



UNIVERSITY OF WYOMING

Department of Communication & Journalism

SUMMER 2018

COMMUNICATION AND JOURNALISM NEWSLETTER

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JUDITH MUHLBERG INAUGURATES STUDY ABROAD ENDOWMENT

Judith Muhlberg, who graduated with a BS in communication in 1974, created a study abroad endowment that provides \$5,000 for communication and political science majors at UW.

“In establishing this award, I wanted to ‘pay forward’ and hoped to influence the lives of others with life-changing experiences,” Muhlberg said.

Muhlberg is currently a public relations consultant for Gagen MacDonald and advises Fortune 500 companies. She is also an

adjunct professor at Georgetown University master’s degree program in Public Relations and Corporate Communications.

“My own personal experience with a study abroad opportunity during college proved to be life-changing and influenced my career and personal path forward from that point on,” Muhlberg said. “There is simply no better time. The world is your oyster, so crack it open!”

When she deferred her plans to go to law school in order to study in another country, Muhlberg found that her life would change forever.

“Mike Horan intervened in my Yale Law School plan in 1974 and suggested that I defer my law school plans to take a much more ‘beneficial’ path of study – by going abroad for a year,” Muhlberg said. “In addition to bridging my Swedish and American families of 200+ members, I also met Peeter, my husband and BFF of 42 years in Stockholm.”

Answering why the students should take a study abroad opportunity while they are in college, Muhlberg said they should explore other cultures and open their horizons. “I would argue that the world is shrinking, and there are great advantages to leading that trend!”



Muhlberg, cont. on page 2

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Muhlberg, cont. from page 1

In May 2012, Muhlberg was named A&S Outstanding Alumna by the University of Wyoming. She also earned a Juris Doctorate at the Michigan State University.

Muhlberg began her career in The White House during the Ford Administration, serving as an aide to two chiefs of staff and later as an assistant to the director of the White House communications office.

Later, Muhlberg spent a 32-year career in business with a progression of positions at Ford Motor Company over more than 20 years and as a senior vice president of communications at Boeing and Sprint Nextel.

Muhlberg aspires to create an alumni group of internationally focused individuals who have the potential to become an integrated network with connections and an international mindset. "International experiences will bring a deeper insight into world issues and could aid in understanding differences that can be mitigated."

"This is a life-changing opportunity!" Muhlberg said. "Even if you have a personal goal to simply travel the world, there is no richer opportunity to engage and immerse yourself in another culture and broaden your horizons than a study abroad!"

First Muhlberg scholar rediscovers herself in Australia

Abby Rose, a communication major from Cheyenne, spent the Spring 2018 semester at University of Queensland, Australia, as the first Judith Muhlberg Study Abroad scholar.

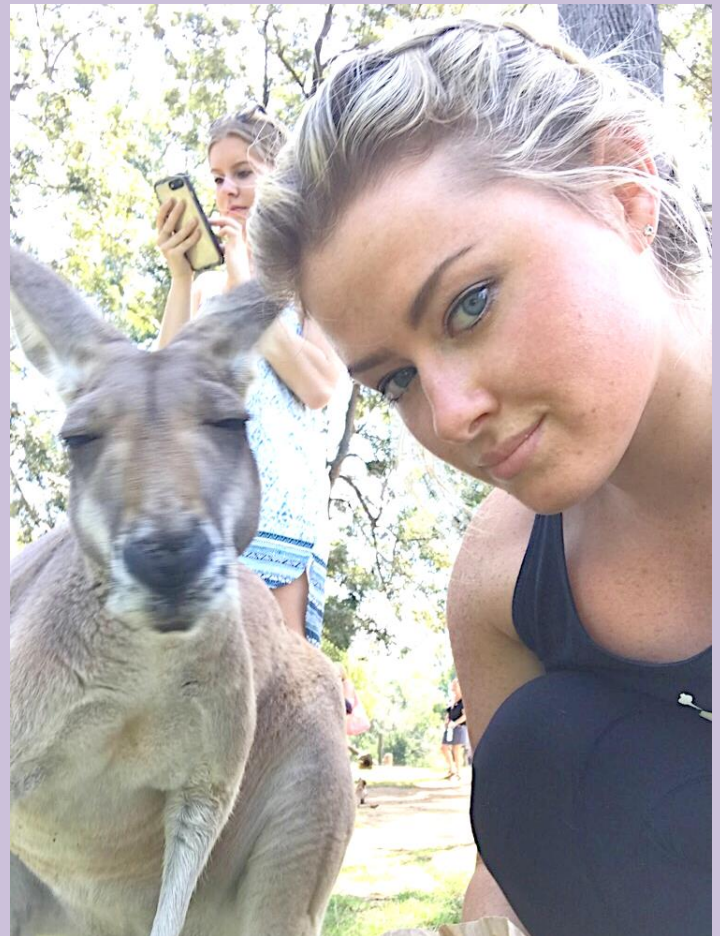
"The amount of personal growth I experienced within the past six months is something no amount of education inside a classroom could have taught me," Rose said. "I am forever grateful for this opportunity and to Judith Muhlberg for contributing financially."

Rose wanted to travel to Australia after being captivated by an episode of the Oprah Winfrey show at the age of 13, where Oprah was comparing the cultural and lifestyle differences between the two nations.

She is overwhelmed and thanked Muhlberg. "I want her to know that she helped one little girl's dreams come true! She has inspired me to one day help another girl grow into a strong woman who isn't afraid of what the world has to offer."

Rose believes that the fear of stepping out of their comfort zone and disrupting their own status quo are the reasons why most people do not take the opportunity to explore.

"Traveling abroad comes at a financial expense, but



the experience and lessons learned about myself and the world around me are priceless," Rose said. "I have finally figured out that this world is actually a lot bigger than those Wyoming skies."



Anderson is set to explore the sea!

Nicholas Anderson, a communication major from Carthage, New York, will spend the Spring 2019 semester traveling the sea to Spain, Ghana, South Africa, Mauritius, India, Myanmar (Burma), Vietnam, China, Japan and Hawaii, thanks to the prestigious

Judith Muhlberg Study Abroad scholarship that Anderson earned.

Anderson believes he will be able to observe and learn about how people in other cultures communicate. "I will be able to gain a better understanding of people, their lifestyles, values, and what is important to them, as well as see some of the issues these countries face first hand."

"I can't thank Judith Muhlberg enough for her generous scholarship," he said. "I would just like to tell her how privileged I feel and that she really is making this once-in-a-lifetime opportunity possible."

Anderson and Rose aren't the only ones who appreciate the grant.

"Judith's donation has provided some life-changing opportunities for the students who have received the scholarship," Dr. Cindy Price Schultz, COJO Department Head, said. "She perceived a need and now communication majors can study abroad to learn more about other cultures and apply that to their lives. Thanks, Judith!"

LINHART SPEAKS TO UW GRADUATES AT SPRING '18 COMMENCEMENT

An industry and community leader, and founder of Denver-based Linhart PR, was the keynote speaker for the Spring 2018 commencement ceremony.

Sharon Haley Linhart, an alum who graduated from UW (1973) in journalism, recalled her own day of graduation and empathized with the students' struggle, test of endurance and willpower. "You persevered and have a reason to celebrate. The reward for your hard work is at hand," she said.

While sharing her wisdom, she remembered the words of her first client, Bill Daniels, also known as the 'father of cable television.' "Bill called capitalism the Eighth Wonder of the World and... as an entrepreneur, I couldn't agree more."

Linhart also remembered her dear friend, Larsh Bristol, in whose memory she and others created a Fellowship and which over the last ten years has helped aspiring photojournalists at UW. "Larsh and I learned the craft of storytelling through good writing and great photography – the basics of real journalism," she said.

"Use your education as a foundation for continued learning and exploration," Linhart said. "I urge you to protect your integrity, speak your truths and uphold your values. Be known for always doing the right thing, regardless of the consequences, political correctness, or popular opinion."



LANDREVILLE RETURNS FROM SABBATICAL; IS PART OF \$20 MILLION GRANT FROM NSF



Dr. Kristen Landreville was on a sabbatical in Fall 2017 to expand her research on science communication by examining the factors involved in effective communication of science to key stakeholders, including the public, journalists, and policy-makers.

Last year, UW's EPSCoR (Established Program to Stimulate Competitive Research) program received a \$20 million grant from the National Science Foundation (NSF) for a five-year microbial project and the Communication and Journalism Department has an important role to play.

"It is an opportunity to make science and scientific projects a little more palatable," Emily Stewart Vercoe, education, outreach, and diversity coordinator for EPSCoR, said to the *Laramie Boomerang*.

Science communication is essential to make meaning of the research and convey the significance of discoveries to the community at large. Landreville created a new science journalism course for the COJO undergraduate students.

One of the components of the grant relevant to science journalism is the Summer Science and Environmental Journalism Internship Program. "Five paid journalism internships at Wyoming newspapers will be created in the summers of 2019-22," Landreville said.

\$1,000 in award money would be presented each year from 2019 to 2022 for best environmental journalism and the winner would get their next year's Wyoming Press Association convention registration, travel, and hotel covered.

Landreville will do a workshop on science journalism at WPA in Jan. 2019 and more money would be made available to fund future workshops.

"It is rare that people in our field get any grants, much less one of this magnitude. Kristen will have an opportunity to have tremendous impact on science communication and journalism in the state of Wyoming and beyond for many years," Dr. Cindy Price Schultz, COJO Department Head, said.



Jamie Hampton, a recent journalism graduate, earned recognition as one of the Top 20 A&S Outstanding Graduates for 2018. She received the award from Dean Paula Lutz at an awards ceremony. in May '18.

SCHOLAR FROM CHINA HAS YEAR-LONG VISIT TO COJO



Chuanlin Wang, a multi-faceted scholar from Hunan Province, China, spent 2017-18 at UW with COJO. She plans to do a Ph.D. in

the future. “This experience at UW would help me apply for a professor rank in China,” Wang said.

Wang earned an MBA degree at Shanghai University of Finance & Economics and has been working with various national and international organizations and in various functions, including sales and administration roles. She also taught Mandarin to foreign exchange students in China and has closely worked with senior management in international communication.

“Laramie is a beautiful city. It is safe and peaceful,” Wang said. “The people are very helpful. Dr. Schultz’s and Dr. Patton’s classes were very interesting. Dr. Li has the knowledge of identifying cultural differences.”

Wang had fun exploring Laramie. “I went hiking at the Snowy Range, snowshoeing with the International Students Association and to the International Association of Women at Denver,” she said. “I also flew a small plane at the Laramie Aviation Club!”

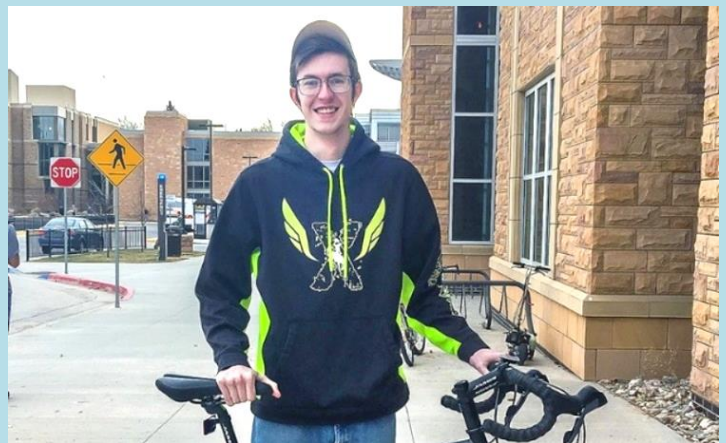
“It’s been a privilege to have Chuanlin be part of our department this year,” Dr. Cindy Price Schultz, COJO Department Head, said. “I was able to work with her on some of her media management and public relations research, so I learned some interesting applications of intercultural communication and how they affect Chinese companies manufacturing in the US. Hosting her was a great opportunity for all of us!”

COJO SCHOLAR BIKING FOR A CAUSE – CANCER

Reo Radford, a senior in journalism from Torrington, is traveling with a group of college students on a 70-day, 4000+ mile ride beginning on June 3 from Baltimore, Maryland, and finishing at Seattle, Washington, on August 13, raising money and awareness for the Ulman Cancer Fund for Young Adults.

“I’m riding 4,000 miles this summer to honor those who have lost the fight and those who are still fighting,” Radford said. “I believe that everyone should find something bigger than themselves to dedicate themselves to at least once in their life.”

Radford’s team consists of about 30 people from all over the U.S. and each individual was required to raise \$4,500, some of which will help cover trip costs,



but as much as 90 percent goes to young adults battling cancer.

“The support means a lot – not just to me – but to the people who can use that money and deserve to use that money,” Radford said to the *Torrington Telegram*.

SPRING 2018 COJO FACULTY KUDOS

KRISTEN LANDREVILLE

Landreville presented “Creating a Culture of Science Communication at UW” to a crowd of scientists, science communicators and practitioners, students, and faculty.

This presentation was related to her collaboration in a science communication and journalism capacity on a five-year \$20 million microbial ecosystems project at UW awarded by the National Science Foundation.

Landreville also discussed “fake news” and partisan news in a report by *The Sheridan Press*.

JUSTIN STEWART

Stewart was recognized at the College of Arts and Sciences Awards Banquet for Extraordinary Merit in Teaching and received a \$1,000 award.

CHIA-FANG (SANDY) HSU

Hsu is serving as the chair of the Intercultural Communication division of the International Communication Association.

Hsu also published two book chapters: “Immigrant Migration and Communication Apprehension” in *Migration, Communication, and Politics* and, “Intercultural relationships” published in *Global perspectives on intercultural communication*.

Hsu’s research study, “An examination of trait perspectives and component theory of online writing

apprehension: Motivation, fear of negative evaluation and self-perceived writing competence as predictors” was published in *Northwest Journal of Communication*.

CINDY PRICE SCHULTZ

Price Schultz presented at the World Media Economics and Management Conference in May at Cape Town, South Africa. Her presentation was titled, “Doing Digital News: A Comparison of Three Business Models.”

TRACEY PATTON

Patton was the keynote speaker at the 32nd Rocky Mountain Communication Association Conference in April at Regis University in Denver.

Patton also published a chapter “Obscured Collaboration: African American Presence in the Myth of the White West” in the book, *Freedom’s Racial Frontier: African Americans in the Twentieth-Century West* edited by Herbert G. Ruffin, Dwayne A. Mack, University of Oklahoma Press.

Patton was invited as guest speaker and panelist at *The Black Panther* movie discussion for Laramie High School. She also received tens of thousands of dollars in grants recently to help fund her 2018-2019 sabbatical in Germany titled, “A Nation’s Undesirables: Mixed Race Children and Whiteness in the Post-Nazi Era.”



Mike Brown (Center), professor emeritus of journalism in the COJO Department, coordinated a visit in June with nine students from Kazakhstan (Second row). The women are master's students from al-Farabi National Kazakh University's journalism program. Brown and his wife, Bernae, hosted the students at their house for a celebration dinner. Brown started a student exchange with the Kazakh university in 2012.

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