

# Joette E. Rockow

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## Education

*University of Wisconsin—Milwaukee*

M.A., Journalism & Mass Communication  
Graduation: December 2001 w/Honors (GPA: 4.0)  
Thesis: *Of Mice and Media: Animals in American Television, Newspapers and Culture*

*Alverno College—Milwaukee*

B.A., Professional Communication / Liberal Arts  
Graduation: December 1997 with Honors\*\*  
NOTE: Alverno College does not assign GPA values.\*\*

*Milwaukee Area Technical College*

Associate Degree: Photography and Applied Arts  
Graduation: June 1986 with Honors (GPA 3.56)

## Academic History

Dept. of Journalism, Advertising and Media Studies (JAMS)

*University of Wisconsin—Milwaukee*

August 2001 - Present                      Sr. Lecturer

-Attained Indefinite Status in Department of Journalism and Mass Communication: August 27, 2007.  
(By unanimous vote of the JAMS Executive Committee)

### Classes / Teaching

- |  |                                  |
|--|----------------------------------|
| -Advertising and Public Relations Writing and Production | -Advertising Copywriting         |
| -Advertising Principles and Practices                    | -Advertising in American Society |
| -Public Relations Principles and Practices               | -Publication Design              |
| -Media/Research for Advertising and Public Relations     | -Advertising/PR Campaigns        |
| -Animals in the Media                                    |                                  |

Designed and teach classes in advertising and public relations including instruction in strategy and production, copywriting, layout and design, advanced campaigns, advertising and PR theory, and advertising and culture. Instruct students in Photoshop, InDesign, WordPress and Microsoft Office.

### Activities and Service to UW-Milwaukee, Department, and College of Letters & Science

- JAMS Internship Coordinator (2003 - 2006)
- Ad Club at UWM (faculty adviser, 2002 - present)
- Department Undergraduate Director (October 2007 - Aug. 2012)

### JAMS Committee Service

- Undergraduate Committee (Various terms)
- Technology Committee (Various terms)
- Curriculum Committee (2006-07)
- Accreditation Committee (2004, 2012 - 2013)
- Search Committees (2004, 2010, 2012, 2013, 2014)

### Graduate Student Thesis Committees

- Feng Liu (Completion 2002)
- Heidi Cain (Completion 2003)
- Kimberly Delaine (Completion 2004)
- Krista Bensheimer (Completion 2006)
- Xuan Liang (Completion 2009)
- Colin Hutt (Completion 2009)

Activities and Service to UW-Milwaukee, Department, and College of Letters & Science (continued)

**-JAMS Undergraduate Director: 2007 - 2012**

Duties included but not limited to:

Chair of Undergraduate Committee and Declaration Appeals Committee. Oversaw declarations of majors and minors to JAMS. Responsible for approving study abroad credits and transfer credits from other universities to JAMS. Responsible for communication with College of Letters & Science advisers and communication each semester with students in JAMS 101 and 201 about major/minor declaration and policies. Assisted JAMS chair regarding scheduling each semester. In charge of interpreting and facilitating policies regarding undergraduate matters of the department.

**New Course and Curriculum Development (3 examples)**

*Advertising and Public Relations Writing and Production (JAMS 307)*

Developed JAMS 307, a new course in the Ad/PR concentration including creation of syllabus, course structure, assignments and text selections. Developed course curriculum where students learn how to apply tactical skills (writing, production, page layout, social media development) and apply those tactics to a pre-determined strategic message and direction.

*Advertising Copywriting (JAMS 380)*

Developed a special topics course that specifically focused on writing for advertising venues including print, television, radio, online, outdoor, brochures and other marketing and advertising mediums. While the focus was on writing, students also were required to develop strategic messages.

*Animals in the Media (JAMS 660)*

Developed a course that looks at how animals are represented in the media. Course covers a broad range of topics including animals in advertising, in documentary and television, in the news, within public relations and animal welfare organization collateral, and in new/social media. This course is a cultural examination of the place of animal in society. Course consistently fills to over capacity.

## UW-Milwaukee University Service

- Animal and Human Communication Focus Group (Spring 2003)
- Chancellor's Auction Participant (Spring 2003)
- Panelist: Forum on Large Lecture Teaching Issues and Solutions (2004)
- Peace of Cloth Auction Party: A Benefit for Gulf Coast Communities (2005)
- UWM Clean-Up Day (2005)

**Student Organization Faculty Adviser**

- UWM Ad Club (2002 - present)
- UWM Tennis Club (2009-2010)
- Phi Sigma Sigma Rho (2009 - present)

## Dept. of Communication

*University of Wisconsin—Whitewater*

Spring Semester 2015 - present                      Adjunct Lecturer

Courses include:                      Advertising Campaigns  
   PR Tactics II  
   Advertising Media Planning and Buying

## Other Instructional Experience

*Alverno College, Milwaukee* Fall 1999  
Teaching Assistant, Professional Communication

*Alverno College, Milwaukee* Fall and Spring, 1998 - 1999  
Seminar Instructor, Pre-semester software orientation on the use of PowerPoint and QuarkXPress

*Alverno College, Milwaukee* August - December, 1997  
Writing Center Tutor

## Professional Service

### **Kohl's Corporate: Consultant 2002 - 2006**

Consultant for Kohl's Corporation in the Advertising Department.

### **Green County Humane Society (2003 - 2008)**

Volunteer. Produced newsletters. Wrote copy. Advised board on PR activities. Produced spring and end-of-year donation appeal letters. PSA for radio.

### **Milwaukee County Historical Society: Friends Board Member (2003 - 2006)**

Served as board secretary. Worked on various fund raising projects, developed marketing materials, and helped raise awareness of the vast wealth of historical sites, buildings and resources in the community.

### **Wisconsin, Ozaukee, and Racine Humane Societies (2007 - 2010, 2012 - present)**

-*Paws & Claws Gala* Board: Auction Committee Chairperson (2007, 2008, 2012 - present)  
Coordinated solicitations. Wrote copy for gala catalog. Gala brought in over \$240,000 in 2014  
-*Feasting for Fido* Committee: (2009, 2010) Event brought in \$25,000+ each year.  
-WHS Open House (2009)  
Planning and structuring of event, events coordination, and solicitation for donors / sponsors.

### **Business Marketing Association-Milwaukee (BMA) (2004 - 2009)**

-BMA Committee Member (2004 - 2008)  
-BMA University Outreach Committee's (UOC) Chairperson (2008 - 2009). Directed 10 committee members on projects such as student networking, resume and interview events, student forums and BMA scholarship.

### **Milwaukee Animal Rescue Center (2010 - 2012)**

-Marketing Committee and Capital Campaigns Committee

### **Brew City Bully Club (2012 - 2014)**

-Public Relations

### **New Moon Productions / Zeidler Center (Spring 2014)**

-Assist with public relations for discussions on gun violence

### **Jerrold Belland, Artist (Spring - Fall, 2015)**

-Book promotion for his art series, *Scott Walker in Hell*.

### **Stepping Stone Farms (Summer 2015 - present)**

-Consultant: Marketing and graphics

### **Guns, Grief and Grace (Summer 2015 - present)**

-Member: Advisory committee

## Harley-Davidson Motor Company: Employment History

*Harley-Davidson Motor Company, Milwaukee, Wisconsin*

Employment Term: March 1991 - August 2001

*January 1999 - August 2001*

*Communication/Public Relations Manager*

Responsible for internal and external communication and public relations activities at Capitol Drive (Wauwatosa) and Pilgrim Road (Menomonee Falls) manufacturing facilities. Assisted in developing plant objectives with responsibilities focused on strategic plant communication. Included oversight and development of brochures, videos, presentations and speeches, and other audio/visual communication materials for Harley-Davidson. Developed relationships with community outside of Harley-Davidson, including local, state and national governments, police and fire departments, businesses, schools, and community organizations. Included site visits from VIP guests such as, former U.S. Secretary of State Madeleine Albright, former Wisconsin Governor Scott McCallum, and former president George W. Bush.

*March 1994 - December 1998*

*Coordinator of Photography*

Studio manager and senior photographer for the Harley-Davidson Photography Studio. Coordinated all in-house photography and staff of photographers on projects including annual new motorcycle and product photography, location assignments, MotorClothes and Parts & Accessories catalogs, 95th Anniversary, and other photographic assignments.

*March 1991 - March 1994*

*Technical Writer / Photographer*

Wrote technical documentation, manuals, instruction sheets for the installations of Harley-Davidson Motor Parts and their assembly onto motorcycles. Staff photographer to Harley-Davidson Motor Company.

## Additional Employment History

### Prime Graphics

*West Allis, Wisconsin*

Employment Term: July 1989 - December 1990

*Account Service and Copywriter*

This was a small shop where I worked in both the area of account service and copywriting. Larger clients included Waukesha Engines and Kohler Company. Also did work for smaller businesses such as Derzon Coins and Mathew Stark Construction.

### Sorgel Studios

*Milwaukee, Wisconsin*

Employment Term: January 1989 - May 1989

Small post-production and graphics company. Entry-level position as a writer and production assistant.

### Allan-Knox Photography

*Milwaukee, Wisconsin*

Employment Term: June 1986 - November 1988

Commercial photography studio. Laboratory assistant and studio stylist.

## Organizations and Affiliations

Chairperson	<i>MATC Photography Advisory Council, 1996 - 1999</i>
President	<i>Wisconsin Imaging &amp; Photographic Association, 1997 - 1998</i>
Social Interaction Assessor	<i>Alverno College, 1998 - 2010</i>
Board Member	<i>Education Foundation of Wauwatosa, 2000 - 2002</i>
Faculty Advisor	<i>UW-Milwaukee Ad Club, 2002 - present</i>
Committee	<i>Business Marketing Association Education Committee, 2004 - 2008</i>
Chairperson	<i>Business Marketing Association University Outreach Committee, 2008 - 2009</i>
Member	<i>Adworkers of Milwaukee (2008 - present)</i>
Events Chairperson	<i>Wisconsin Humane Society, 2007 - 2010, 2012 - present</i>
Appreciation Award	<i>Alverno College: recognition of 10 years of service (April 2009)</i>
Marketing Committee	<i>Milwaukee Animal Rescue Center, 2010 - 2011</i>
Capital Campaigns Co-Chair	<i>Milwaukee Animal Rescue Center, 2011 - 2012</i>
Public Relations Volunteer	<i>Brew City Bully Club, 2012 - 2015</i>
Public Relations Volunteer	<i>New Moon Productions, 2014 to present</i>
Board Member	<i>Serve Marketing, 2011 - present</i>
Board Vice-President	<i>Milwaukee Community Acupuncture, 2015 - present</i>

References available upon request.