



VilasVoice

Fall 2014 | For Alumni and Friends of the Department of Communication Arts

Lopez Creates Vilas Video Camp for Community Youth

For one week this summer, Professor Lori Kido Lopez and graduate assistant Taylor Cole Miller hosted the Vilas Video Camp with Freedom Inc. This local non-profit serves the needs of low- to no-income communities and youth of color in Dane County through leadership development and community organizing. They strive to end

"It was so great to see the students challenge themselves, learn new skills, and create something of their own ... I could tell how proud they were to see their work on the big screen."

violence against youth of color, gender non-conforming individuals, and queer youth by inspiring and empowering those most affected.

Working alongside Freedom Inc. for the past two years, Lopez is teaching participants how to tell their stories. She conceptualized the Vilas Video Camp as an outgrowth of her research on how minority communities use media for social justice and enlisted Miller, a former journalist and graphic designer, to coordinate the curriculum.



Tony Tran

Professor Lori Lopez (second from the left) and Taylor Miller (back row right) with Vilas Video Camp participants.

Camp participants learned the fundamentals of representation, photography, lighting, design, and video production under the instruction of Lopez, Miller, and Sasha Wijeyeratne of the Multicultural Student Center. The videos they created — "Love is Love" and "Free to be Me" — brought awareness to issues of gender, race, and sexuality. The students premiered their short films at Freedom Inc.'s summer leadership retreat in July.

"I was blown away by these students and their articulate activism," said Miller.

Lopez explained that it is important for her to use her research in a way that empowers local communities.

"It was so great to see the students challenge themselves, learn new skills, and create something of their own," she said. "I could tell how proud they were to see their work on the big screen. I hope that we can continue to develop the Vilas Video Camp as a way of increasing the impact of the university beyond the classroom."

"Love is Love" and "Free to be Me" at commarts.wisc.edu.

VilasVoice

is the alumni newsletter of the Department of Communication Arts at the University of Wisconsin–Madison, 821 University Avenue, Madison, Wisconsin 53706.

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Chair's Voice

Building Community

Since moving into the Chair's office in January, I have been excited and humbled to join the ranks of those who have previously occupied Vilas 6110. Maintaining the standards set by predecessors like Vance Kepley (M.A.'76, PhD'78), Michele Hilmes, and Susan Zaeske (B.A. '89, M.A.'92, PhD'97) is certainly a challenge, but one that I take on with great pleasure. Over this past year I have been most thrilled to work on a number of initiatives designed to build and further develop a sense of community among Communication Arts students and alumni.

To be sure, such efforts do not start from scratch. Groups like the Hollywood Badgers and the Communication Arts Partners (CAPS) have been building and maintaining alumni ties for some time. Such networks and connections are particularly valuable in helping us maintain a robust internship program to help students chart paths to rewarding careers after graduation.

Looking ahead, we plan to further develop the Communication Arts community with a

number of specific initiatives. First, through CAPS, we are renewing efforts to build connections with alumni and help alumni connect with each other in various ways, ranging from the organization of more local gatherings of Badgers in various cities, to keeping in touch through email and social media. In addition, this past spring we created the first official student group for

Communication Arts majors, the Communication Arts Student Association (CASA). The new group is advised by faculty mentor Professor Lori Kido Lopez and our undergraduate advising staff, but run entirely by a number of enterprising and talented students.

A gift to the Department is one easy way to get involved in these efforts, but there are numerous other opportunities as well, such as helping with our internship program (either through providing an internship, or helping support students who may be interning in your area), or just connecting with us on social media. We look forward to building an even greater Communication Arts community in the months ahead, and we hope that you will join us.



Professor Michael Xenos

Michael Trevis

YOUR GIFTS MAKE A DIFFERENCE

Your gifts, regardless of size, are essential to sustaining excellence in Communication Arts.

INTERNSHIPS:

Help us build up funds to make internships available to students across a range of income levels.

TECHNOLOGY:

Your gifts are essential in helping us keep up with the constant demands of evolving technology.

GIVING OPTIONS

ONLINE GIVING

Make a gift online through the UW Foundation at: commarts.wisc.edu/giving/.

PLANNED GIVING

If you are considering a planned gift, such as stocks, bonds, mutual funds, real estate, or bequests, contact Andrew Kitslaar at the UW Foundation at andrew.kitslaar@supportuw.org or 608-263-1658.

Thank you for your support!

Giving Matters

“Why I Give”

Gifts to the Communication Arts program are crucial to our success. Recently we have begun collecting statements from our remarkable supporters that illuminate the spirit in which they give. As you can see, people are inspired both by the lasting impact that a Comm Arts degree has on their life and work, as well as a wish to provide specific benefits for those studying Comm Arts today. We are continually amazed by the generosity of our donors. We encourage you to visit commarts.wisc.edu/giving to read more “why I give” stories from our supporters.



**Scott M. Broetzmann
(B.A.'82)**

President & CEO, Customer Care
Measurement & Consulting

I did a lot of “sifting” as a UW
Comm Arts major.

I spent countless credit hours
looking for the right fit for me:
experimenting with film produc-

tion, dabbling in theories of interpersonal communication,
fiddling with critical reviews of classic Hollywood cinema,
and exploring the nuances of small group communication.

Over the past 30 years, what I’ve “winnowed” from my
Comm Arts degree isn’t so much the right “skill set” or the
perfect “credentials.” For me, the genuine treasure has been
found in plentiful opportunities to apply lessons learned
in Vilas Hall in the service of solving every day, real-world
communication challenges.

I give faithfully to Comm Arts so that today’s communi-
cation scholars and tomorrow’s communication practitioners
can continue to make a significant, positive impact in the
world through communication.



**Vance Kepley Jr. (M.A.'76,
PhD'78)**

Professor of Film, Department of
Communication Arts

The Communication Arts Depart-
ment has been a major part of my life
since I moved to Madison with my
wife Betty (MBA'77) to begin grad-
uate studies in 1974. I am indebted

to the Department for the quality of graduate education I
received, and I feel privileged to have the chance to teach in
Communication Arts and thereby to come into contact with
so many bright and engaging students every semester.

Betty and I are particularly interested in supporting
graduate teaching assistants, and we direct some of our giving
to that end. Communication Arts is fortunate to have superb
TAs on the staff year in and year out, and they make a vital
contribution to the quality of our undergraduate major.

Spotlight on Critical Support for the Digital Realm

Thanks to a generous gift from George (B.A.'80) and Pamela Hamel, the Department was able to purchase numerous pieces of industry-standard digital production equipment, such as Canon C500 4K Cinema Cameras and Sennheiser shotgun microphones, to further support instruction in advanced film-making techniques. This equipment was immediately put to use by students to make short films submitted to film festivals around the country. We are tremendously grateful for this gift. The Hamels' support has made a significant impact on the projects our students complete in the course of their studies.

Digital Studies also received generous support from the Milwaukee-based media company Journal Communications, which enabled us to create a dedicated fund to promote continued development of research and teaching in the Digital Studies program.

These gifts exemplify the great impact individuals and corporations can have on our Department. Alumni like you help us remain one of the top departments in the field. *Thank you!*

EXPLORING CAREER OPTIONS

A Course of Action

The Communication Arts program encourages students to explore career options through internships. In the last 10 years, more than 700 hundred students have earned credit while completing an internship. In 2008, Stephanie Dorman (B.A.'09) interned at the U.S. Department of State. She has continued to immerse herself in the struggle for international human rights since her involvement in the Comm Arts internship program. Last year, more than 70 students gained practical experience at companies and organizations across the country. Soon the College of Letters & Science Career Initiative will provide students with access to greater resources for charting their career path.

Dorman Records Syrian People's Journey

As the conflict in Syria has escalated, hundreds of thousands of Syrians have fled the country seeking safety. Turkey has accommodated Syrian refugees with camps that provide services and facilities, but the camps have long since reached capacity, forcing the majority of Syrians to find refuge in towns and cities across the country.

For five months in 2014, Stephanie Dorman (B.A.'09) worked with the YUVA Association, a Turkish non-governmental organization that assists those living outside of the camps. Dorman set up a monitoring and evaluation system to assess YUVA's educational and psycho-social support services as part of her fellowship with Duke University. The Syrian refugees welcomed Stephanie into their homes, answering her questions about their education and protection experiences and their needs. During the interviews, the families often expressed the concerns of their lives, shared their stories of loss, and spoke of their longterm plans to return to Syria.

"It was a very special experience, and I feel really lucky that the Syrian families that I got to work with really opened themselves up to me," Dorman said.

Now back in the States, Dorman is drafting a report of her research, which she hopes will be helpful for other international organizations and the local organizations in Turkey. Dorman said the Syrian people, despite the trauma they have endured, were incredibly warm and resilient, and she is still



Stephanie Dorman (second from left) with her Syrian research team

processing the impact of her experience with them. What she does know is that it will inform her actions both personally and professionally for the rest of her life.

Do you have an internship opportunity?

- Tweet @commarts #internship
- Post to University of Wisconsin–Madison Communication Arts Group on LinkedIn

Gaining Experience in the Field

Students enrolled in Comm Arts 614 and 615 gain valuable experience interning with companies and organizations across the country. Here are the companies who provided our students with internship opportunities in 2013–2014.

California

Beacon Pictures
CBS Broadcasting, Inc.
Conan
Cool EatZ Publishing
Ensemble Entertainment
Good Universe
Kinetic Content
Live Nation
The Tour Volume Bus

Florida

The Daily Quirk

Illinois

CBS Radio
Grossman & Jack Talent
The Michael Group

Massachusetts

Fancred, Inc.

Minnesota

Clear Channel Media &
Entertainment
CW23

Missouri

KTVI/KPLR

New York

CBS News
The Daily Show with Jon Stewart
The Donna Karan Company,
LLC
Key Group Worldwide
Lloyd & Company
Prada USA
Rebecca Minkoff
Sony Music
*The Tonight Show with Jimmy
Fallon*
Vinnie Potestivo Entertainment
The Wendy Williams Show

Texas

The PR Boutique

Wisconsin

5-Hour Sample, LLC
Arthritis Foundation
The Badger Herald
Badger Sports Properties
Cherry Blossom Events
Clear Channel Media &
Entertainment
Cub Radio, Inc.
Entercom Madison
ESPN Madison



Allison Cott on set, *The Wendy Williams Show*

ESPN Radio
Her Own Words, LLC
Jonk Music
Lakeshore Chinooks
Madison Children's Museum
Madison Mallards Baseball Club
Madison Public Library
Monona Terrace Community
and Convention Center
PlayOn! Sports Midwest, Inc.
Restaino & Associates

The Rock Company
Roto Sports Inc.
Special Olympics Wisconsin
Thermo Fisher Scientific
University Communications
UW–Madison Athletics
WBUW, CW 57, Madison
Wisconsin Badger Football
Wisconsin Union Conference
Services
WJQM Midwest Broadcasting

Charting a Path

Students in UW–Madison's College of Letters & Science are bright, creative, and hard-working. Each fall, they bring fresh perspectives and inquisitive minds to campus. But they face challenges as they prepare for life after graduation — whether it is four months or four years away. Competition for jobs is fierce and young Badgers need to articulate what they have learned, in and out of the classroom.

To help them learn how, Dean John Karl Scholz launched the Letters & Science Career Initiative (LSCI), which will engage students in personal and career development from the time they step on campus to graduation.

The LSCI is a new, coordinated approach to serving students across L&S departments and programs. The initiative will spark students' imaginations about career possibilities, help them find majors that align with their passions, connect them with strong alumni networks, and coach them to talk about the lessons and skills they learned at UW–Madison.

In addition, the LSCI will:

- recruit and hire more academic and career advisors
- launch a new sophomore-year academic- and career-planning course
- analyze alumni data to help students plan their own career trajectories
- open doors to alumni mentors who can share tips, strategies, and opportunities

You can help. Dean Scholz is looking for alumni, friends, and parents who can share valuable insights about the job market, internships, career development, and more.

To get involved, visit go.wisc.edu/lsci or email the LSCI team at careerinitiative@ls.wisc.edu. You can also read more about the LSCI in this year's L&S Annual Report at go.wisc.edu/annualreport.

Alumni Profile

DeMerit Earns Degree

When Susan DeMerit (B.A.'14) started her degree, letters from home arrived with a 15-cent stamp and a gallon of gas cost 86 cents. Last January, DeMerit returned to campus to finish her degree nearly 35 years later. She had considered completing it many times over the years, but the timing never seemed right, until she hit a roadblock at a job interview. DeMerit was told no degree, no job. It was time to return to Madison.

DeMerit, who had been living on the west coast for many years, put her life on hold, enrolled in classes for the spring semester, and moved back to Madison for eight months.

Upon her return, she noticed technology had transformed the educational experience. Tools like e-mail and Dropbox helped students and instructors connect with each other. She also discovered that being assigned a research paper did not necessarily mean a trip to the library. She accessed online databases, downloaded journal articles, and chatted with a librarian, all from her computer.

Among the changes, DeMerit also found similarities.

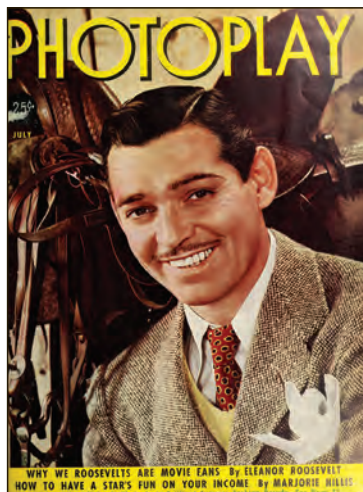


"I was shocked and pleased to see that the bluebook is still a staple of the university experience!" she said. "Many things were actually the same, especially the quality of the instructors. So many excellent, passionate educators!"

Congratulations to Susan DeMerit on completing her degree!

Digital Zines Win Kudos

Casual classic movie fans and film scholars have a free, online tool for tracking down answers to their media history questions. Lantern, a search platform developed by Professor Eric Hoyt, provides easy access to the Media History Digital Library's collection of over 1.3 million pages of film and broadcasting magazines. The site has won awards from the Society for Cinema and Media Studies, American Association of School Librarians, and Popular Culture Association and American Culture Association. Give it a try at lantern.mediahist.org.



The Communication Arts Student Association

The newly formed Communication Arts Student Association (CASA) is accepting members this fall. The organization is hosting a variety of events, ranging from guest speakers representing all aspects of the field to study sessions with fellow students. "We are really looking to strengthen the communications community, both on campus and professionally," says CASA president Anna Reubish.



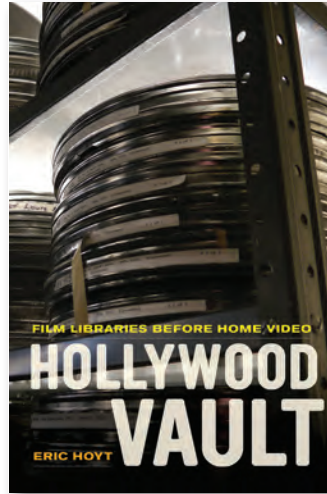
RANKED #1

The University of Wisconsin–Madison was ranked number one in Communication and Media Studies by the QS World University Rankings. The assessment examined academic reputation, employer reputation, citations per paper or faculty, and H-index citations.

Professor's Voices



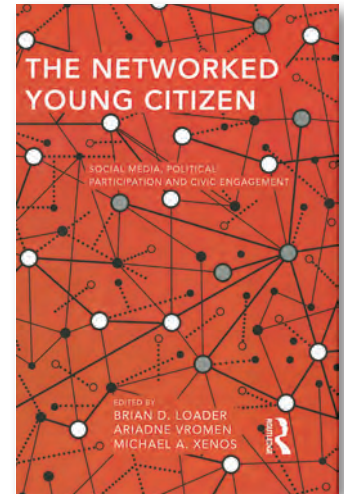
Karma R. Chávez
Queer Migration Politics



Eric Hoyt
Hollywood Vault



Jeff Smith
*Film Criticism, the Cold War,
and the Blacklist*



Michael A. Xenos
*The Networked Young
Citizen* (edited with
Brian D. Loader and
Ariadne Vromen)

Class News & Notes

Elisa All (B.A.'90) is the founder and president of 30Second Mobile, which produces content for mobile devices. The company's creation, 30Second Mom, was selected as one of the five hottest startups in Chicago by The Digital Collective. All is one of two recipients of the University of Wisconsin–Madison Entrepreneurial Achievement Award — an honor that recognizes talented and creative UW–Madison graduates and faculty members who have built successful companies that create jobs and contribute to economic growth.

Katie Greenway (B.A.'10) is a staff writer on a new Nickelodeon series, *Bella and the Bulldogs*.

Bryana Kortendick (B.A.'14) is a sales and business development intern with the Green Bay Packers.

James Peterson (M.A.'84, PhD'86) is a federal judge for the United States District Court for the Western District of Wisconsin. Judge Peterson was sworn in at an investiture ceremony on May 30, attended by a number of friends and several public officials. Among the speakers was Judge Peterson's film studies professor, David Bordwell.



Judge Peterson and Professor Bordwell

Jill Solloway's (B.A.'87) comedy-drama series *Transparent* premiered this fall on Amazon Prime. Soloway won the Sundance 2013 U.S. Drama Directing Award for her feature film, *Afternoon Delight*, and has written and produced for HBO's *Six Feet Under*.

We want to hear from you!
Send us your update: commarts.wisc.edu/alumni/send-update.
Please update your contact information in the Alumni Directory at uwalumni.com/directory or call (888) WIS-ALUM (947-2586) or email changes to AlumniChanges@uwalumni.com.



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Join the University of Wisconsin-Madison Communication Arts Group on LinkedIn.

Aaron Cohen (B.A.'03) and Gabe Gronli (B.A.'04)
with their Emmys for Outstanding Writing for a
Variety Series—*The Colbert Report*.