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University Relations

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**Kristofor Gieske '14 receives Minnesota Broadcasters Association Wychor Scholarship**

*Summary: Gieske is studying digital media as his area of concentration.*

(November 3, 2011)-Kristofor Gieske '14, Sauk Centre, is a 2011 recipient of the Minnesota Broadcasters Association (MBA) James J. Wychor Scholarship. The MBA awards scholarships to students demonstrating career interest in broadcast/electronic media technology, advertising sales, web/social media development, entertainment programming, marketing and promotions, news reporting, and administrative support.

Receiving the Wychor Scholarship is a great honor for Gieske, who is studying digital media as his area of concentration. "I was completely surprised!" says Gieske. "I honestly was not expecting to actually receive the scholarship."

His mentors, however, are not surprised by Gieske's accomplishment. To apply for the scholarship, Gieske had to submit two letters of recommendation: one from Roger Boleman, director of Instructional and Media Services, who employs him as a student employee, and one from adviser Barbara Burke, associate professor of communication, media, and rhetoric, who alerted Gieske to the scholarship opportunity and helped throughout the application process.

"Kristofor came to UMM with a clearly stated interest in media," says Burke. "He had some experience while still in high school working in media production at a local cable station and wanted to have a liberal arts education from UMM so that he could be educated and able to succeed in many facets of media production and analysis. He has been an engaged student in my courses, writing insightful papers, participating in discussions, and taking advantage of every opportunity to do 'extra work' and projects. Kris was an especially outstanding member of my Media History and Society class."

According to Burke, it is unusual to choose a Wychor Scholarship recipient from a college that doesn't have a Department of Journalism or Mass Media/Mass Communication.

Says Burke, "It clearly tells us that media professionals do recognize the value of a liberal arts degree as preparation for a career in mass media."

Gieske's work in the field has proved just as impressive as his attitude in the classroom. Boleman observes Gieske firsthand in his position as primary student videographer for on-campus events and as a television production assistant, helping to video edit various projects including programs produced for Public Broadcast Service (PBS).

"The quality of Kristofor's work is high. He came into this position with a limited knowledge of managing media projects...but I have seen a measurable increase in his understanding of media production and his desire to learn more. He has a positive attitude toward all the projects he has been involved with," says Boleman. "I feel confident that Kristofor will do well in the field of media production. He has the desire, personality, and interest to do well in whatever field he chooses to pursue."

Gieske already has plans on how to put his scholarship to good use. “The funds will go toward tuition expenses or possibly, depending on how things go, towards making media and video projects for my portfolio,” he shares. “Winning the scholarship has been a nice boost of assurance that I can potentially have a future in this field.”

He adds, “I wouldn’t have been able to win the scholarship without the helpful suggestions and critiquing of Professor Burke and others.”

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