

DEPARTMENT OF COMMUNICATION ARTS

Alumni & Friends

WINTER 2003

ALUMNI PROFILE Scott Broetzmann

DID YOU KNOW?

Citizens who served on juries that reached a judgment were 10% more likely to vote in an election than citizens who did not serve on juries or who served on juries that could not arrive at a decision. John Gastil (PhD '94) discussed his research on the relationship between citizens' participation in public deliberation and their civic involvement at a recent department colloquium.



Professor Susan Zaeske was honored with fellow Distinguished Teaching Award winners at a rainy Badger football game this fall.

FEATURED ALUMNI UPDATE

Nancy Holley (MA'77), Trial Attorney for the Office of the U.S. Trustee, Division of Justice, in Houston, Texas, recalled writing her thesis before the personal computer during a recent visit. Sighing then laughing, she recounted how each of her seventeen drafts had to be typed out with carbon copy paper.

Recent graduate, Andrew Calof (BA '01) is living his dream. He has been working with director Todd Phillips on the movie *Starsky & Hutch*, starring Ben Stiller. Look for it in theaters March 5, 2004.

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Customer Rage



Have you run out of patience with customer service? Scott Broetzmann (BA '82) is founder and President of Customer Care Measurement & Consulting, a Virginia-based firm that researches customer satisfaction and its dark side: Customer rage. He oversaw a national survey of 1,094 households that asked consumers about their frustrations with products and services, ranging from automobiles to medical care. The results provided a whole new picture of the ways in which U.S. companies are irritating their customers. For example, over two-thirds of the persons surveyed reported having experienced rage over how a complaint was handled. Twenty eight percent said that they had yelled or raised their voice and 16% desired revenge. What are they so upset about? Fifty-nine percent wanted an apology, but only 5% said that they received one.

In the age of the internet, it is tempting to think that technology can solve many of the world's problems. But Scott's research revealed that companies frequently miss opportunities to build positive relationships with their customers

by forcing them to take their complaints through a maze of voicemail, email, and self-service technologies. Although 62% of respondents said that they just wanted to vent, Scott notes that "You can't ventilate to a machine. There are certain kinds of problems that are never going to be solved by technology."

The road from Madison, WI, to Alexandria, VA, was a long one with many stops. In the late 80s and early 90s, Scott put his communication degree to work for the Better Business Bureau, managing dispute resolution programs. He later joined the Technical Assistance Research Programs (TARP), the company whose research convinced US businesses that effective complaint handling is a sound marketing strategy. Last year, Scott founded his own consulting and research practice – Customer Care Measurement & Consulting – to help corporations improve their customer care investments.

Scott has helped over 300 companies and organizations improve their customer care – here and in Europe – and he attributes much of his success to the material that he learned as a Communication Science student at UW. "Not a day goes by that I don't use one or more of the concepts I learned when I was a student," he said.

STUDENT PROFILE Katherine Spring MA '01

Sound Film

The mid-to-late 1920s were significant years for the American film industry. Following the advent of sound recording technology, the industry underwent a massive restructuring to accommodate the transition from silent to sound cinema. Though much research has been done on this era, little has focused on film music or the studios' new dependence on the recording industry during this period. As a PhD student, I am researching this developing relationship between the converging film and music industries. What sorts of deals did the studios engage in with music publishing houses to avoid copyright fees? How were films and music of this era cross-marketed? What kind of music was chosen for soundtracks? By learning more about the relationship between the film and music industries during this time, film, I hope we can better understand the nature of the conglomerations we see in today's media landscape.

When not researching '20s cinema for my dissertation, I program films for one of the finest theaters in this city, the UW Cinematheque. The Cinematheque, located in 4070 Vilas Hall, is a subsidiary of the Comm Arts Department and a branch of the Wisconsin Center for Film and Theater Research. Throughout the year, I work with a team of students and faculty from across the university to devise innovative film series and retrospectives. Our goal is to showcase films which otherwise do not reach Madison screens. Our series highlight the best of contemporary international cinema, classical Hollywood, independent film movements, and rarely seen archival prints. Our Fall 2003 season featured martial arts films from the influential Shaw Brothers, restored films of 1930s' Hollywood director Dorothy Arzner, a tribute to widescreen CinemaScope. Learn more at <http://cinema.wisc.edu>.



A MESSAGE From the Chair

Somewhat to my surprise, I was recently asked by my colleagues to move into 6110 Vilas Hall, the Communication Arts Chairs office. It's a humbling responsibility, and the state and university budget crisis is prompting unease in department chair's offices all around campus. Yet I can say with complete confidence and pleasure that I'm looking forward to my term of service, because the Communication Arts Department is the best it has been in years. I want to thank my immediate predecessor as Chair, JJ Murphy, for leaving such a strong legacy.

Most impressive is our current faculty roster and what that roster suggests about our department's future. Thanks to several recent hires, we now have 25 teaching faculty. It wasn't that long ago when we had



Vance Kepley

only 18 or 19 faculty members, despite our perpetually large student enrollments. We now have nine assistant professors. That's an unusually large junior faculty for a department our size, but it represents a great infusion of new blood. These new colleagues bring innovative

teaching ideas to the classroom, and their addition to our ranks will open up important domains of teaching and research. In the coming years we will be expanding our teaching in such key areas as ethnic studies as well as internet and digital communication studies. This fall we welcome our two newest colleagues, Mary Beltrán and Christine Garlough. Our junior faculty constitute an extraordinarily talented group, and assisting in their career development over the next few years promises to be the most rewarding part of my job.

Our entire faculty and staff continue to be remarkably productive, garnering major awards. In just one recent example, Susan Zaeske (BA '89, MA '92, PhD '97) became the fifth member of our current faculty to win the Distinguished Teaching Award, an impressive record for a department of our size. (Susan was afforded the ultimate honor, however, with an on-field bow at the Wisconsin-UNLV football game!)

Meanwhile the quality of our students remains very high. The University admissions office is recruiting excellent incoming classes this year's freshmen class boasts an 89th percentile median high school class rank—and the Communication Arts admissions requirements raise the quality bar even more. We will still be one of the most popular programs in the university, however, with almost 700 majors. Our graduate program maintains a 100 percent placement record for recent PhDs.

Such students will add to the ranks of our outstanding alumni—a prediction I can make with some pride as a Communication Arts graduate myself (PhD '78). The department's immediate agenda will include efforts to expand our contact with alumni and to do fund raising in the university's new capital campaign. We made a good start along these lines with a September 12 visit by several distinguished graduates to discuss future alumni relations and fund raising possibilities (see *On Campus*). Whatever the problems with the current state budget, we will succeed as long as we have the support of our alumni.

Your Gift is Appreciated

The Department of Communication Arts has a tremendous number of exciting programs, initiatives and research underway. Opportunities are plentiful for you to participate in the life of the Department by staying in touch with us, providing student internships with your company, and donating to the Department. Private gifts are increasingly critical to ensuring our excellence. Your gifts help us attract top faculty and graduate students, provide scholarships to outstanding undergraduates, upgrade our technology/facilities, and so much more.

Please consider a contribution today. For more information on making a gift to the Department of Communication Arts or including the Department in your estate plans, please contact:

University of Wisconsin Foundation
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You may pledge your support online using a secure server at <http://commarts.wisc.edu/> or use the form below:

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Please make checks payable to The UW Foundation – Department of Communication Arts, P.O. Box 8860, Madison, WI 53708-8860.

You will receive a receipt for your gift. We appreciate your support!

Feature Filmmaking Workshop

The Communication Arts Department and The Wisconsin Center for Film and Theater Research sponsored a well-attended series of workshops in July with world-renowned editor, producer, and screenwriter Mary Sweeney. Her talks focused on the technical and creative aspects of feature filmmaking and afterwards, she spoke with many students regarding the industry. She has edited film on the TV series "*Twin Peaks*" and the feature films *Fire Walk with Me* (1992), *Lost Highway* (1997), *The Straight Story* (1999), and *Mulholland Drive* (2001), produced (*Nadja*, 1995), and written screenplays for film (*The Straight Story*).

Changing Face of Media and Cultural Studies

The Media and Cultural Studies program is expanding the curriculum to reflect changes within the field.

Professor Beltrán, who is also a member of the Chicana/o Studies Program, teaches courses on race, ethnicity, and media, with a particular focus on Latinos and U.S. media. She also teaches courses in Chicana/o Studies with an emphasis on Latino popular culture and Chicanas and Latinas as activists, artists, and media producers. Beltrán is currently establishing an undergraduate course which surveys the history and issues related to the representation and participation of people of color in U.S. film, television, and popular culture. These new course offerings will provide students with a needed opportunity to critically evaluate how race and ethnicity are represented in the media of our increasingly multicultural society.

Professor Nakamura has also introduced a new area of emphasis to Media and Cultural Studies with courses that focus on the internet and other new media. She teaches an introductory course titled "Critical Internet Studies," and special topics courses such as "New Media Theory" and "Asian American Media." She was hired as part of a Visual Culture Studies cluster. Cluster hires are designed to accommodate people with widely interdisciplinary interests and to promote new areas of study across the campus. Her goal when teaching new media and cyberculture theory is to help students to see the connections between old and new media and to do close visual analysis of popular applications of the internet. She hopes to help students to bring a critical eye to their online practice and to train graduates to teach new media studies using a cultural studies approach.

Globalization studies are another growing area of emphasis in Media and Cultural Studies. Professor Michael Curtin with an



Professors Mary Beltrán, Michael Curtin, and Lisa Nakamura?

expertise in media theory, history, and industry studies regularly teaches a very popular course called "Global Media Cultures." Moreover, Curtin, who is on the advisory committee of the UW Global Studies Program, is this year leading a federally-funded faculty

seminar on "Citizenship and Global Security." Sponsored by Global Studies, the seminar brings together professors and advanced graduate students from medicine, law, education, and liberal arts to examine changing concepts of citizenship in the global era.

ON CAMPUS



A group of distinguished alumni converged on Madison on September 12–13 at the invitation of the Communication Arts Department and the UW Foundation. Louis de Boer (BA, '74), formerly an executive with HBO and now head of the media company Propeller LLC; Stuart Brotman (MA, '75), founder and president of Stuart Brotman

Communications; Edward Greenberg (MA '76), Managing Director of Global Telecommunications Strategies for the Morgan Stanley Co.; and screenwriter and producer James Hirsch (BA, History '69), co-founder of Hirsch-Papazian Entertainment. James Hirsch was also accompanied by his nephew Richard Remis (BA '97) who is beginning a promising career as an editor at MTV. They met with faculty and students as well as representatives of the Foundation and Wisconsin Alumni Association to discuss ways that they might assist the Department in alumni relations and fundraising.

HONORS & AWARDS

Professor Michael Curtin's paper, "Murdoch's Dilemma, or What's the Price of TV in China?" won honorable mention in the faculty paper competition at an October conference entitled, "Globalfusion: Reconsidering Globalization and Communication." Sponsored by the University of Texas at Austin, the conference drew more than 150 participants from around the world.

Professor Denise Solomon has assumed the post of Chair of the Curriculum Committee.

This post oversees the curriculum for the College of Letters and Science.

Professor James Dillard has been invited to speak at a workshop entitled "Integrating Message Effects and Behavior Change Theories in the Prevention, Treatment, and Care of Cancer." sponsored by the National Cancer Institute.

The Department received an Eastman Kodak Product Grant which supports film production in higher education.

Translating Theory

"Media, Culture & Society," a project developed by Professor Zhongdang Pan, translates selected scholarly books on media and mass communication from English to Chinese. This collaboration between American and Chinese communication scholars is making core scholarly literature available to the communication research community in China, thus facilitating cross-cultural theory building in communication research.



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Rhetoric and Democracy: About an African Athens

Cape Town, South Africa from June 7 to June 11, 2004

Professor Erik Doxtader

In April 1994, on the night of his election as South African President, Nelson Mandela heralded the coming of democracy as a “small miracle” and urged all South Africans to draw from the unity of their diversity in order to create a “better life for all.” Inside and outside the country, the moment was an inspiration. Somehow, four long years of talks had pulled the country back from the brink of civil war, created an opportunity to end apartheid, and set the country on a path toward reconstruction and reconciliation.

Next year, South Africa will celebrate ten years of democracy. For scholars of rhetoric, public address, and communication, the anniversary of the “negotiated revolution” affords an important opportunity to consider the terms, functions, and power of public deliberation and discourse.

What are the rhetorical lessons of the South African transition? What are the challenges and controversies that now call for collective debate? How does the South African experience bear on and what can it gain from the public deliberations that are occurring across the continent, particularly as its citizens undertake the work of “renaissance” and “union?”

Along with Professor Philippe Salazar from the University of Cape Town’s Centre for Rhetoric Studies, I am currently co-organizing a colloquium that will convene in Cape Town from June 7 to June 11, 2004. The meeting will bring together some 100 representatives from five different international rhetoric and communication societies, including Madison Professor Susan Zaeske, who is co-organizing the colloquium’s gay and

lesbian studies symposium. In addition to hearing keynote speakers from three continents, delegates will spend significant time interacting with individuals from a number of South African governmental and non-governmental organizations, all of whom are actively involved in redressing the legacy of apartheid, promoting reconciliation, and rebuilding civil society. During the event, an afternoon at Parliament will provide a unique opportunity to meet with policymakers in order to better understand the role of public deliberation in South Africa’s ongoing transformation.

For more information, turn your web browser to the colloquium website, <http://web.uct.ac.za/depts/rhetoricafrika>, or email me at ewdoxtader@wisc.edu.