



School of Journalism  
and Mass Communication  
UNIVERSITY OF WISCONSIN-MADISON

**CLASS OF 2026**

**UNDERGRADUATES**

# SAMANTHA FELNER

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**Strategic Communication**  
Entrepreneurship

**Favorite Quote**

"Learn how to be day one ready!"



# WILLIAM MORIARTY

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**Strategic Communication,  
Communication Arts  
Sports Communication**

## **One Thing You Learned**

**"Now when I watch advertisements on TV, I can analyze them and realize details I would have never before Strat Comm!"**



# MARIE WEBB

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**Strategic Communication  
Consulting, Health Policy**

**Favorite SJMC Memory**

“J345 final pitch presentation.”



# HANNAH TUCKETT

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**Strategic Communication**  
Business, Digital Media Analytics

## **Favorite SJMC Memory**

“Being a part of Curb Magazine has definitely been my all-time favorite experience during my time in SJMC! As business director, I worked tirelessly alongside five of my peers to raise \$10,000 to print our magazine. It was such a great bonding experience, and we are still close as friends.”



# LUCINDA LINDLAND

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Strategic Communication, Spanish

## One Thing You Learned

“One thing I learned from the SJMC is the value of paying attention to detail. I learned that small choices in wording, tone, and framing can completely change how a message is received, and that awareness is something I’ll carry with me going forward.”



# JIAHAO

# LI

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Strategic Communication

One Thing You Learned

"Keep yourself on your own way."



# GRACYN KEATING

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**Strategic Communication**  
Digital Media Analytics

**One Thing You Learned**

“Everything can be turned into a story!”



# GRACE PAOLILLO

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**Strategic Communication, Reporting  
Political Science, Digital Media Analytics**

## **Favorite SJMC Memory**

“Winning best overall campaign in 345 during the spring of my sophomore year. My group worked so hard on our mock-rollout of "healthy" Cinnamon Toast Crunch, and it was rewarding to feel acknowledged!”



# DYLAN GOLDMAN

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## Reporting

Education and Educational Services,  
Political Science, History, Sports  
Communication

## Favorite SJMC Memory

"My favorite SJMC memory was winning the Tompkins Cup with Sustainibble in 2023."



# MARLEY BUCHWALD

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## **Strategic Communication**

Sports Communication, Digital Studies,  
Digital Media Analytics

## **Favorite SJMC Memory**

"My favorite SJMC memory is going to the Nitty Gritty with my J202 labmates after our final pitch presentation. It showed me how supportive and welcoming the SJMC community is, and I still take classes with a lot of these labmates!"



# LUCAS SNOW

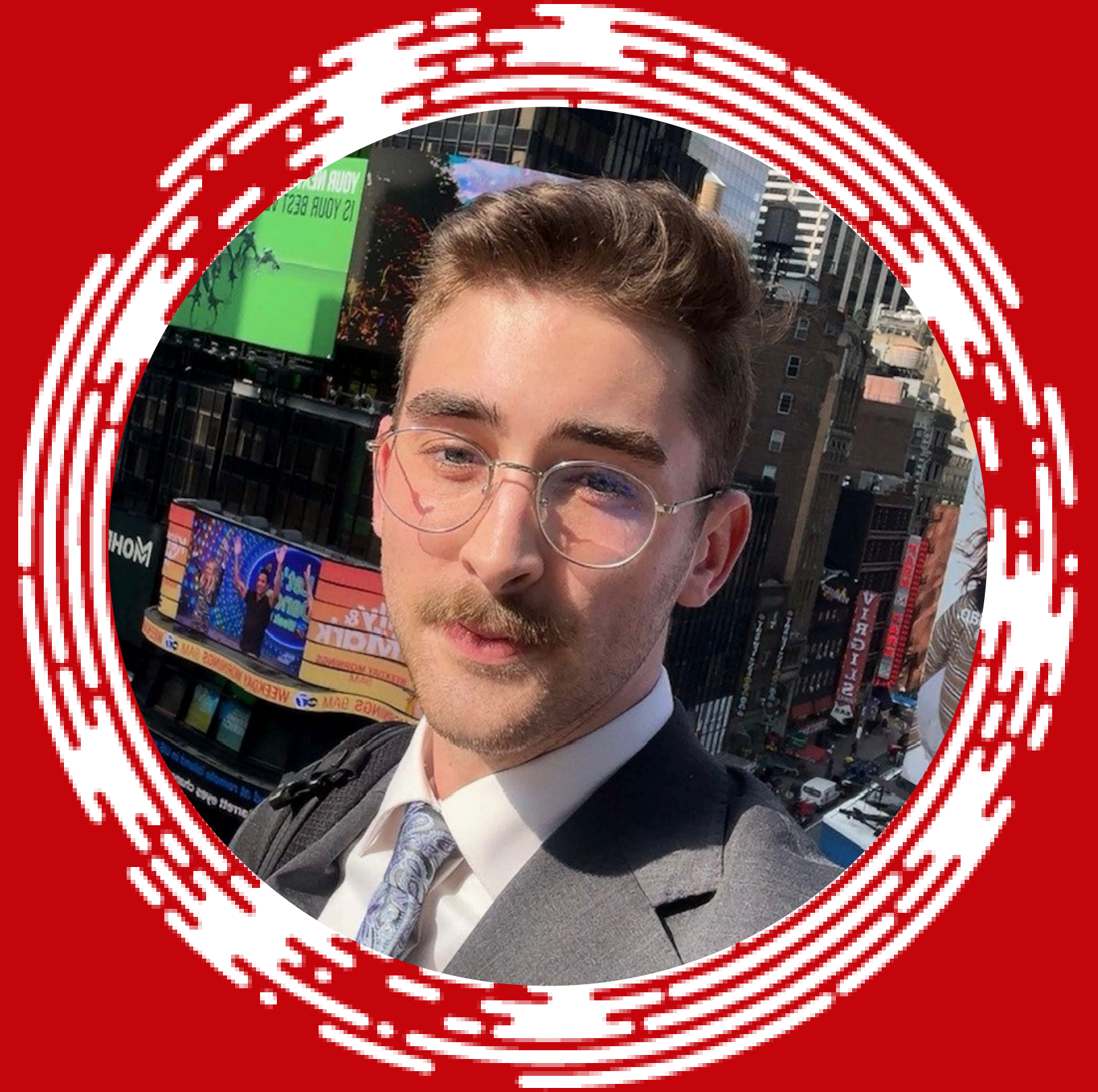
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**Strategic Communication**

Digital Studies, Digital Media Analytics

**One Thing You Learned**

“The most significant thing that the SJMC has taught me is the value of building and strengthening your connections and community.”



# KATE SCHIMKAT

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**Strategic Communication, Political  
Science**

## **Favorite SJMC Memory**

“Giving my final presentation in my last class in the SJMC! It was in J449 – my team put together real guidance and planning for the future of the SJMC, which felt really impactful.”



# DANIELLE SAVIN

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**Strategic Communication**  
Digital Media Analytics

## **One Thing You Learned**

"I learned the importance of telling stories with purpose and integrity. The SJMC taught me that communication isn't just about sharing information, it's about responsibility, accuracy and understanding the impact our words have on others."



# CLAYTON GERRANS

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Strategic Communication, Economics

## Favorite SJMC Memory

"Winning best pitch with my j345 Cheerios marketing campaign group. we worked the whole semester and it paid off!"



# ALEXANDRA WELLS

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**Strategic Communication, Psychology**  
Digital Media Analytics, Architecture

## **Favorite SJMC Memory**

“Learning from professors who were not only deeply intellectual, but genuinely caring, always encouraging us to think critically while providing support along the way.”



# ASHLEY SONNENBERG

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**Strategic Communication**

Digital Media Analytics, Sports  
Communication

**One Thing You Learned**

“One thing I learned from the SJMC that I will take with me is confidence in my voice. Through hands-on projects and presentations, I became more comfortable sharing ideas, speaking up, and trusting my ability to contribute meaningful work.”



# MADÉLINE MALOUF

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**Strategic Communication, Reporting  
Sports Communication, Digital Media  
Analytics**

## **One Thing You Learned**

"We're all part of the same neighborhood, just headed down different avenues. No matter which road we choose, we leave here with the same foundation of skills, relationships and guidance from an incredible faculty and staff."



# CHARLEY GUTHARTZ

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**Strategic Communication**

Digital Studies

## **Favorite SJMC Memory**

“My favorite part of SJMC was the people – classmates and professors who challenged me, supported me, and made the experience meaningful.”



# KATHRYN LEWICKI

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**Strategic Communication, Psychology,  
Communication Arts**

## **One Thing You Learned**

*"Storytelling is key, even in areas you never thought it could be used for."*



# LUCY LANDZBERG

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**Strategic Communication**  
Business, Consulting

**Favorite SJMC Memory**

“Rebranding Cinnamon Toast Crunch in J345.”



# SALLY PINCKERT

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**Strategic Communication**

Digital Media Analytics, Digital Studies

## **One Thing You Learned**

"I learned that effective communication isn't only about what you say, it's about understanding audiences, behaviors, and the ever evolving media landscape."



# THAMYRES REGINA COSTA

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**Strategic Communication,  
International Studies  
Digital Studies, Digital Media Analytics**

## **One Thing You Learned**

“One thing I learned from the SJMC that I will take with me is CRAP – contrast, repetition, alignment, and proximity. It reshaped how I think about design, reminding me that effective communication starts with clarity.”



# DARA SANTANA

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**Strategic Communication**  
Digital Media Analytics

## **Favorite SJMC Memory**

“Winning best campaign, voted for by the class, for our semester-long strategic communications campaign in J345. I had the best group and the class helped me find my intended career path.”



# JULIA VONDRAK

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**Strategic Communication**  
Entrepreneurship, Digital Media  
Analytics

**Favorite SJMC Memory**

“Everything about Stoughton in 202 Lab.”



# NOE GOLDHABER

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Reporting, Statistics

## Favorite SJMC Memory

"My favorite memories were all made in The Daily Cardinal office often laughing and learning from my peers!"



# ANNIE ROUZER

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**Strategic Communication, Reporting  
Digital Studies**

## **Favorite SJMC Memory**

“Law of Mass Communication with Katy Culver!  
Such an interesting class, but I also met so many  
new people who I still see on a regular basis.”



# ALEXANDER SCHMITZ

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Strategic Communication,  
Communication Arts

## One Thing You Learned

"I learned the importance of storytelling in any kind of organization's mission."



# ELLA FOLSOM

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**Strategic Communication**  
Gender and Women's Studies

## One Thing You Learned

"That good communication isn't just about saying something, it's about telling the right story, to the right audience, in a way that actually makes people listen."



# ALLIE WAINO

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**Strategic Communication,  
Communication Science, Rhetorical  
Studies**

**Business Fundamentals, Digital Media  
Analytics, Sports Communication**

**Favorite SJMC Quote**

**"KISS – Keep it simple stupid" – Stacy Baynes**



# GABRIELLA HARTLAUB

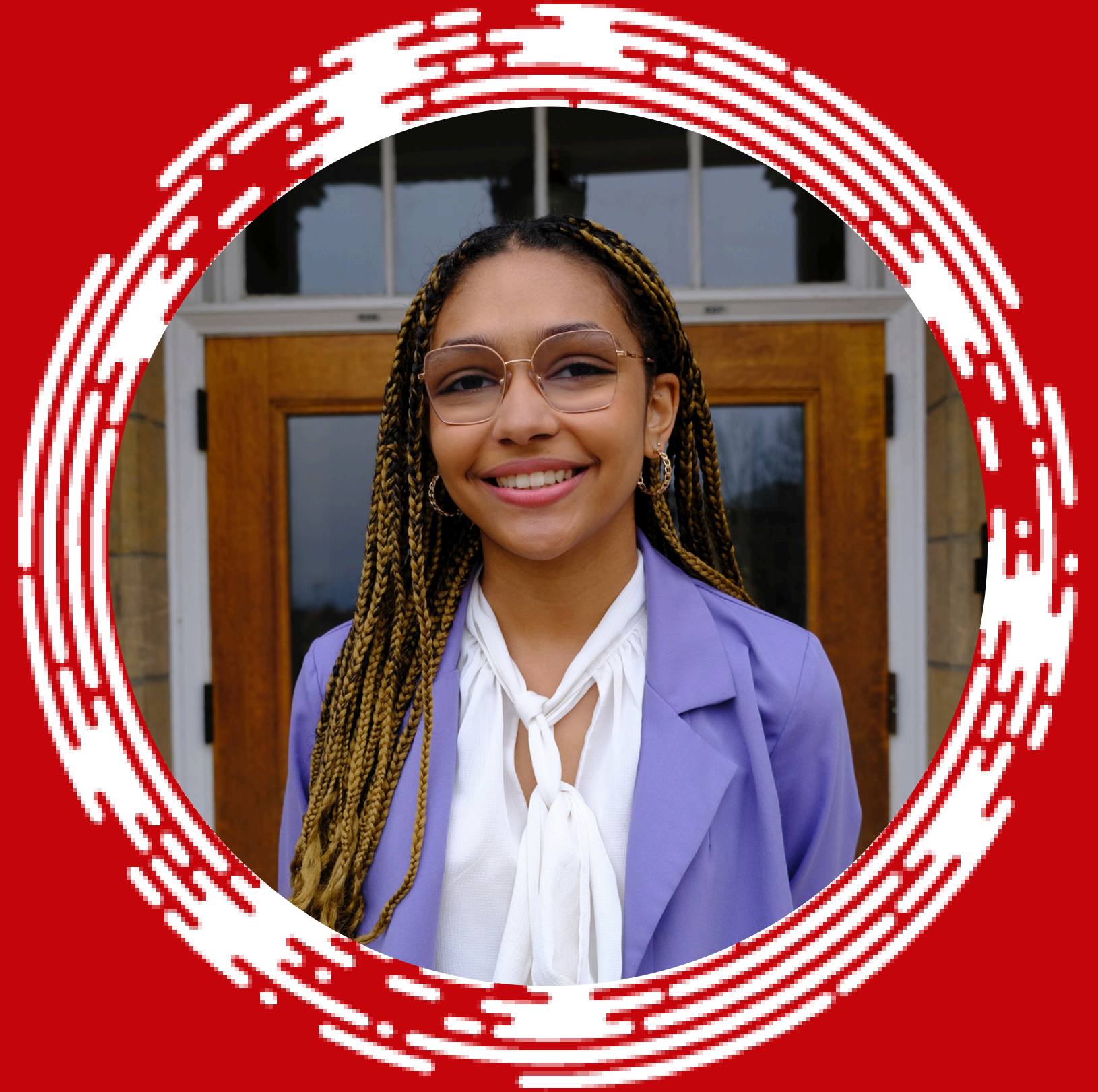
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**Reporting, Gender and Women's  
Studies**

**Sports Communication, Public Policy**

**Favorite SJMC Memory**

"Being able to be a part of CURB magazine, and the launch party where we got to show off our magazine."



# ISABELLA YOO

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**Strategic Communication**  
Digital Media Analytics

## **Favorite SJMC Memory**

“My favorite SJMC memory was sitting in Journalism 201 and finally feeling like I had found a degree that was both interesting and important to me; I was undecided for a long time about my major, and it was so fulfilling and exciting when it clicked that this was the path I wanted to pursue.”



# JAMIE OZER

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**Strategic Communication**

Digital Studies, Digital Media Analytics

**Favorite SJMC Memory**

“My favorite SJMC memories are all the team projects we did for real clients and brands. Working in teams made the projects fun and gave me the chance to meet so many people from different places.”



# ANNE STOCKWELL

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**Strategic Communication**  
Entrepreneurship, Sports  
Communication

**One Thing You Learned**

“That you are only as strong as your weakest link  
and that through collaboration with your team you  
will find success.”



# AUDREY WEBER

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**Strategic Communication, Reporting  
Digital Media Analytics**

## **One Thing You Learned**

“Make the most of the people and resources around you – you never know where they might take you in the future.”



# CAMERON SCHNEIDER

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Reporting, Communication Arts: Radio,  
TV, Film

## One Thing You Learned

"There's a story for everything, no matter how  
weird you might think it is."



# CHLOE TALBOT

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**Strategic Communication**

Digital Media Studies, Digital Media  
Analytics

**One Thing You Learned**

"I learned how to tell meaningful stories with purpose, whether through writing, visuals, or multimedia, and to always think critically about audience, accuracy, and impact."



# EMMA HUARTE

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**Strategic Communication, Reporting  
Sports Communication, Digital Studies**

## **Favorite SJMC Quote**

"You having this opportunity is not an accident, so be yourself and demonstrate to the interviewers that you are the right person for the role" -Pete Long



# NATALIE POORMAN

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**Strategic Communication**

Art History

**One Thing You Learned**

"One thing I'll take with me from the SJMC is the importance of storytelling. I learned that no matter what area of communications you go into, being able to tell a strong story is everything. Storytelling is what helps people connect, care and remember something. That's a skill and mindset I know I'll use forever."



# TYDRIANA ANTWI

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**Strategic Communication, Reporting  
Sports Communication, Digital Media  
Analytics**

## **Favorite SJMC Quote**

Pete Long, J649, Principles of Positioning  
"It is better to have direction rather than a plan."



# JAMES BIENIEK

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Strategic Communication, Reporting,  
Philosophy

## One Thing You Learned

"Trust your talents and abilities because you're  
capable of more than you think you are!"



# VERNON ZIEGLER

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Strategic Communication

One Thing You Learned

"That epistemology is critical."



# JESSICA DREIER

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**Strategic Communication**  
Digital Studies, Slavic Studies

## One Thing You Learned

“Navigating group work strengthened my communication, sense of accountability, and professionalism.”



# LALITHA VISWANATHAN

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**Strategic Communication, Political  
Science**

**Digital Media Analytics**

**One Thing You Learned**

**"Journalism is an essential part of society that informs the public, fosters political discourse, and seeks to present the truth."**



# JOSH NADEL

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**Strategic Communication**  
Sports Communication

## **Favorite SJMC Memory**

“Finishing J202 – it was the highest credit workload I have ever taken, which led to some stress at first, but I so enjoyed the class, and felt so accomplished and proud of the work I did during that course.”



# BRIANNA DAVIS

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Reporting, Strategic Communication,  
Communication Arts – Radio, TV, Film  
Political Science, Public Policy

## One Thing You Learned

“Building connections with other students, professors, and faculty around the SJMC is BEYOND valuable! Use the resources to your advantage, everyone is doing their best and wants to help out in any way they can.”



# MADÉLINE OLIVIA RODRIGUEZ

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**Strategic Communication**

Sports Communications, Digital Media  
Analytics

**One Thing You Learned**

"I can do whatever I put my mind to."



# MATT GATLAND

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**Strategic Communication**  
Data Science, Digital Media Analytics

## **Favorite SJMC Memory**

“Presenting our final pitch for J202, shoutout Appademic!”



# AMARI MBONGWO

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Strategic Communication, Spanish

## Favorite SJMC Memory

"My favorite SJMC memory is when all the UW Odyssey students came to the SJMC and presented. We had so much fun beforehand just laughing, giggling, and building community with one another."



# XINWEI CHEN

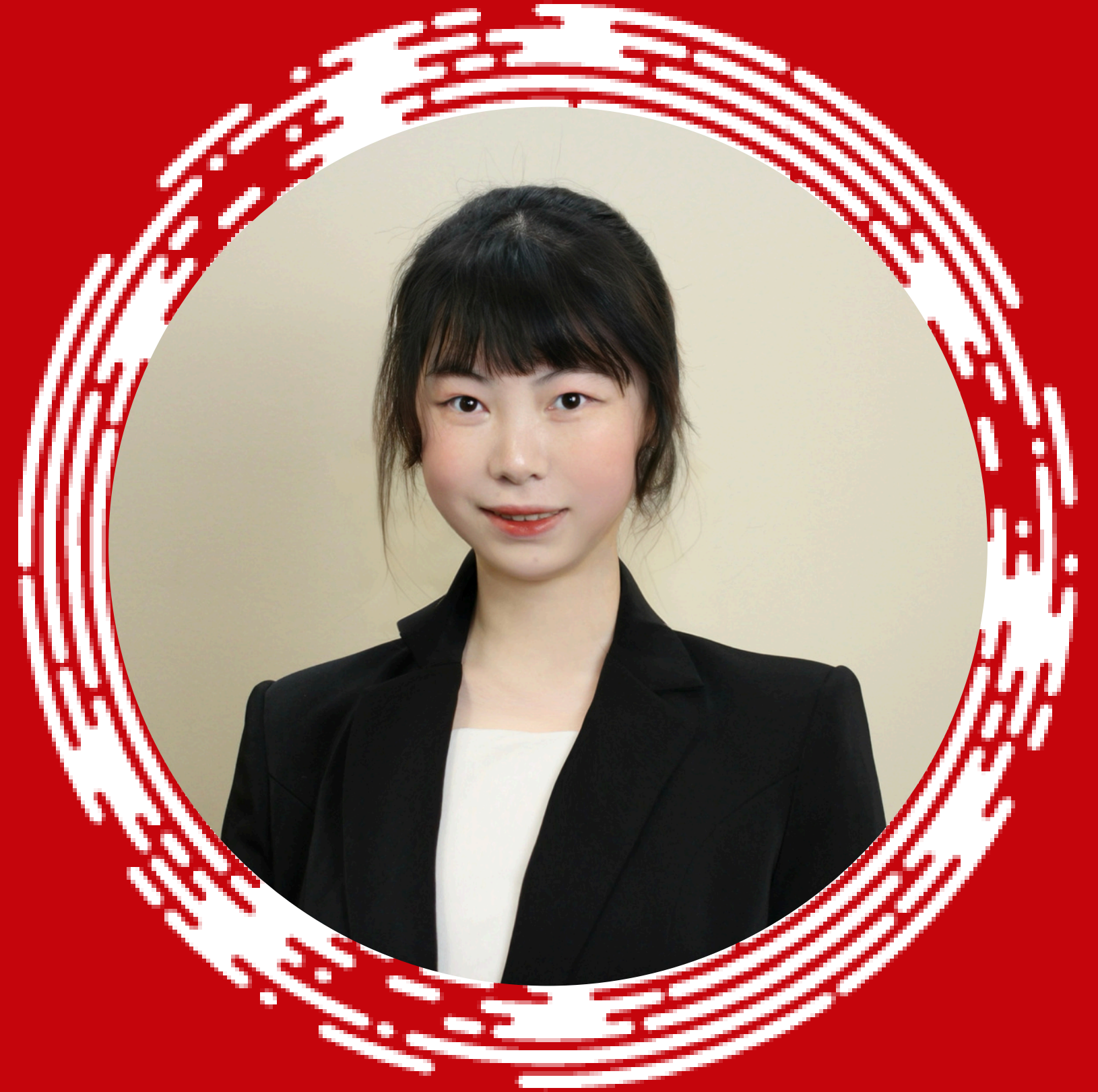
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**Strategic Communication**

Data Science, Digital Media Analytics

## **One Thing You Learned**

“Carry through life an undying curiosity for the world, a humble honesty toward truth, and a mind that continues to explore society and the universe.”



# MARGARET SHREINER

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Reporting, History

Digital Media Analytics

Favorite SJMC Memory

"Adam Schrager's Investigative Reporting Class!"



# CLARE COWAN

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**Strategic Communication, Political  
Science, French**

## **Favorite SJMC Memory**

“Adventures with the Curb Business Team! From raising money at Cane’s to hosting headshot events, so many of my favorite UW memories came from that class.”



# JOSEPH BONADONNA

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**Strategic Communication**  
Sports Communication, History

## One Thing You Learned

"The most fulfilling stories are the ones you might not know much about going into it; those are the ones you learn the most from."



# JACK COHN

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**Strategic Communication,  
Communication Arts – Radio, TV, Film  
Digital Cinema Production**

## **Favorite SJMC Memory**

“Finishing J202 was so rewarding and I made good friends and great work for my resume.”



# SARAH VAN DER VAART

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Reporting, Strategic Communication  
Digital Studies, Digital Media Analytics

## One Thing You Learned

"One idea that has really stayed with me is "the medium is the message," a famous quote by Marshall McLuhan that was introduced in one of my very first journalism classes. Learning this early on sparked my excitement for strategic communications and completely changed how I think about the power of media."



# BRETT HUSER

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**Strategic Communication, Economics**  
Digital Media Analytics, Sports  
Communication

## **One Thing You Learned**

“The ability to think strategically and communicate complex ideas clearly. My track really emphasizes breaking down information and presenting it in a way different audiences can understand. That’s been valuable in group and professional settings, where it’s not just about having good ideas, but being able to explain them clearly and drive action.”



# CARSON KLAAS

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**Strategic Communication,  
International Studies  
Digital Media Analytics**

## **One Thing You Learned**

**“No matter how good you think your first idea is,  
you should always challenge yourself to come up  
with 50 more.”**



# SAM SWARTZ

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Reporting, Political Science

## One Thing You Learned

"How to approach and navigate new technologies in the journalism field thanks for Tomás Dodds' innovations in journalism class."



# LOLA SCHECTMAN

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Reporting, Strategic Communication  
Digital Studies, Digital Media Analytics,  
Sports Communication

## Favorite SJMC Memory

"My favorite SJMC memory is winning my J345 competition with my group Kashi 'Go to Work' strategy. We prepped all semester and being able to celebrate our win was an amazing feeling!"



# MARCO SQUITIERI

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Reporting, Strategic Communication  
Sports Communication

## One Thing You Learned

"To always be diligent, meticulous, and to not be satisfied until you've done your absolute best."



# AVA MENKES

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**Reporting, Political Science  
History, European Studies, and Russian,  
Eastern European, and Central Asian  
Studies**

## **One Thing You Learned**

*“Compelling storytelling isn't easy, be able to take risks and follow your ambitions since its invaluable as a young journalist.”*



# MAGGIE SPINNEY

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**Reporting, Strategic Communication  
Studio Art (Photography)**

## **Favorite SJMC Memory**

**"Becoming an editor at the Daily Cardinal and  
joining CURB Magazine!"**



# SAGE POLLACK

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**Strategic Communication**  
Digital Studies, Business

## **Favorite SJMC Memory**

"My favorite and most rewarding SJMC memory is staying up until 4am on proof day to finalize all 64 pages of CURB magazine."



# MADÉLINE GREEN

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**Strategic Communication, Political  
Science**

**Criminal Justice**

**Favorite SJMC Memory**

**"J202 Lab with Brule!"**



# OLIVIA DECKER

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## **Strategic Communication**

Digital Media Analytics, Digital Studies,  
Sports Communication

## **Favorite SJMC Memory**

“My favorite SJMC memory is the camaraderie built in my J202 lab with our amazing TA, Eric Agyekum. The combination of Eric's first semester teaching in the U.S. with our group's first semester in the J-school made for a lot of learning moments and a super rewarding and fun semester.”



# JENNA MUSOFF

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**Strategic Communication**

Digital Studies, Digital Media Analytics

**One Thing You Learned**

“One thing I learned from the SJMC is how important it is to communicate clearly and intentionally depending on your audience. Whether it was writing, presentations, or campaigns, I realized that the same message does not work for everyone. You have to adjust your tone, style, and content based on who you are talking to.”



# SETH KRUGER

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**Strategic Communication**

Sports Communication, Digital Media

Analytics, Digital Studies

**One Thing You Learned**

"I learned the value of soft skills from my time in the SJMC - the ways I communicate with others, meet deadlines, and transfer other multifaceted skillsets to each role is where I've found the most success so far."



# LOGAN UNDERWOOD

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Reporting, Art History  
Material Culture, ILS

## One Thing You Learned

"SJMC has really helped me build my communication skills. No matter where I end up or what job I take, good communication is always essential. Learning to truly listen and respond to people in a meaningful way is so powerful!"



# JOSIE CARGILL

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**Strategic Communication,  
Communication Arts (Radio, TV, Film)  
Digital Media Analytics**

## **Favorite SJMC Memory**

**“The entire day (and night) spent in 2195 for Curb Magazine proof day!!”**



# KADEN ROTH

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**Strategic Communication**  
Digital Media Analytics

## One Thing You Learned

"The SJMC taught me to be an inquisitive team player who always strives for the group's success while maintaining pride and the highest esteem for my individual work and talents."



# ANNIKA BERENY

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Reporting, History  
Religious Studies

## One Thing You Learned

"When writing my papers, I now have to include a round of revisions where I physically force myself to add in the Oxford comma."



# ELSA ENGLEBERT

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Reporting, Strategic Communication

## Favorite SJMC Memory

"My favorite SJMC memory is definitely working on Curb this past fall!"



# MADELEINE SACKS

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Reporting

Sports Communication, Italian

## One Thing You Learned

"One thing I learned from the SJMC is that you can never stop learning new things. Communication is so important, but so is listening and learning from your peers and professors."



# LENAH HELMKE

---

Reporting, Strategic Communication,  
Art History

## Favorite SJMC Memory

"Being in Curb Magazine and seeing the magazine  
print in real time at the printer."



# SOPHIE WOOLDRIDGE

---

Reporting, Strategic Communication,  
Communication Arts

## One Thing You Learned

"Journalism, if done properly, has the power to make everyday people a little bit more empathetic."



# KATHERINE CANELA

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**Strategic Communication  
Entrepreneurship**

## **Favorite SJMC Memory**

“My favorite memory from the SJMC would probably be working with my J202 lab to create our app for the final project.”



# BENNETT VAN DER LOOP

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**Strategic Communication**

Summer Certificate in Business

Fundamentals, Digital Media Analytics

**One Thing You Learned**

“One of the most valuable things I learned at the SJMC is how to think intentionally about audience to create communication that is purposeful, research-driven, and aligned with both audience needs and organizational goals.”



# BRYNN MANCUSI

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Reporting, Conservation Biology  
Environmental Studies

## Favorite SJMC Memory

"While doing photography for the Daily Cardinal I was able to go to the CapTimes Idea Fest for free every year and hear incredible leaders speak about critical issues."



# CARTER BURMASTER

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## Reporting

Sports Communication, Digital Cinema  
Production

## Favorite SJMC Memory

"Creating a full documentary for J456 Long Form  
Video."



# SERENA WANG

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Reporting, Strategic Communication  
Sports Communication, Digital Media  
Analytics

**Favorite SJMC Quote**

“K.I.S.S Keep it Simple Stupid”



# TATUM FISHER

---

Strategic Communication  
Sports Communication

## One Thing You Learned

"The SJMC has taught me to stay curious and ask questions because growth comes from leaning into the unknown, even when it's uncomfortable."



# ALEXANDRA MALATESTA

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Reporting, Strategic Communication  
Digital Media Analytics

## One Thing You Learned

“Try everything! Life is too short to not find your interests and what you are passionate about – it's never too late. Hard work will always pay off.”



# ARIEL TAMIR-PINSKY

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Reporting

Sports Communication

**Favorite SJMC Memory**

"My favorite memory was J605 with Rob Master. Each week was a new topic and speaker that continued to inspire me every class."



# GRETA DIETZLER

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**Strategic Communication, Political  
Science**

Education Policy, Environmental  
Studies, History

**Favorite SJMC Memory**

"Getting to work on teams and have real-life  
clients."



# CHLOE EWALD

---

**Strategic Communication**  
Sports Communication

## One Thing You Learned

“Always be willing to adapt and ask questions! Being curious about people, media, trends, and how things work leads to better ideas and more thoughtful communication.”



# KATHRYN TIPTON

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**Strategic Communication**  
Business, Digital Media Analytics

## One Thing You Learned

“Great journalism is determined by even better character, persistence, and dedication to the truth.”



# LILAH GUTLERNER

---

Reporting, French

## Favorite SJMC Memory

"College Library at 1am the night before our final websites were due for the J202 projects -- some of the people from my lab are still my closest friends, and that was truly a bonding moment."



# ALEXANDRA KATZEN

---

**Strategic Communication**  
Digital Media Analytics

## **Favorite SJMC Memory**

“One thing I’ve learned from my J345 course is how meaningful it is to collaborate with a team to bring a campaign to life from research through execution, and that experience is something I will carry with me.”



# OPAL NICHOLSON

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Reporting, French

## Favorite SJMC Quote

"If you're not getting the response that you need, go and tell the man [or woman] yourself what you're looking for."



# LAUREN HANNEY

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**Strategic Communication**

Sports Communication, Digital Studies,  
Digital Media Analytics

**Favorite SJMC Memory**

“My favorite memory is J202 and becoming friends  
with my lab mates to this day!”



# MAEVE FINNEGAN

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**Strategic Communication**

Digital Studies, Digital Media Analytics

**One Thing You Learned**

"I learned that the best work happens when you actually care about what you're creating. The SJMC pushed me to think beyond just getting something done and instead focus on making things that feel meaningful, creative, and worth paying attention to."



# MATT ROSENTHAL

---

Strategic Communication  
Sports Communication

One Thing You Learned

"Always keep my AP Style Book with me."



# JESSIE POLSON

---

**Strategic Communication, Information  
Science**

## **One Thing You Learned**

“One thing I learned from the SJMC that I will take with me is that working in a team is one of the strongest skills you can have. It teaches you how to deal with potential conflict in the workplace, strengthens relationships, and ultimately creates the best results.”



# MEGAN LOTH

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**Strategic Communication**

**Digital Media Analytics and Economics**

## **One Thing You Learned**

“The importance of developing personal connections with your team members that go beyond a professional/academic relationship to maximize success and results for the project/goal we're working towards.”



# SIMON ROSS

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Strategic Communication

Favorite SJMC Memory

"My first day in 475 and meeting my group mates!"



# BROOKE CARMICHAEL

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Reporting, Strategic Communication  
Digital Media Analytics, Political Science

## Favorite SJMC Memory

"My favorite SJMC memory was taking the first AI for strategic communication class this semester!"



# KATHRYN REUSCHER

---

Reporting, Strategic Communication  
Digital Media Analytics

## Favorite SJMC Memory

"Watching all of the Curb: Currents magazines  
being printed!"



# ALEXANDRA KEARNS

---

Reporting, Communication Arts

## Favorite SJMC Memory

"Making friends that are so like-minded in understanding the capacity journalism has on the world."



# JAMES HANSON

---

**Strategic Communication**  
Digital Media Analytics

## One Thing You Learned

"Storytelling is an art form that can be applied to every facet of life. The skills you learn in the J school you can apply to any career you wish to pursue."



# RACHAEL NEUFELD

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**Strategic Communication**

Digital Media Analytics, Digital Studies,  
Gender & Women's Studies

**One Thing You Learned**

"Great work starts with great people, and the students, professors, and administrators in the SJMC truly embody that."



# ISABEL BUTLER

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Reporting, Strategic Communication  
Digital Studies

## One Thing You Learned

"One thing I learned from the SJMC is finding the joy in doing assignments that force you out of your comfort zone. You're constantly challenged to do things you've never done before – like recording an interview in a busy Wisconsin cheese shop or doing a photo shoot with cow bikes. But having fun with these tasks and interacting with bystanders is the real key to unlocking new doors and stories."



# CHARLES PARENT

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**Strategic Communication, Economics**  
**Sports Communications, Digital Media**  
**Analytics**

## **Favorite SJMC Quote**

**"You know what you're doing. But, if you don't,  
figure it out."**



# MADDY ROSEN

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**Strategic Communication, History  
Digital Studies, Digital Analytics**

## **One Thing You Learned**

“One thing I’ll take with me from the J-School is how to actively interpret media rather than passively consume it. In a world shaped by algorithms, I’ve learned to seek out information intentionally, question what I’m seeing, and recognize the biases that influence both content and distribution. That awareness has made me a more critical thinker and a more informed communicator.”



# KAYLEE GRIEP

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Reporting, Strategic Communication  
Criminal Justice

## Favorite SJMC Memory

"A standout memory is Professor Culver showing up to our JOURN 563 Law of Mass Communication class dressed as a Founding Father. Suddenly, the First Amendment felt way more exciting than my average Monday lecture."



# AJ DEHNKE

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**Strategic Communication**  
Digital Media Analytics

## **Favorite SJMC Memory**

"My favorite memory has got to be traveling to Sheboygan, Wisconsin with J445! We had a great time gathering information for our project and exploring the town."



# MIA KOTLER

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Strategic Communication  
Sports Communication

## One Thing You Learned

"I have learned that you are your best advocate and to also lean on your peers around you because they are the best sounding boards and understand a lot of what you are doing and going through. Being apart of a team is a gift and I have learned how to be the best team member through the SJMC!"



# OWEN KELLY

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Reporting

## One Thing You Learned

“Developing my interview technique – keeping an open mind and maintaining a conversational flow. You get to meet so many interesting people and have so many enlightening conversations this way.”



# KEVIN FELIX

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## Reporting

Sports Communication, Digital Analysis,  
Chicano and Latino Studies

## Favorite SJMC Memory

"Journ 456 Long Form Storytelling. I traveled with my subjects to his racing days in front of massive crowds."



# MARGARET SCHEUERMAN

---

Strategic Communication, Political  
Science

## One Thing You Learned

"I learned how to work well with other people and be able to adapt to different environments."



# ELIZABETH SCHULDT

---

Reporting, Strategic Communication,  
Political Science

## One Thing You Learned

“Applying to SJMC has been the best decision I've ever made. My professors and TA's have poured their time and knowledge into each of us, and have equipped us with the skills necessary to succeed. I have learned to push myself out of my comfort zone and for that I am forever grateful.”



# RACHEL COHEN

---

## Reporting

Sports Communication, Digital Studies

## Favorite SJMC Memory

“My favorite SJMC memory is my J202 lab, we all became so close and it made labs even more fun! Even after the class ended, we stayed connected, continuing to take classes together and spend time outside of the classroom which made my time at the J-school even more fun and memorable!”



# KAYLIE WIEDMEYER

---

Strategic Communication, Psychology

## One Thing You Learned

"How to lean more into creativity and use it as a strength, in both everyday life and strategic communications."



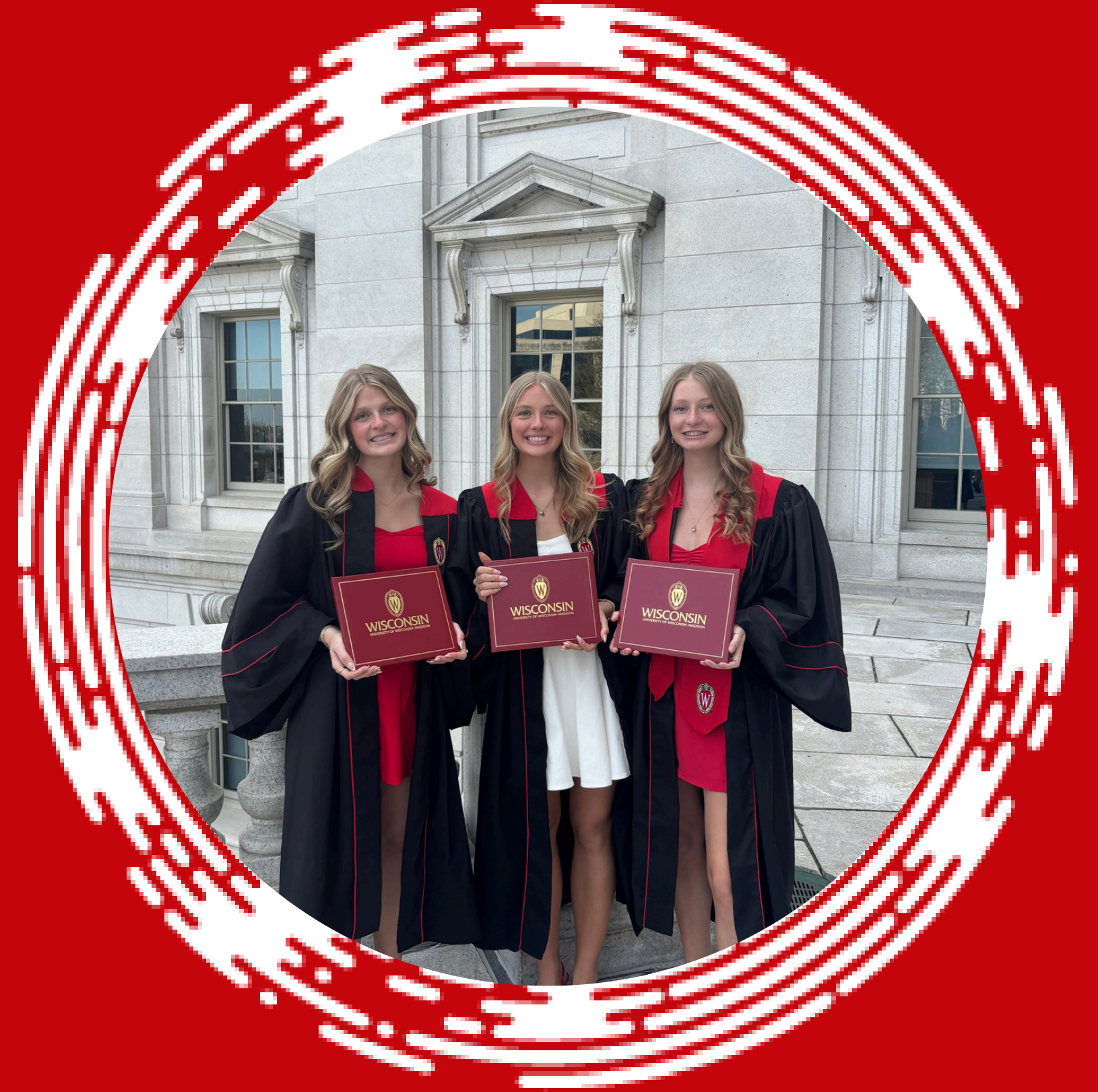
# ISABELLA HUEHNERFUSS

---

Reporting, Strategic Communication  
Sports Communication

## Favorite SJMC Memory

"Having Adam Schrager as my professor, he helped me to see the value within myself that I was capable of succeeding."



# HAILEY WANGARD-SILES

---

Reporting, Strategic Communication

## Favorite SJMC Memory

"My favorite SJMC memory is Doug McLeod's 445 class, where we traveled to Sheboygan for a creative campaign for their foster care system."



# LAURA LUO

---

**Strategic Communication**

Digital Studies, Digital Media Analytics

**Favorite SJMC Memory**

"My favorite SJMC memory was sitting with my J202 platform team at Memorial Union just one hour before the deadline, still making final edits to our J202 platform. It was stressful, but also really memorable, because everyone was focused and trying their best to make the project better. That project brought us closer."



# KRISTY SHI

---

**Strategic Communication, Information  
Science**

**Favorite SJMC Memory**

**"We won 1st place in the J202's final project."**



# AVA ROSENBERG

---

**Strategic Communication**

Criminal Justice, Sports Communication

**Favorite SJMC Memory**

“My favorite memory from my time at the SJMC is the 202 scavenger hunt with everyone from my lab group. I remember having so much fun running around Madison with my lab mates.”



# TAYLOR LARSEN

---

**Strategic Communication**

Sports Communication, Digital Studies

**One Thing You Learned**

"I learned how to communicate effectively with different audiences."



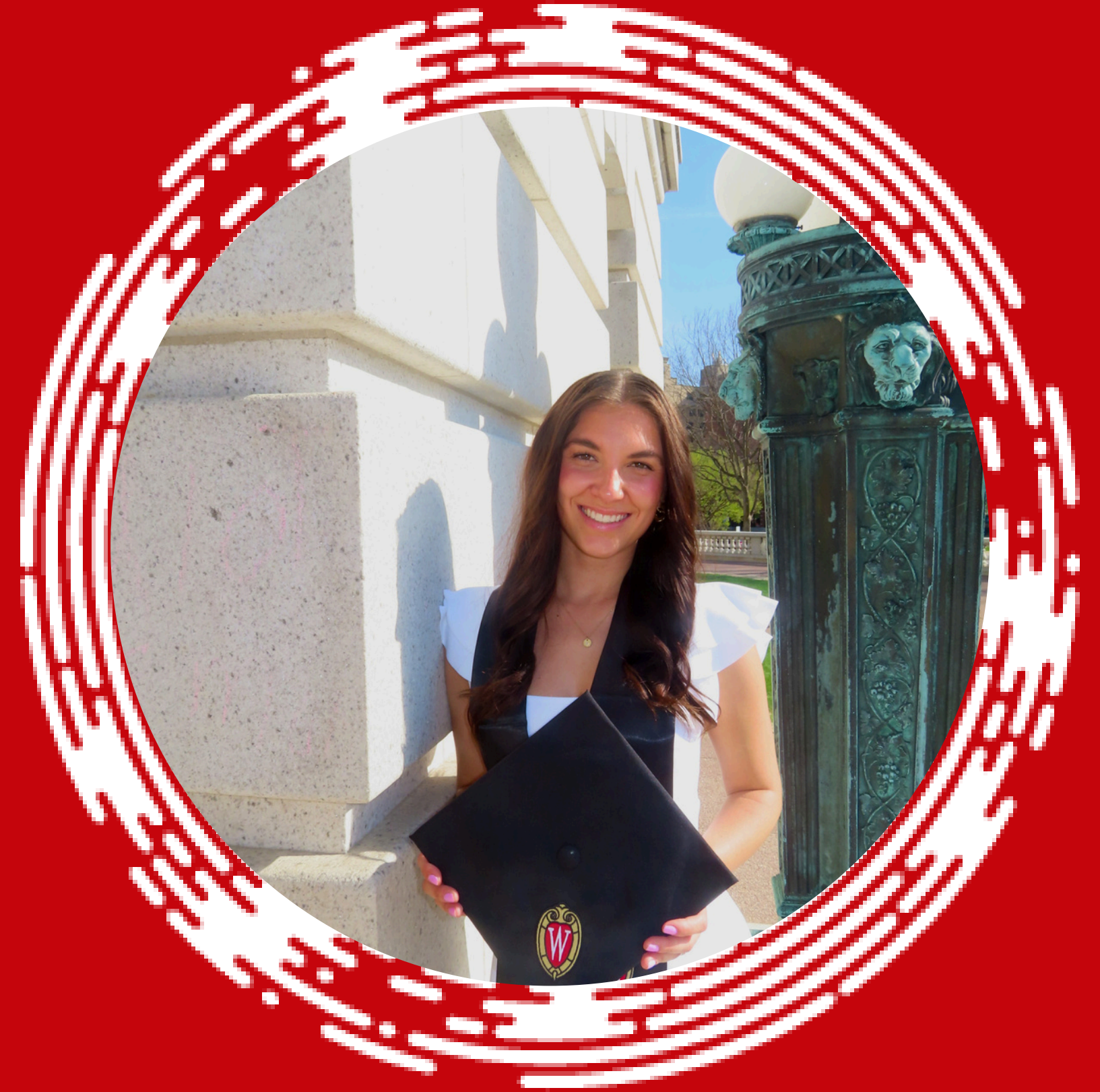
# LINDSAY HERBER

---

Reporting, Strategic Communication  
Sports Communication

## One Thing You Learned

"The importance of building your own personal brand (Thomas Beckman)."



# KIERA SOKUP

---

**Strategic Communication**

Digital Studies, Digital Media Analytics,  
Folklore

**One Thing You Learned**

“Beyond the many practical skills the SJMC taught me, I learned that making a mistake sometimes ends up giving you an opportunity somewhere else.”



# HEEWONE LIM

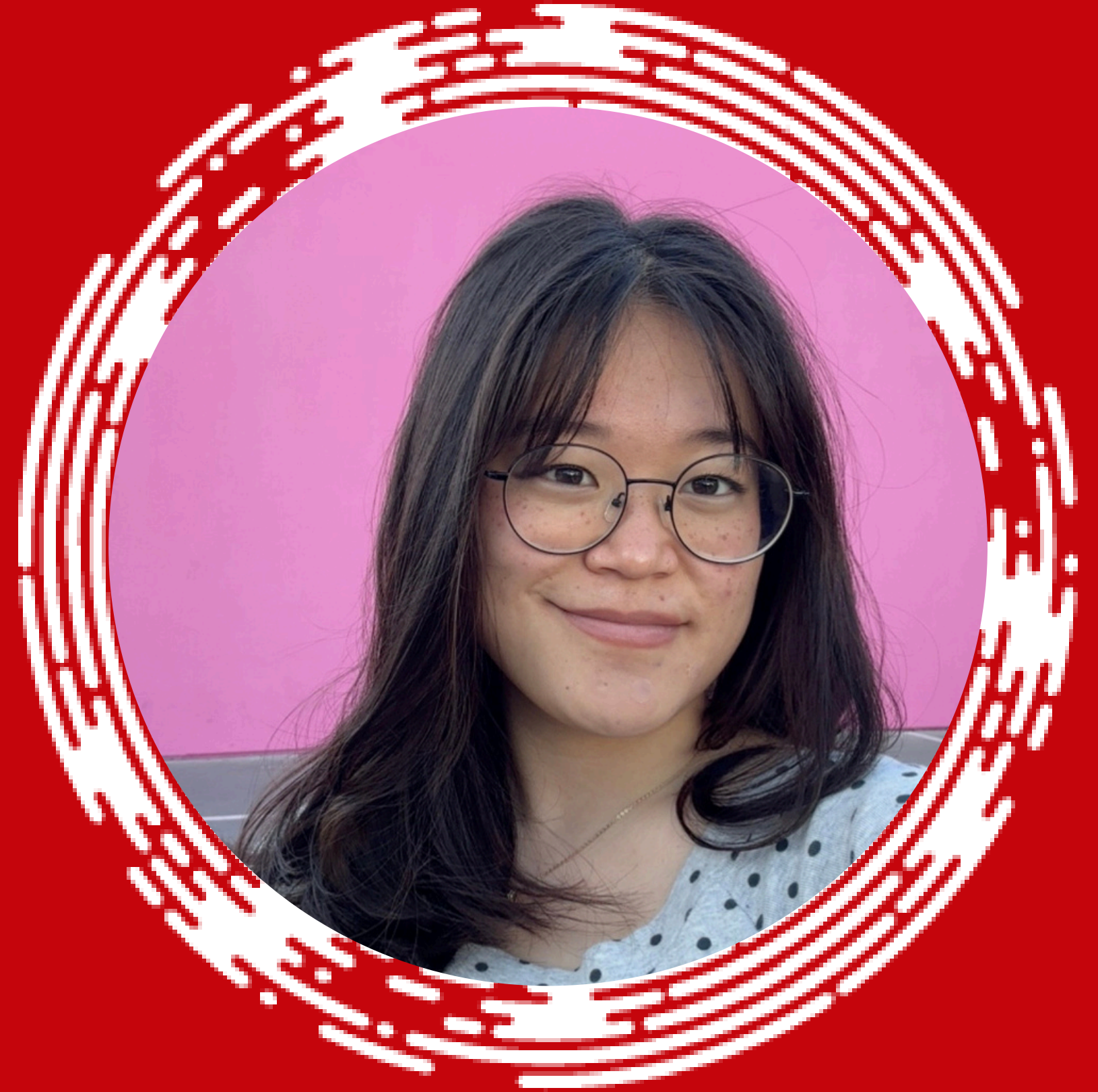
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## Reporting

Folklore, Political Science, Digital Media  
Analytics

## Favorite SJMC Memory

“Teaching high school students the joys of  
podcasting at Bayview Community Center!”



# JORDYN HAWKINS

---

Reporting, Strategic Communication  
Sports Communication

## One Thing You Learned

"One thing I've learned from the SJMC is how to be a team player. I've learned how to work with different people, and how I can utilize that relationship to achieve anything."



# GEORGE CLYDE

---

Reporting

Political Science

## One Thing You Learned

"I learned that stories are everywhere and anything can be interesting if you just poke at it enough."



# REMY RIGBY

---

## Reporting

Sports Communication, History, Digital  
Media Analytics

## Favorite SJMC Memory

“From PRSSA member to President!”



# LAINÉ CASEY

---

**Reporting, Strategic Communication**  
Digital Media Analytics

## **Favorite SJMC Memory**

“Working alongside my J202 lab team and  
incredible TA, Eric.”



# TAYLOR KAUFMANN

---

Strategic Communication

## One Thing You Learned

"I loved the hands on experiences I had throughout my entire time at the SJMC. From 202 to my 400's, I learned so many skills that will be completely transferrable to my future endeavors."



# NOE GOLDHABER

---

Reporting, Statistics

## One Thing You Learned

"To always double check any factual statement in your stories!"



# SOFIA MICELI

---

**Strategic Communication**  
Digital Media Analytics

## One Thing You Learned

“The importance of self advocating and networking.”



# SLOANE ROSEN

---

Reporting, Communication Arts (TV,  
Radio, Film)

Sports Communication

## One Thing You Learned

"I am so grateful for all of the journalism and life skills I have learned from the SJMC! One thing that will stick with me is to not be afraid to use our phones because with our phones, we can report on anything and everything."



# ELIJAH PEREZ

---

**Strategic Communication,  
Communication Arts  
Sports Communication**

**Favorite SJMC Memory**

“Journalism 202 lab with David and our classes on the terrace.”



# ADALYN REICHENBERGER

---

**Strategic Communication**  
Gender and Women's Studies

## One Thing You Learned

"One thing I learned from SJMC is the absolute responsibility, power, and courage it takes to reframe the mainstream narrative."



# MAGGIE ZALE

---

Reporting, International Studies  
(Global Security track)

## One Thing You Learned

“Empathy is the golden rule: treat others the way you want to be treated. But compassion is the platinum rule: treat others the way they want to be treated. (Thank you, Professor Shrager)”



# GRACE WINOKUR

---

Reporting, Strategic Communication,  
Radio-Television-Film

## Favorite SJMC Memory

"I liked getting to present my 335 campaign in front of the rest of my class. It was such a satisfying feeling seeing our hard work throughout the semester pay off and my group won best campaign #TSAFORLIFE"



# STELLA SUTTON

---

**Strategic Communication**

## **Favorite SJMC Memory**

“My favorite SJMC memory is taking J560 with Professor McGarr and Ryan and making amazing friends in the class. I had so much fun while learning such interesting material!”



# KATE BALESTRO

---

**Strategic Communication**  
Digital Media Analytics

## **Favorite SJMC Memory**

“Getting admitted to the SJMC at the same time with my two best friends!”



# ALLIE WOLDENBERG

---

**Strategic Communication**

Digital Media Analytics, Life Science  
Communication

**One Thing You Learned**

“Learning AP style at the start of entering the J-school benefited the entire rest of my college assignments by teaching me to become more detail oriented and always re-read, and then re-read (and re-read)!”



# PAIGE BLECK

---

Strategic Communication, Psychology

## One Thing You Learned

"The SJMC introduced me to the world of public relations, which I will pursue after graduation. It opened new doors, ignited passions, and brought me close to lifelong friends."



# KIERA MCNALLY

---

**Strategic Communication, Psychology  
Consulting**

## **Favorite SJMC Memory**

“My favorite SJMC memory was meeting everyone in my J202 lab without realizing how close we would all become! It was also so rewarding to see our final project come to life after all the work we put into it.”



# WILLIAM MELLIS

---

**Strategic Communication**  
Entrepreneurship, Sports  
Communication

## One Thing You Learned

"I learned how important it is to think about your audience and how a message will come across. Through my courses, I developed skills in writing, working with data, and presenting information clearly. Those are invaluable skills I will definitely take with me."



# NINA AURELIO

---

Strategic Communication,  
Communication Arts  
Digital Cinema Production

One Thing You Learned

"Say YES to everything!"



# ABIGAIL ORLINSKY

---

**Reporting, Strategic Communication**  
Digital Media Analytics

## **Favorite SJMC Memory**

"My favorite SJMC memory is winning the 2023 J202 Tompkins Cup with my peers for our app Sustainibble."



# GRACE BATHERY

---

Reporting, Strategic Communication,  
Environmental Studies  
Science Communication

## One Thing You Learned

"To be curious and without judgement when telling other's stories is something I will take with me from my time at the SJMC."



# ZHIPU LIAO

---

Strategic Communication

## One Thing You Learned

"One thing I learned from the SJMC is the importance of clear, responsible storytelling. That is something I will carry with me in all of my future work."



# CAMPBELL ROGERS

---

Reporting, Strategic Communication,  
Communication Arts: Radio, Television  
and Film

Digital Studies

## One Thing You Learned

"The SJMC taught me the importance of being a good storyteller. Stories are at the heart of everything we do. Knowing how to do it well is a skill I'll take with me for the rest of my life!"



# MASON KELLY

---

Strategic Communication, Political  
Science

## Favorite SJMC Memory

"My favorite memory was the launch party for our 2025 edition of CURB magazine. Getting to celebrate a semester's worth of hard work with a tangible product was such a proud and rewarding moment."



# MIA MCCAULEY

---

**Strategic Communication**

## **One Thing You Learned**

“One thing I will take with me from the SJMC is the importance of being curious and asking questions. In each of my classes, my professors have encouraged us to go the extra mile, think critically, challenge ourselves, and come up with new answers.”



# MIA FAIRBAIRN

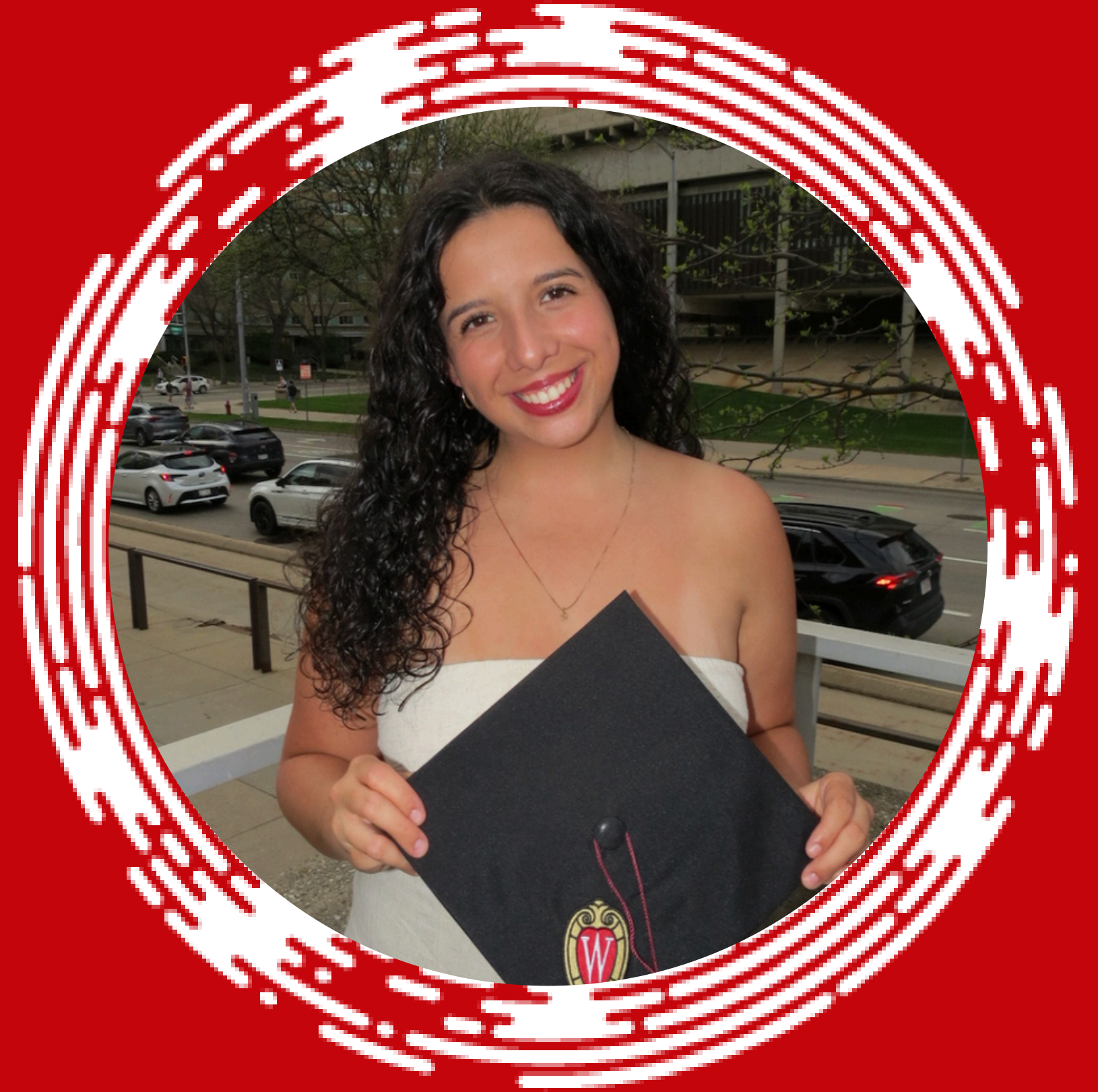
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**Strategic Communication**

Digital Studies, Digital Media Analytics

**Favorite SJMC Memory**

"Getting dinner and doing karaoke with my amazing 202 labmates after the final pitch."



# GRETA FELTON

---

Reporting, Strategic Communication,  
Philosophy

Textiles and Fashion

## One Thing You Learned

“How to tell the stories of those around you. I was always worried I’d run out of things to say when reporting but the SJMC taught me how many unique stories there are and how to look for them. Applying to it was the best decision I made in my four years.”



# Theron Hilbert

---

Reporting, Strategic Communication  
Digital Media Studies

## One Thing You Learned

"The SJMC taught me that you truly do learn something new every day, and you need to be receptive to that new knowledge. The best thing you can do to for your career journey is to be eager to learn, adapt and improve!"



# NICK BUMGARDNER

---

Reporting, Political Science  
History

**Favorite SJMC Memory**

"Every day in Eric Agyekum's J202 lab."



# JORGE ROMERO

---

Strategic Communication,  
Communication Arts (Rhetoric)

Favorite SJMC Quote

"KISS (Keep it simple, stupid)"



# ELLIE CLARK

---

**Reporting, Strategic Communication,  
English**

**Digital Media Analytics**

**Favorite SJMC Memory**

**"The lasting relationships you build with professors  
and peers in hands-on classes like J202 and J445."**



# CHI DUONG

---

Reporting, Strategic Communication,  
International Studies

## Favorite SJMC Memory

"Presentations every Monday morning for J475,  
taught by Thomas Beckham."



# MAGGIE MONTENARO

---

**Strategic Communication**  
**Sports Communication**

## **Favorite SJMC Memory**

“My favorite SJMC memory is when Katy Culver dressed up as a founding father for Fill the Hill!”



# ALEXA VOGEL

---

**Reporting, Strategic Communication**  
Sports Communication,  
Entrepreneurship

**Favorite SJMC Memory**

"Any class with Pete Long!"



# MAGGIE MADDEN

---

**Reporting, Strategic Communication**  
Digital Media Analytics, Science  
Communication

## **One Thing You Learned**

"I learned to be more intentional in the questions I ask, to confidently advocate for myself, and trust that hard work ultimately pays off."



# CHLOE MCCOURT

---

**Strategic Communication**  
Business, Digital Media Analytics

## **Favorite SJMC Quote**

“The best stories don’t try to impress, instead, they aim to be understood by many” – Pete Long



# JULIET CORY

---

Strategic Communication  
Business

One Thing You Learned

"Clear and concise is always best."



# MARLEY LINDNER

---

**Strategic Communication**  
Sports Communication

## **Favorite SJMC Memory**

“My favorite memory is my J202 lab section because we were all so excited to get started in the J-School and we had so much fun together every class going through it together -- especially with our final project.”



# CHLOE MITZNER

---

Strategic Communication, Political  
Science

## One Thing You Learned

"I learned how to conduct strong research using a wide range of tools."



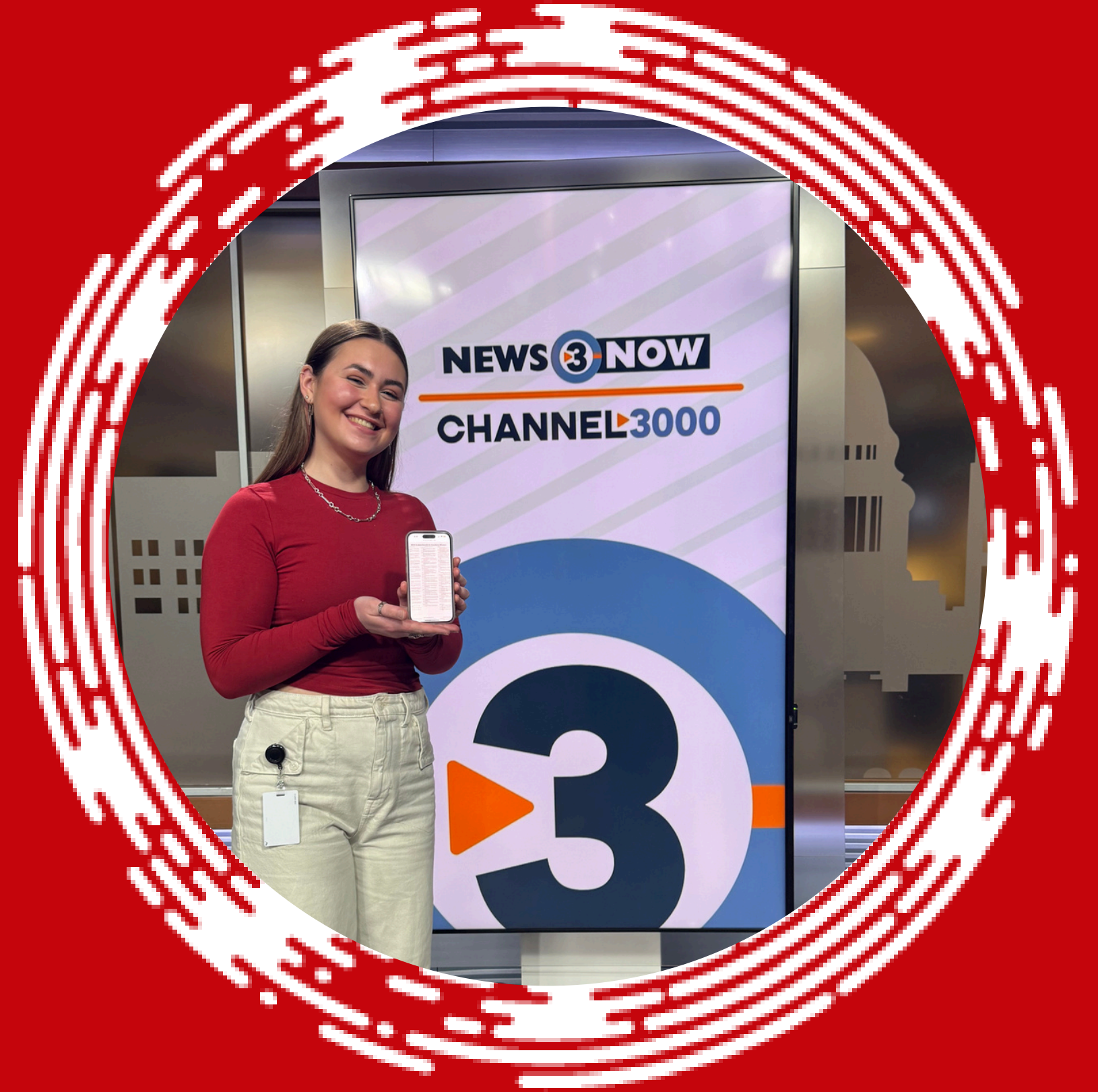
# BELLA FERAK

---

Reporting, Gender & Women's Studies

## One Thing You Learned

"You will never become the journalist you want to be without taking risks. Test out new media formats, report on an unfamiliar topic, or try going on air! Change is uncomfortable, but it is essential for growth."



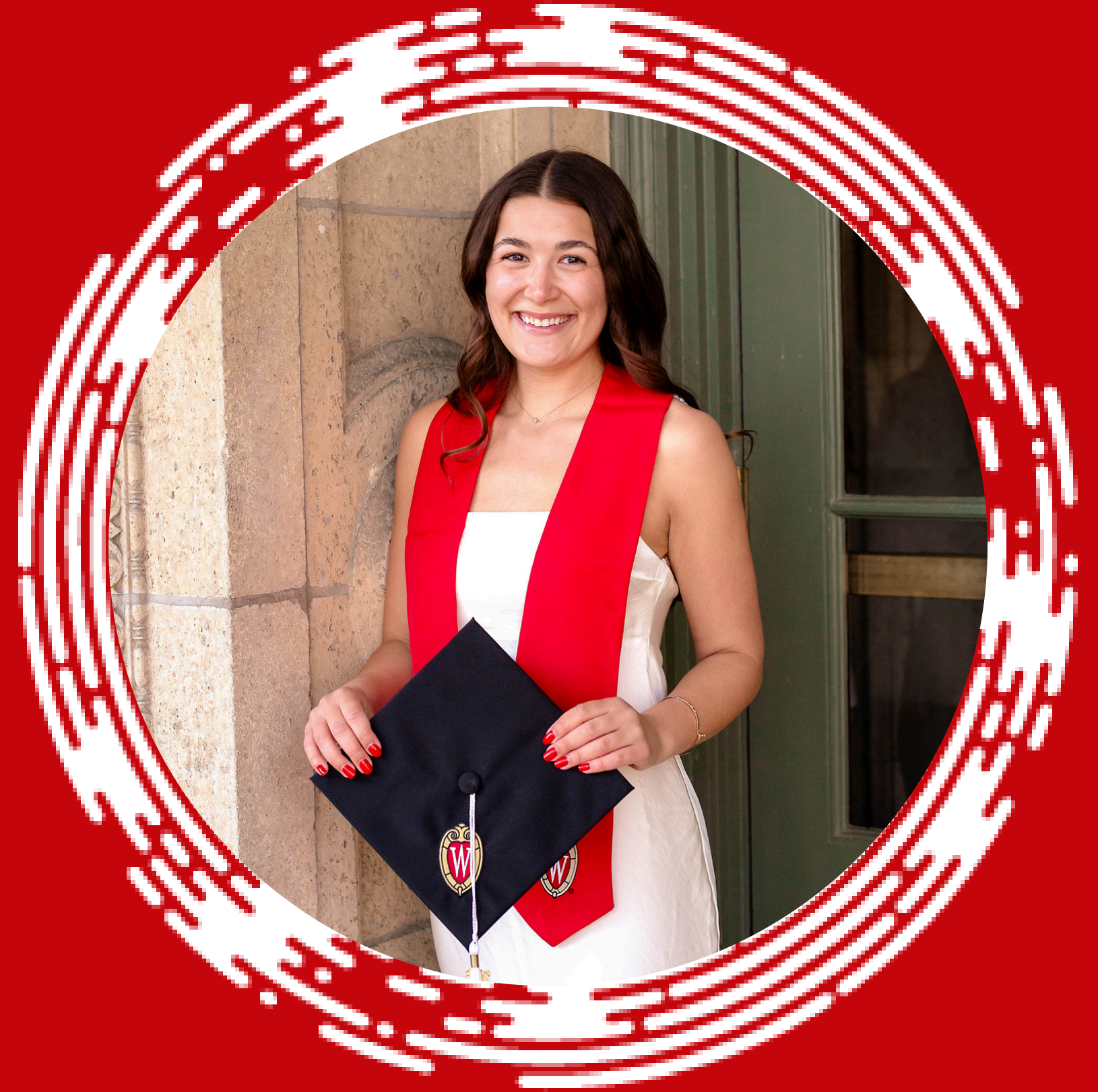
# MADALYN SCHARRER

---

Reporting, Strategic Communication,  
Communication Arts (Film)  
Digital Studies, Digital Cinema  
Production

**Favorite SJMC Memory**

"Being a part of Curb Magazine!"



# MADISON MORIS

---

Reporting, Environmental Studies

## Favorite SJMC Memory

"Splitting my time between Vilas Hall, The Daily Cardinal and WSUM has led to countless memories in my group projects, print nights and time at the radio station."



# ABIGAIL HANDEL

---

Reporting, Strategic Communication

Favorite SJMC Quote

"We all need to laugh" - Adam Schrager



# MARGOT BOND

---

Reporting, Strategic Communication  
Digital Studies

## Favorite SJMC Memory

“My favorite SJMC memory was working on an advertising campaign for the Sheboygan County Foster Care System. We were able to visit with them in Sheboygan and meet to better understand their needs, and therein the needs of a less traditional client.”



# ABBY RUDMAN

---

Reporting, Strategic Communication  
Sports Communication

## One Thing You Learned

"The importance of noticing and understanding media bias and framing."



# ELIZABETH PISANI

---

**Strategic Communication  
Business**

**Favorite SJMC Memory**

**"Watching the lunar eclipse with my J202 lab."**



# DREW VICTOR

---

**Strategic Communication**  
Digital Studies

**One Thing You Learned**

*"To always express my creativity authentically."*



# KATE MCGRANN

---

Reporting, Strategic Communication,  
Environmental Studies

Sports Communication, Sustainability

One Thing You Learned

“I learned the importance of approaching storytelling with empathy and how to make impactful connections within communities. The SJMC has taught me how to spot a story and share that story in an impactful way that always revolves around the character.”



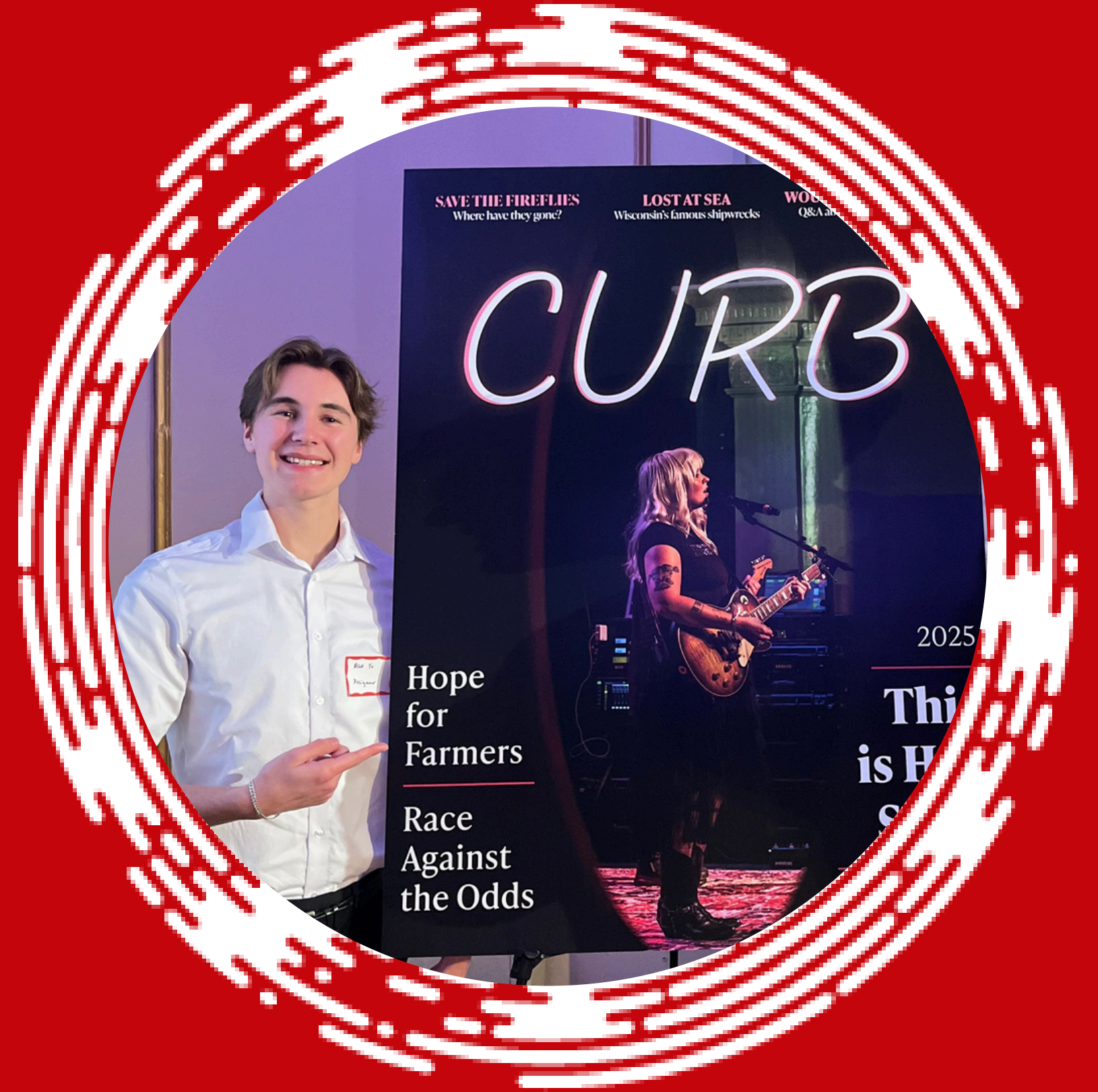
# ALEXANDER YU

---

Reporting, Strategic Communication  
Sports Communication

## Favorite SJMC Memory

"Spending 17 hours in 2195 Vilas finishing CURB Magazine."



# AVA CABALLERO

---

**Strategic Communication**  
Criminal Justice

## One Thing You Learned

"To always double-check you are following AP style!"



# CAMERON HAGEN

---

Reporting, Strategic Communication  
Leadership, Digital Studies

## One Thing You Learned

“Connect, connect, connect. Whether it is with your classmates, professors, coworkers, even a stranger on the street, everyone has something to bring to the table. When we work together with our communities, countless opportunities arise and grant the ability to change lives for the better.”



# KATLYN MAROTZ

---

**Strategic Communication**

Graphic Design, Digital Media Analytics,  
Sports Communication

**Favorite SJMC Memory**

“My favorite memories have come from building relationships with my professors and classmates, just being with other creatives who always try their best to support you.”



# JUAN CARLOS GARCIA MARTINEZ

---

Reporting, Chicano/Latino Studies &  
Latin American, Caribbean and Iberian  
Studies

One Thing You Learned

"You never know until you ask."



# FRANCESCA LEUZZI

---

Reporting, Strategic Communication  
Digital Media Analytics

## One Thing You Learned

"The SJMC taught me that standing out is a game of margins. To truly differentiate yourself, you have to be willing to go that extra mile to know just a bit more than the person next to you."



# MARIN ROSEN

---

Reporting, Strategic Communication,  
Political Science

## Favorite SJMC Quote

“‘What's your why?’ – Adam Schragger said this to me in Video Journalism, and it’s something I carry with me as I’ve started to find my purpose. For me, that ‘why’ is about telling stories that connect people and continuing to grow into who I am, both as a storyteller and as a person.”



# JOHNNY VEGA

---

**Reporting, Strategic Communication,  
Communications – Radio, TV, Film  
Sports Communication, Digital Cinema  
Productions**

## **Favorite SJMC Memory**

“My favorite SJMC memory was working on my broadcast story for 335, and also getting through those interesting but awkward 202 interviews.”



# ALEXANDRIA SPEIER

---

**Strategic Communication**

Graphic Design, Digital Studies

## **One Thing You Learned**

"The best ideas are the easiest to explain, but the hardest to bring to life."



# KENDALL EKERN

---

**Strategic Communication**

Digital Studies, Digital Media Analytics

## **Favorite SJMC Memory**

"Traveling to Sheboygan, WI with my J445:  
Creative Campaign Messages class was especially  
memorable and solidified my passion for  
storytelling that makes a positive impact."



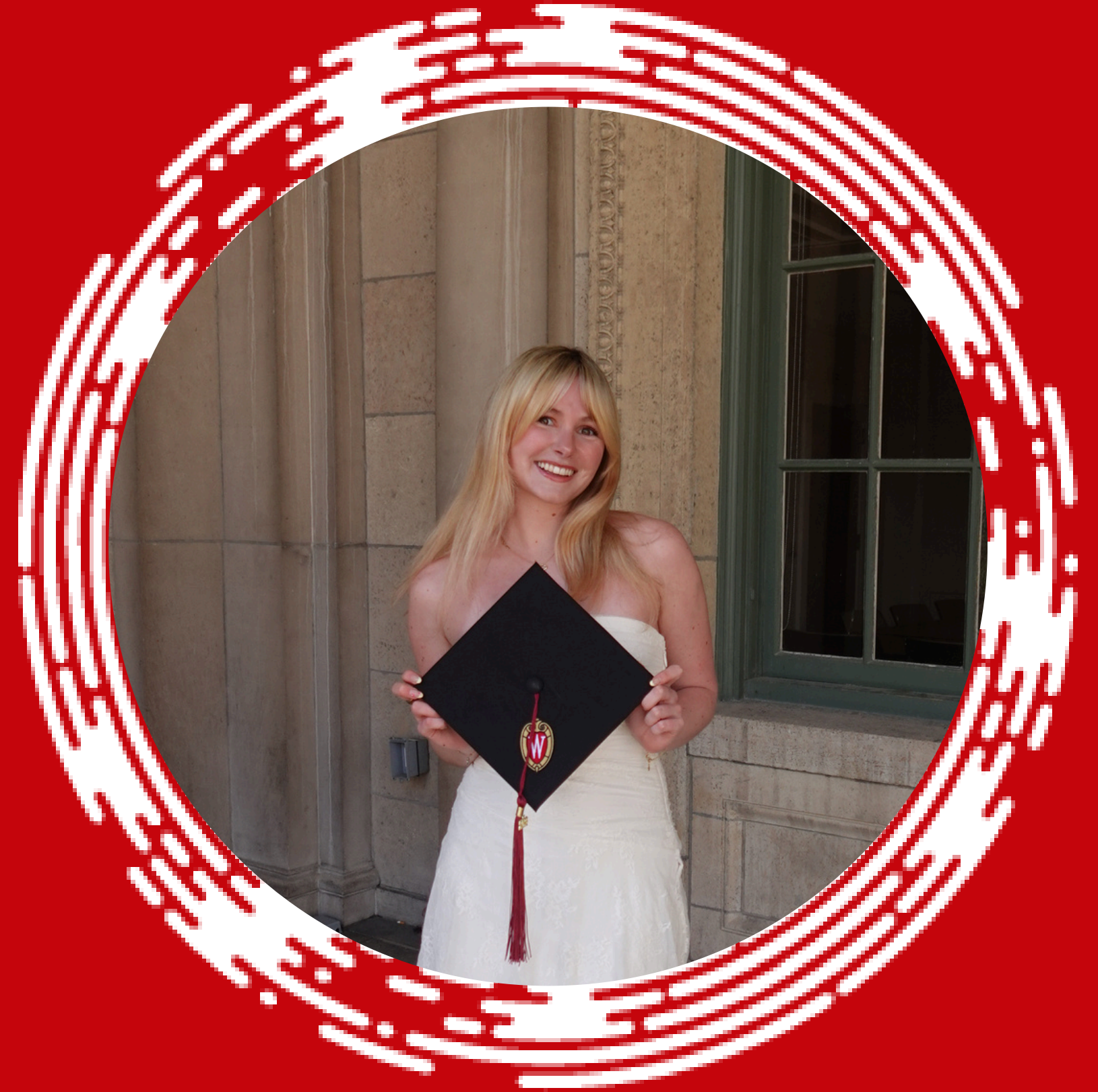
# GRETA BOATCHER

---

Reporting, Strategic Communication  
Digital Cinema Production

One Thing You Learned

"How to fact-check."



# MIA SHAPIRO

---

**Strategic Communication, Political  
Science**

## **Favorite SJMC Memory**

“My favorite SJMC memory was traveling to Sheboygan with my Creative Campaign Messages class, where we collaborated with Sheboygan County Foster Care to create an advertising campaign.”



# XITLLALI DE LA TORRE SANCHEZ

---

Strategic Communication

Digital Media Analytics

Favorite SJMC Memory

"My favorite memory is getting close with my J202 lab and after the final presentation we celebrated and had a bonfire."



# MADDOX DURST

---

Reporting

Sports Communication

## One Thing You Learned

“One thing that I have learned from the SJMC is how to tell meaningful stories through numerous forms of media, whether that is writing, video, podcast or photography. The SJMC allowed me to develop my storytelling skills within each of those branches of Journalism, and taught me how to tell an impactful story in an effective fashion.”



# ADAM CHAIKEN

---

**Strategic Communication, Economics**  
Sports Communication

## One Thing You Learned

"The importance of creating an inclusive and collaborative environment as a leader. When people feel valued and heard, it brings out the best in everyone."



# ASHLEY BARRERA

---

Strategic Communication

One Thing You Learned

"Creative minds always win."



# ELLA CARLSON

---

Strategic Communication  
Architecture

## One Thing You Learned

"The importance of telling accurate, meaningful stories that give people a voice."



# NATALIE DERANGO

---

Reporting, Legal Studies, Political  
Science

Criminal Justice

**Favorite SJMC Memory**

"Adam Schrager's J335 and J425, especially his 'if there's one thing you should take from this class...'"



# ELENA STORCK

---

Strategic Communication  
Political Science

## One Thing You Learned

"We actually shouldn't use the Oxford Comma."



# CHARLIE MIHELIC

---

**Strategic Communication**  
Digital Media Analytics

## **Favorite SJMC Memory**

"My favorite SJMC memory is how we overused Stoughton as our town example so much in J202, to the point where I laugh at its highway exit every time I drive home from school."



# SLOANE FUHR

---

**Strategic Communication**  
Digital Media Analytics

## **Favorite SJMC Memory**

“Developed a Cinnamon Toast Crunch campaign as part of a collaborative project in Pete Long’s J345 course (Spring 2025).”



# NATALIE PUTNAM

---

**Strategic Communication**

Digital Studies, Digital Media Analytics

**One Thing You Learned**

"I learned that good communication starts with understanding your audience."

