and grateful for the hard-working staff that put their best foot forward to help win it,” said Grand Central Editor-in-Chief Matt Erspamer.

The website gcmag.org was created to be user friendly for those who aren't necessarily web savvy. With categories for fashion, culinary, sports and campus life, there is something for everyone.

The magazine’s staff is made up of student volunteers majoring in a plethora of areas. They publish stories that incorporate photography, video and a wide variety of resources that engages their audience. Ryan Nielsen, Grand Central Magazine’s web master, changed the design and navigation of the website, making it more aesthetically appealing and user friendly.

“The magazine is dedicated to the quality of content. We will continue to tell powerful stories and I look forward to showcasing our talents in the future,” Erspamer said.

Grand Central also has won first place for the Best Independent Online Publication in region 4 two consecutive years in the Society of Professional Journalists competition.

“Grand Central Magazine is an award-winning online publication run by and for the students of Central Michigan University. The magazine is dedicated to the quality of content.”
CM Life wins regional awards

Central Michigan Life journalism students gained attention this year with regional awards.

At the annual Society of Professional Journalists conference, CM Life took home 12 awards, winning more awards than any other publication in the state.

Hartland junior Theresa Clift won second place, alongside Bay City junior Annie Harrison, Allen Park sophomore Ben Harris and Grandville senior Mike Nichols, for their coverage of Central Michigan University’s faculty strike.

“We got second place for breaking news coverage,” Clift said. “That day we had the coverage of when the strike was announced. We broke the news before local reporters. We covered the story with student reactions and different angles.”

Clift said the opportunity to cover the faculty strike was a once-in-a-lifetime chance.

“We were lucky to have the opportunity to cover something that was such big news,” she said. “It’s pretty much a goldmine for journalism.”

With the strike taking place in the beginning of the school year, Clift said it took a lot of hard work and dedication because there were not many staff members available to cover the story.

“We worked really hard and it was good experience,” Clift said. “It’s nice to be recognized.”

In addition to journalists, multiple photojournalists were also honored with prestigious awards.

Grand Haven senior Jake May placed throughout three different categories, including Breaking News Photography, Feature Photography and General Column Writing.

“The faculty strike...”

May said SPJ is a great foundation because it gives students the opportunity to get their work and their name out in the professional world where it could potentially get recognized.

“It’s an honor to place and SPJ is one of the most well respected organizations in journalism,” May said. “It’s cool journalists can come together and compete where people will see their work, whether it’s writing or photo.”

Saline senior Andrew Kuhn won first place in the General News Photography category.

He was honored for a picture he took while in New York covering Occupy Wall Street with Kent Miller’s journalism class.

Now that he won first place regionally, Kuhn moves on to compete for the national award.

“I’m excited. We’ll see what happens,” Kuhn said. “I know there are other strong publications around the nation. I’ll keep my fingers crossed and see what happens.”
Dr. Maria Marron, Central Michigan University’s journalism department chair, has been named the editor-elect of Journalism & Mass Communication Educator, effective Oct. 1, 2012. Marron interviewed for the position in November with the AEJMC Publications Committee. The board of the Association for Education in Journalism and Mass Communication approved her appointment. Marron will be responsible for editing submissions to the publication, which is published on a quarterly basis.

Marron's prior service includes being president of the Association of Schools of Journalism and Mass Communication; editor of Women’s Voices, the newsletter of the Commission on the Status of Women; and chair of the International Communication Division of the AEJMC. She is a member of the national Hearst Intercollegiate Journalism Awards Steering Committee.

Among Marron's responsibilities will be liaising with the publishing company, Sage, and with the publications committee of AEJMC. Marron said her primary responsibility will be to bring in and edit submissions for the publication.

"Ultimately, my key responsibility will be to plan, select and edit journal submissions for publication once a quarter," Marron wrote in an email.

Marron said she never aspired to be elected editor of the publication, though she thinks it will be a great opportunity for her to influence discussion about journalism and mass communication education and provide an interesting dimension to her academic career.

“This was something I never once considered doing. I honestly had no ambition to become editor of an academic journal,” Marron said. “However, when one of my colleagues nominated me for the position on the basis that he thought I would be an excellent editor, and the AEJMC publications committee approved me for the position, I thought, ‘Why not?’”

Marron said she hopes to make the publication more relevant to the professoriate and to administrators in terms of articles’ content, along with enlisting authors and researchers for contributions.

“A key ambition is to have invited writers comment on and provoke controversy related to journalism and mass communication education,” Marron said. “People such as Fareed Zakaria, Thomas Friedman, Stanley Fish, Paul Krugman and others come to mind. I also would like to bring a multimedia focus to the publication by having researchers and authors interviewed for podcasts and vidcasts.”

Marron said she hopes to increase discussion about international issues in mass communication, an area she concentrated on as chairwoman of the International Communication Division of AEJMC.

“My goals for the publication are to make it more relevant to the professoriate in terms of the articles published pertaining to curriculum and pedagogy; to make it more relevant to administrators in terms of articles about administrative issues, particularly pedagogy,” Marron said. “And to enhance its internationalization, i.e., publish more research studies about international issues/curricula.”

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By David Oltean

**SPOTLIGHT ON FACULTY**

**Marron appointed editor of J&MCE**

Dr. Marron

By David Oltean

**SPOTLIGHT ON NPPA**

**2011 NPPA Contest Awards Announced**

By Molly Ball
CMU Professor Researches Changes in Michigan’s Media

Dr. Lori Brost uses the words “entrepreneurial, innovative, hyperlocal” to describe a particular aspect of Michigan, namely, Michigan’s media, which have changed tremendously throughout the past few years due to online technology.

Brost, along with Dr. Maria Marron, completed a case study in 2010 that focused specifically on Michigan’s online news ventures. In their article, “Michigan’s Morphing Media,” Brost and Marron discovered that the shift from less print and more online media came from Michigan’s economic downturn.

Their article focuses on organizations such as AnnArbor.com, the Detroit News and the Detroit Free Press, which have either replaced print organizations or have decreased the number of days print copies are delivered each week.

They also discuss the formation of more hyperlocal news organizations, which focus on one community within the state. Michigan is also seeing more topic specific news organizations like Circle of Blue in Traverse City, which focuses on the global freshwater crisis.

In 2011, Brost and Marron’s article was published in the January/February edition of Quill, the Society of Professional Journalists’ national magazine.

“I felt really fortunate that Scott Leadingham, the editor of Quill, actually wanted and approved our article,” Brost said. However, having her article published in a national magazine wasn’t the only benefit that came from her hard work.

As an assistant professor at Central Michigan University who has taught several courses in online journalism, she found her research to be useful in her class lectures.

“I wanted to make sure that what I was doing could be relevant to what I was doing in the classroom,” she said. And Brost was able to do just that.

Today, Brost says Michigan’s media is still seeing change, the most recent being through the use of smart phones to obtain news.

So what must future journalists do to keep up with these constant changes in media?

Brost explains it quite simply: “You’ve got to be innovative.”

John Hiner Provides Insight as a Guest Speaker

The Vice President of Content at the MLive Media Group, John Hiner shared his experiences and advice to aspiring journalists at CMU in March.

“I oversee all journalism and audience engagement strategies for digital and print products across the state of Michigan,” Hiner said.

He spent his time in numerous journalism courses offering keen advice about making it in the business and substantial information regarding the progress being made on the content posted to MLive.

“We are working on providing content based on what our readers are interested in,” Hiner said.

Facing the students of each class, Hiner was questioned about his position with MLive and where he saw the future for journalism during a time where the Internet is taking over the ways people acquire their news.

“He was very insightful,” sophomore Logan Patmon said. “I was happy to see someone doing online work still give hope to those who want to write for print publications.”

Hiner went into firm details regarding the future of print publications, and the advantages soon-to-be journalists have with being trained in an era that depends upon online media.

Print publications are going nowhere, yet the incorporating of online media allows print organizations to find revenue in an entire new and extensive manner, Hiner said.

Providing facts on the methods that MLive writers are required to perform, Hiner makes it his mission to create reader-oriented content that makes ritual visitors remain so loyal.

“We have our writers interact with those readers who leave comments under certain stories,” Hiner said. “While we don’t necessarily associate comments with what interests our readers the most, it does help them feel involved.”

Hiner said that page views drawn up from online data are what help MLive identify what stories are valued most to their readers, and the ones that do not drawn large numbers – those kind are never posted again.
CMU journalism professor, Dr. Sean Baker, presented a paper about hip-hop and media titled “The Political Economy of Hip-Hop Culture in USA Today” at the annual conference of the Association for Education in Journalism and Mass Communication. The paper examined how hip-hop articles in USA Today were portrayed to the public.

“I’ve always been interested in pop culture in media, along with how it relates to race, class, and gender,” Baker said.

The paper measured the number of references to violence, race, crime, affiliations, success and observing this change over a period of time. The time frame for this paper was 1995, 2000, and 2005. Baker is beginning to start on 2010 as well.

“I started the project in 2007 with one of my students (Johnny Mann his co-author) who was working on his master’s thesis at the time,” Baker said.

USA Today provided Baker and Mann with a mainstream media source. They looked into Time, Entertainment Weekly, and Rolling Stone, but there wasn’t enough content or exposure.

“I searched USA Today articles for key words like hip-hop and rappers,” Baker said.

When hip-hop first came out it didn’t get a lot of exposure or make much money. Now that it has become more mainstream, Dr. Baker thought it would be an interesting subject to cover relating to journalism.

“Hip-hop has an interesting back story to it. It started as an underground youth movement and began to change as it became more mainstream through the media,” Baker said.

Throughout the time period of Baker’s research the major figures in hip-hop were Puff Daddy, Eminem, Jay-Z and Snoop Dogg. All of these guys are household names today because of how big, mainstream, and business hip-hop had change to be.

“The record industry changed the hip-hop culture, and in 2005 there were more stories in the business section than any other year,” Baker said.

When asked if there was something he would change about the paper, Baker said, “I would have liked to look at more images and pictures of people, but it was tough tracking them all down from the articles.”

Baker describes the thesis of the paper as that hip-hop really did change over a time-period and the media was critical of it during this time.

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Tribal Employees Collaborate with CMU Journalism Instructor

Saginaw Chippewa Indian Tribal employees learned how to prepare effective press releases during a workshop led by CMU journalism instructor Mark Ranzenberger.

On March 2, around 15-20 tribal public relations staff gathered, at the Black Elk Building, to hear Ranzenberger discuss all the elements that go into creating the perfect press release.

“People had the opportunity to write sample press releases. The workshop was very similar to the introduction to press releases I give to students in my JRN 202 classes, each year,” Ranzenberger said.

After the tribal staff wrote sample press releases, Ranzenberger discussed what an effective release should look like, where it should go, and determining whether it will be successful in reaching an audience.

“A lot of great press releases came out of the workshop,” he said.

Initially, Marcella Hadden, public relations manager, from the Tribal public relations office contacted the CMU journalism department. She requested some help to teach tribal employees how to write a succesful press release.

CMU and Saginaw Chippewa Indian Tribe have a positive ongoing relationship.

In the past, the Department of Journalism has worked with the Ziibiwing Center of Anishinabe Culture & Lifeways. The two organizations have collaborated in an effort to share the tremendous number of stories the Ziibiwing Cener has to share.

“It stemmed out of a joint initiative of the Department of Journalism and the Ziibiwing Center to look for ways to collaborate on story telling ideas,” Ranzenberger said.
I would like to receive this alumni newsletter in the future.

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

☐ 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:__________________________.

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).