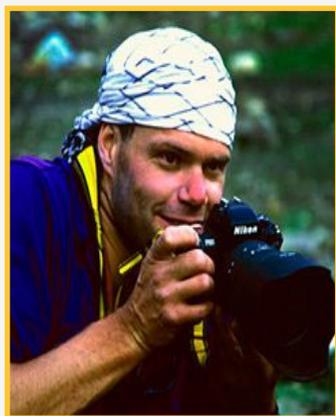


# Bobby Model Professorship in Photojournalism and the Bobby Model Excellence Fund Created

*Based on a story written by Sunnie Lew, UW Foundation*



*Bobby Model*

When viewing Bobby Model's photography portfolio, his spirit of adventure is evident.

His work is nothing short of gripping—images of vast landscapes at dusk, climbers scaling seemingly impossible boulders and intimate portraits illustrating culture, labor, and joy. He was a storyteller, highly skilled in capturing whole narratives within a single shot.

"As a climber you find yourself in so many beautiful locations," Bobby Model said, "often early in the morning and late in the evening when the light is perfect. It's an ideal perspective."

In 2019, the Bobby Model Professorship in Photojournalism and the Bobby Model Excellence Fund in Photojournalism were established in the Communication and Journalism Department by Bob Model to honor his son. Bobby passed away in September 2009 while recovering from a tragic accident, resulting in a traumatic brain injury that had occurred in South Africa two years prior.

Starting next fall, the first Model professor will begin to teach students photojournalism and visual communication skills.

"Students for decades to come will be touched by the classes and other projects that will be conducted because of the excellence fund," COJO Department Head Cindy Price Schultz said. "What a remarkable gift to commemorate Bobby's life!"

In his short 36 years, Bobby Model followed his passions and lived an extraordinary life. He was an explorer of the world, drawn to the beauty of natural landscapes and the human experience. Born in 1973, Bobby grew up on a ranch near Cody. He had a deep appreciation for remote areas and mountainous terrain.

While earning his degree in environmental economics at the University of Wyoming, Bobby discovered photography.

"What really impressed me about Bobby was his humility and his desire for continued growth," Ken Smith, professor emeritus of journalism, said. "He was focused from the start. As a student, he knew what he wanted to achieve through photography. As a professional, he quickly accomplished these goals."

Bobby had an incredible gift and received international recognition for his breathtaking photos. Over the course of his career, he covered mountaineering expeditions spanning five continents. An exhibit of Bobby's was featured at the Banff Centre for Mountain Culture, and his work was published in *National Geographic*, *Outside*, *New York Times*, and *Mother Jones*.

In addition to being a remarkable photographer, Bobby was also a proficient climber, picking up the sport at 15. In 1995, he was asked by professional free climber Todd Skinner to join a Wyoming team of "cowboy climbers," giving him the opportunity to participate in the world's first grade VII free climb at the Trango Towers in Pakistan. The climb requires an extraordinary level of skill, tenacity and heart.

(Model, cont. on p. 2).

## BA in Journalism remains at UW

With the budget cuts at the University, various programs are being examined. The Bachelor of Science degree in journalism only has one or two graduates a year, so it was put forward by the dean of Arts and Sciences to be cut.

But the Bachelor of Arts in journalism still exists, unlike some stories you may have seen in certain media outlets.

"This year has shown that journalism is more important than ever, so we want to make sure our alumni and friends know that the Bachelor of Arts degree is still available to students at UW," Department Head Cindy Price Schultz said.

If you have any questions about the degree, please contact Price Schultz at [cprice@uwyo.edu](mailto:cprice@uwyo.edu).

(307) 766-3122

[cojoofc@uwyo.edu](mailto:cojoofc@uwyo.edu)

[uwyo.edu/cojo](http://uwyo.edu/cojo)



College of Arts and Sciences  
Communication  
and Journalism

## (Model, cont. from p.1).

The Wyoming climbing team earned acclaim for the expedition, which was covered in the April 1996 issue of *National Geographic*. A photo of Bobby ascending the steep granite tower above the alpine rock valley was featured on its cover. Images he shot during the expedition were also published in the issue. He would later be selected as an Emerging Explorer by the *National Geographic Society Missions Program*.

In 1997, after graduating from the University of Wyoming with honors, Bobby's view of what adventure photography could be changed during his internship with *National Geographic* magazine. His passions led him to photojournalism, where his work addressed geopolitical and social issues. During his travels, he was captivated by culture and humanity.

"I remember him showing me photos from Pakistan that were shot 15 miles beyond the furthest reaches of electricity," Smith said. "I also remember him showing some from Africa where a minor cut could become a major problem due to infection from the dung in the air."

Bobby's magnetic personality made it easy for him to connect with others. It was said, whether sharing a strong coffee somewhere in the remote reaches of the world or drinking a beer on his deck in Cody, time spent with Bobby was always an adventure.

"When you cover issues in faraway cultures, you arrive as a complete outsider. It's essential to find something in common with



*Mt. Everest Base Camp with sun star in Nepal.  
(From the Bobby Model website, m-11.com)*

people, some way to connect," Bobby said.

"One minute I may be having tea with a village elder and need to prove my knowledge of his culture and history. The next moment, I could be standing in a field with a local farmer. Only by forming friendships and earning trust am I allowed to document truly powerful experiences."

In 2004, as Bobby began to explore topics of culture and justice, he set up a base of operations in Nairobi, Kenya, to cover current events in South Africa. There, through his dedication and thoughtful approach, he was able to

honor the stories of many.

The Bobby Model Professorship in Photojournalism and the Bobby Model Excellence Fund in Photojournalism will both provide immense support for UW students.

"The Model funding will allow us to expand our expertise and create an area of emphasis for our students in this very important area," Price Schultz said. "We look forward to a growing national reputation in photojournalism."

Bobby was truly an inspiration, enriching the lives of all who knew him. Offering UW students the opportunity to develop and nurture a love for photojournalism is something his father Bob Model knows is a fitting tribute to the son he loves so much.

To view Bobby's work, visit his web page at [m-11.com](http://m-11.com) (which signifies "Model-County 11" since he called Cody home).

## COJO's Public Relation Techniques class project recognized in October issue of *Referee* magazine

Often we hear on the struggles of athletes and coaches, but we rarely hear stories from officials who are vital in making sure the game runs smoothly and in a fair manner. Because of this lack of recognition, there is a nationwide shortage of officials in all kinds of sports.

This is also an issue in Wyoming, so when Cindy Price Schultz, COJO department head, heard about this from Tyler Spear, the vice president of Albany County Football Officials Association and UW communication alum, they worked together for a solution.

This work was recognized in the October issue of *Referee*, the magazine for the National Organization of Sports Officials.

"I always need clients for the final project for Public Relations Techniques, so when I heard that some football games in Wyoming had to be postponed because of lack of officials, I knew that the students could help," Price Schultz said.

COJO seniors Owen Carlson and Rocky Cordova teamed up with ACFOA and Spear to help them recruit new officials for the organization.

"It has been a long-term issue to get people to want to be officials," Spear said.

"Having been in Dr. Schultz's class back when I was a student, I knew that this could be a good outlet for us. Like this project did for us, it is a good thing to have the university be a service to the state of Wyoming - as it should be."

Carlson and Cordova were tasked to create a local campaign in helping ACFOA's recruitment for officials and spreading recognition of the organization. They did not dive into the project blindly, but instead started by collecting information on officiating to get a clearer understanding of the industry. (*Referee*, cont. on p. 3).



Referee magazine, October 2020 issue

The students focused on improving recognition for the officials through creating current business cards for ACFOA members and brochures for them to use at job fairs. On top of those, Carlson and Cordova assisted in improving online relevance

“These efforts might seem unimportant to some, but these are the little things that officials simply do not have time for.”

NASO’s studies indicated that 80% of new officials step away after only two years of officiating. Spear stated that it is hard having to always start from scratch with new officials every couple of years.

“It is not an easy avocation. We juggle officiating with the things we have to do in our daily lives... It’s also not as simple as showing up to a game,” Spear said. “We have tests and trainings that we attend. These come out of our own pockets.”

Officials have other jobs, just as Spear is a Director of Development for the UW Foundation. But being an official is more than “a job.”

“We don’t do it for the money, or for the recognition – we do it to remain involved in a game we love,” he said. “Without officials, games have to be postponed or canceled and that is just not something we want. We do the best we can to contribute to the communities we serve.”

Price Schultz said that COJO is interested in contributing to different organizations through their classes, so anyone who needs some communication help for their groups can contact her at [cprice@uwyo.edu](mailto:cprice@uwyo.edu).

by revamping the organization’s website.

“After gathering all the needed information, the students set up their game plan and how to help the organization achieve its main goal of recruiting officials,” Spear said.

## WINTER 2020 COJO FACULTY KUDOS

### **Professor Tracey Owens Patton received a grant from the Wyoming Institute for Humanities Research for Spring 2021.**

“I am very honored that I was one of the scholars selected to be part of this UW Humanities research grant,” Patton said.

“This grant will center on my in-progress book that I hope to send to the publisher at the conclusion of the semester.”

A full story about the book will be in an upcoming newsletter after it is published, but a summary of the content relates to Patton’s own family and her mother’s search to be reunited with her birth mother in Germany after being given up for adoption with her twin sister when they were 10.

“What I thought was going to be a unique personal story turned out to

place my mother and twin right in the middle of the international expulsion of an estimated 5,000 biracial German children born to White German women and African American fathers in post-WWII Germany,” she said.

“This personal experience plunged me into a world that has guided my research agenda since 2012 as it relates to race, citizenship, and family.”

Patton has had other publications in 2020. With Nancy Small, she wrote “*Making Waves in the Water: Maxine Waters and her Challenge to Black Women’s Erasure and White Hegemony.*” In M. Goins, J. F. McAlister, and B. K. Alexander, Chapter 7. *The Routledge Handbook of Communication and Gender.*

Patton was co-author with Julie Snyder-Yuly and Stephanie Gomez for “*Welcome to Academia, Expect Cyberbullying: Contrapower and Incivility in Higher Education.*”

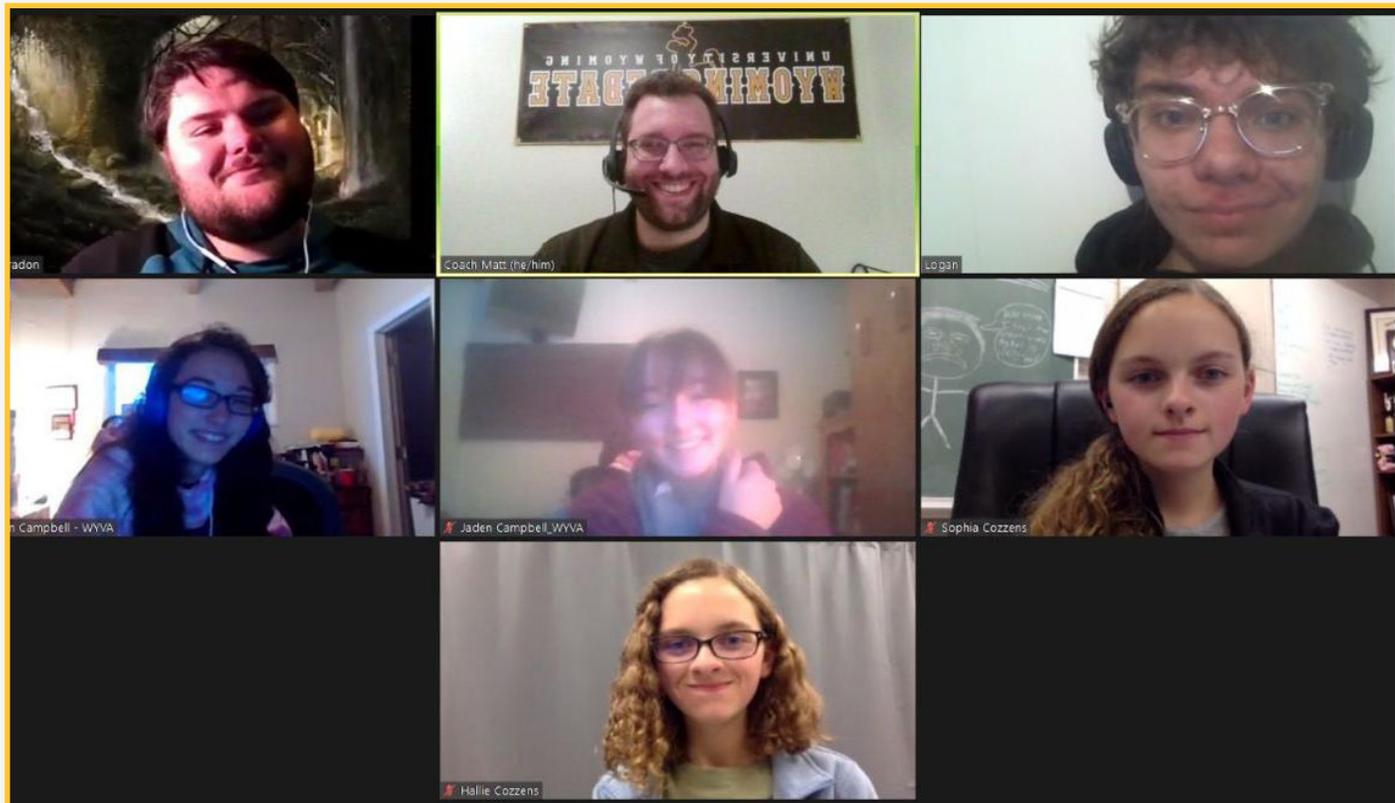
*The Handbook of Research on Cyberbullying and Online Harassment in the Workplace*, p. 242-265.

### **A book published earlier this year has several COJO ties.**

*Handbook of Visual Communication: Theory, Methods, and Media* (2nd edition) is from Routledge. Professor Emeritus Ken Smith was a co-editor with Sheree Josephson and James D. Kelly. Professor Tracey Owens Patton wrote “*Visual Rhetoric: Theory, Method, and Application in the Modern World,*” the theoretical background for the visual rhetoric section. The application chapter for the Cultural Studies section was written by Julianne Friesen Atwood, a master’s degree graduate, and Cindy Price Schultz, Department Head, “*Altering the Body/Altering Communication: Using Cultural Studies Theory to Examine Interactions Related to Body Modification.*”

# UW debate team gets recognition in local news outlets for providing free debate coaching

*Based on articles by Wyoming Tribune Eagle and Casper Star Tribune*



*Team Wyoming practicing debate strategies via Zoom. Photo courtesy of Matthew Liu, taken from the Wyoming Tribune Eagle website.*

Over the summer, the UW Debate team, along with experienced coaches and undergraduate students, created Team Wyoming, a free high-quality debate tutoring program for students in Wyoming.

The effort by Matt Liu, director of forensics at the University of Wyoming, was recognized by Wyoming Tribune Eagle and Casper Star Tribune, last December.

According to Liu, for one to compete competitively in debate at the national level without guidance from expert coaches would be extremely hard. However, having such resources is a luxury to most, making it accessible for those only from a wealthy background as it demands a lot financially from both students and parents.

Therefore, Liu founded Team Wyoming earlier last fall as a free service specially designed to supplement the instruction high school debaters receive through their school teams.

Team Wyoming's service is open to any high school debater in Wyoming and those living in the broader Mountain West region.

Because the program is online and following COVID protocols, students from all over the state are able to

participate, which cuts the cost of traveling for both students and coaches.

At the beginning of the pandemic, Liu started Bio Debate Network, a program similar to Team Wyoming, to provide feedback and practice opportunities for Wyoming high school students.

When summer comes, Liu and his team wanted to continue their efforts by making a program that is more durable, sustainable and stable.

Lawrence Zhou, graduate assistant for the UW Policy Team and chief instructor of Team Wyoming, said that debate not only helps students with public speaking, but also research skills, skill sets that allow students to have an advantage when entering college and also beyond academia.

"Debate is unlike any other activity in high school because it promotes skills that students can use throughout their whole lives," Zhou said.

Team Wyoming encourages anyone who is interested in taking advantage of this free resource to reach out to Liu via email at [mliu6@uwyo.edu](mailto:mliu6@uwyo.edu). To learn more, visit <https://wyodebateroundup.weebly.com/>.