

SAM Oldenburg

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Education

Master of Arts in Education, Student Affairs in Higher Education

Western Kentucky University, May 2022
Certificate in Career Services

Bachelor of Arts in Photojournalism

Western Kentucky University, May 2013
Minor in Marketing
Thesis: A Clean Slate, Tablet Publishing for College Yearbooks
Graduated Magna Cum Laude

Current Position

Western Kentucky University Student Publications

Bowling Green, Ky.

November 2022 - present: Assistant director

July 2017 - October 2022: Talisman adviser and specialty publications manager

- Supervise advertising adviser, working collaboratively to increase revenue 40% in 2022-2023 over prior school year
- Authored a grant proposal that resulted in \$32,900 to purchase photo, video and audio equipment for student use; implemented digital asset management system to facilitate gear checkout
- Established Cherry Creative, a branded content studio made up of students, and play a leading role in building new revenue streams, including special events, specialty publications and innovative websites
 - Lead organization of annual Housing Fair, which in 2023 included 11 clients and brought in \$17,500
 - Spearheaded production of online WKU Graduate Gallery in spring 2020 that brought in more than \$4,500 then led transition to a print product that brought in more than \$12,000 with the spring 2023 publication
 - Guide students in producing three dining guides, the most recent of which generated more than \$16,000, in collaboration with the Bowling Green Convention and Visitors Bureau
 - Collaborated with students to redesign WKUApartments.com, adding 360-degree apartment tours and other interactive elements
 - Advised students as they produced nearly 50 sponsored content pieces in print or online during Cherry Creative's first three years
 - Train students in photography, writing, design, client interaction and leadership
- Advise students working for Talisman, a life and culture magazine and website, by providing appropriate training and regular feedback
 - Train students in photography, writing, design, WordPress publishing, social media and leadership
 - Advised students as they created a more elaborate web presence at magazine.wkusalisman.com in lieu of a printed magazine during the 2020-2021 school year and returned to printing in the 2021-2022 school year
 - Encourage editors to improve diverse representation in content, which led to an increase in the proportion of individuals quoted or photographed in stories who are people of color from 13% to 31% in one year
 - Solicit bids from external printers and negotiate print pricing and specifications annually
 - Provide advice and suggestions throughout production processes for print and online
- Recruit potential students to WKU as well as current students to work at Student Publications
 - Organize recruitment visits to more than 50 classes in relevant subject areas each year
 - Plan annual conference bringing more than 500 high school journalists to campus for one-day event
 - Oversee annual contests for high school yearbooks, newspapers and broadcast outlets from a three-state region
 - Coordinated a summer high school workshop with tracks for photography and film in 2018
 - Co-led multiplatform journalism track during 2023 high school summer workshop
- Counsel students through discussions about media, school, life, careers and other issues as they arise

Other Employment

Western Kentucky University School of Media

Bowling Green, Ky.

2020 - present: Adjunct instructor teaching Media Collaboration during fall semester

2021 - 2023: Living learning community fellow helping freshmen adapt to college life with academic and social programs

2018: Adjunct instructor teaching Introduction to Digital Photography during fall semester

The Center for Gifted Studies at Western Kentucky University

Bowling Green, Ky.

January 2015 - July 2017: Coordinator of technology and communications

Orchestrated storytelling initiatives and other online content across website, blog and social media; interacted with and served students, teachers and other constituents during summer and school-year programs; supervised photography intern; designed print and digital materials; promoted programming at conferences; provided technology support

Catholic Courier and El Mensajero Católico newspapers

Rochester, N.Y.

September 2013 - January 2015: New media coordinator

Selected, edited and promoted online content; photographed and edited still and video assignments; designed quick-turn and long-term interactive web features; authored blog posts

Student Media & Internship Experiences

Talisman

Bowling Green, Ky.

May 2012 - June 2013: Picture editor

September 2009 - March 2011: Staff photographer

College Heights Herald

Bowling Green, Ky.

December 2011 - May 2012: Assistant picture editor

Western Kentucky University Honors College

Bowling Green, Ky.

April 2010 - December 2011: Recruitment publicist and multimedia specialist

Interlochen Arts Camp

Interlochen, Mich.

June 2011 - August 2011: Photography intern

Eastern Region Cadet Command Public Affairs Office

Fort Knox, Ky.

June 2010 - August 2010: Photography intern

Certifications

Adviser Certification Program

College Media Association

July 2017

QPR Suicide Prevention Gatekeeper Program

WKU Counseling Center

February 2020

Workplace Integrity Facilitator Training

Freedom Forum Power Shift Project

July 2021

Wilderness First Aid Certification

Survival Med

January 2022

Technical Competencies

- Adobe Photoshop
- Adobe Premiere
- Adobe InDesign
- Final Cut Pro 7 & X
- Photo Mechanic
- Social media management
- WordPress, Mura & OU Campus content management systems
- HTML & CSS
- Basic JavaScript & jQuery
- Adobe Dreamweaver
- AP Style
- FTP transfer
- Search engine optimization
- Google Analytics
- Google Ad Words
- Google AdSense
- Wufoo online form builder
- Authorize.net payment processing
- AdPro
- Microsoft Excel
- Macintosh computers
- On and off camera flash
- Audio recording equipment
- Canon & Nikon DSLR still & video
- Email marketing through Constant Contact and Mailchimp

Service

College Media Business and Advertising Managers

July 2022 - present: Communications director
 October 2022: Presented session on sponsored content

Journalism Education Association

Fall 2013 - present: Judge and critique photojournalism categories in biannual national contests

National Scholastic Press Association

2020 - present: Judge photography, design and online categories in national high school contests
 November 2022: Critique student publications during National High School Journalism Convention

Association of Texas Photography Instructors

2019 - present: Judge and critique photojournalism categories in annual high school contests
 June 2022: Taught and coached ATPI Summer Workshop for Instructors Only

College Media Association

2014 - present: Judge photojournalism categories in annual Pinnacle awards
 March 2013: Presented sessions on photography, editorial leadership and tablet app design

Minnesota High School Press Association

Fall 2020, 2022: Presented session on sports photography

Texas Association of Journalism Educators

Fall 2016, 2019, 2022: Judged and critiqued photojournalism categories in high school contest

College Media Mega Workshop

July 2022: Taught magazine track for college journalists
 July 2018, 2019: Co-taught photojournalism track for college journalists

Associated Collegiate Press

March 2022: Presented sessions on photo editing and sports photography at Spring National College Media Conference
 August 2021: Judged magazine cover design category in national college media contest

College Media Association and Associated Collegiate Press National College Media Convention

March 2021: Presented session on photo editing, facilitated photo roundtable, judged Best of Show magazine category
 October 2020: Presented session on photo editing, judged Best of Show website and photojournalism categories
 October 2019: Presented sessions on photo editing and sports photography, assisted with critiquing photo contest
 October 2018: Presented session on photo editing, organized local media tours, assisted with critiquing photo contest
 October 2017: Presented sessions on photo editing and sports photography, assisted with critiquing photo contest
 October 2010: Presented session on audio slideshows

Southern California Journalism Education Association

Spring 2021: Judged and critiqued photography entries

Kansas Collegiate Media

February 2018, 2020: Judged photography entries in annual contest

Jostens

March 2018: Member of four-judge panel for national high school photography contest

Mountain Workshops

October 2016: Social media team co-leader and ground transportation coordinator
 October 2015: Social media team co-leader and ground transportation coordinator
 October 2012: Media manager and senior labbie
 October 2011: Photojournalism participant
 October 2010: Teaching assistant

Kentucky High School Media Institute

Fall 2010, 2011, 2012, 2015, 2016: Taught sessions on photography, photo editing and tablet app design at annual Journalism Scholars Day

Honors & Awards

College Media Association

- Honor Roll Adviser Award — Four-year magazine adviser, 2021

Catholic Press Association Catholic Press Awards

- Second place web and print combination package, 2015 (team entry)
- Third place multiple picture package, 2015
- Honorable mention sports photo, 2015

New York Press Association Better Newspaper Contest

- First place sports feature photo, 2015
- Third place photographer of the year, 2015
- Third place use of video, 2015

Associated Collegiate Press Pacemaker Awards

- Yearbook Pacemaker, Talisman, 2014 (served as picture editor)
- Newspaper Pacemaker, College Heights Herald, 2012 (served as assistant picture editor)

Columbia Scholastic Press Association Crown Awards

- College Yearbook Gold Crown, Talisman, 2014 (served as picture editor)

Hearst Journalism Awards Program

- Seventh place multimedia team reporting, 2013 (served as team coordinator and video shooter/editor)
- Third place multimedia team reporting, 2012 (served as assistant web designer)

National Press Photographers Foundation

- Still and multimedia scholarship recipient, 2012

Sports Shooter Academy

- Nikon Scholarship Recipient, 2011

Kentucky News Photographers Association Pictures of the Year Competition

- First place sports picture story, student division, 2011
- Third place spot news photo, student division, 2010
- Third place feature news photo, student division, 2010
- Third place news picture story, student division, 2010

Selected Student Media Awards

A sampling of awards received by my students' publications during my time as an adviser

Associated Collegiate Press Pacemaker Awards

- Online Pacemaker, Talisman, 2022
- Magazine Pacemaker Finalist, Talisman, 2022
- Multiplatform Pacemaker Finalist, Talisman, 2022
- Online Pacemaker Finalist, Talisman, 2021
- Innovation Pacemaker, Cherry Creative, 2020
- Magazine Pacemaker, Talisman, 2020
- Online Pacemaker Finalist, Talisman, 2020
- Magazine Pacemaker Finalist, Talisman, 2019
- Online Pacemaker Finalist, Talisman, 2018

Associated Collegiate Press Individual Awards

- Photo of the Year: Sports Game or Action Photo, first place, Talisman, 2022
- Advertisement of the Year: Digital Advertisement, first place, Cherry Creative, 2022
- Advertisement of the Year: Print Advertisement, third place, Cherry Creative, 2022
- Multimedia Story of the Year: Photo Slideshow, fourth place, Talisman, 2022
- Photo of the Year: Feature Photo, fourth place, Talisman, 2022
- Advertisement of the Year: Media Kit, third place, Cherry Creative, 2022
- Advertisement of the Year: Newspaper Special Section/Advertising, second place, Cherry Creative, 2021
- Best Use of Social Media: Social Media Promotion, second place, 2021
- Story of the Year: In-Depth News Story, fourth place, 2021
- Advertisement of the Year: Video Advertisement, fifth place, 2021
- Advertisement of the Year: Online Advertisement, fifth place, 2021
- Design of the Year: Magazine Page/Spread, second place, Talisman, 2020
- Advertisement of the Year: Newspaper Special Section/Advertising, second place, Cherry Creative, 2020
- Advertisement of the Year: Print Advertisement, second place, Cherry Creative, 2020
- Advertisement of the Year: Online Advertisement, second place, Cherry Creative, 2020
- Story of the Year: Column, third place, Talisman, 2020
- Photo of the Year: Sports Feature Photo, third place, Talisman, 2020
- Story of the Year: Local Climate Change Reporting, fourth place, Talisman, 2020
- Photo of the Year: Environmental Portrait, fourth place, Talisman, 2020
- Advertisement of the Year: Video Advertisement, fourth place, Cherry Creative, 2020
- Photo of the Year: News/Breaking News Photo, fifth place, Talisman, 2020
- Best Use of Social Media: Social Media Promotion, fifth place, 2020
- Multimedia Story of the Year: Interactive Graphic, second place, Talisman, 2019
- Advertisement of the Year: Display Advertisement, fourth place, Cherry Creative, 2019
- Advertisement of the Year: Advertising Brochure/Rate Card, fourth place, Cherry Creative, 2019
- Reporter of the Year, second place, Talisman, 2018

- Story of the Year: Feature Story, third place, Talisman, 2018
- Multimedia Story of the Year: Multimedia Sports, third place, Talisman, 2018
- Design of the Year: Yearbook/Magazine Page/Spread, third place, Talisman, 2018
- Story of the Year: Sports Story, fifth place, Talisman, 2018

Associated Collegiate Press Best of Show Awards

- Newspaper Special Section (Advertising), second place, Cherry Creative, 2019
- Feature Magazine, first place, Talisman, 2018
- Website (Large School), seventh place, Talisman, 2018
- Website (Large School), seventh place, Talisman, 2017

College Media Association Pinnacle Awards

- Best Sports Feature Photo, first place, Talisman, 2019
- Best Online Infographic, first place, Talisman, 2019
- Best Online Main Page, first place, Talisman, 2018

College Media Business and Advertising Managers Awards

- Best Sponsored Content or Native Advertising, second place, Cherry Creative, 2022
- Best Social Media Promotion, second place, Cherry Creative, 2022
- Best Digital Display Ad - Static, second place, Cherry Creative, 2022
- Best Digital Display Ad - Static, third place, Cherry Creative, 2022
- Best Print Ad Non-Newspaper, third place, Cherry Creative, 2022
- Best Coupon Book or App Design, third place, Cherry Creative, 2022
- Best New Idea, first place, Cherry Creative, 2021
- Best Living Guide, third place, Cherry Creative, 2021
- Best Display Ad (Half Page or Larger), third place, Cherry Creative, 2020
- Best Rate Card or Media Kit, first place, Cherry Creative, 2019
- Best Sponsored Content or Native Advertising, third place, Cherry Creative, 2019

Columbia Scholastic Press Association Crown Awards

- Silver Crown, Hybrid General Magazine, Talisman, 2020
- Gold Crown, Hybrid General Magazine, Talisman, 2019
- Gold Crown, Hybrid General Magazine, Talisman, 2018

Columbia Scholastic Press Association Gold Circle Awards

- Photography Portfolio, first place, Talisman, 2020
- Illustration Portfolio, first place, Talisman, 2020
- News Feature, second place, Talisman, 2020
- In-Depth News/Feature Story, second place, Talisman, 2020
- Feature Photograph, second place, Talisman, 2020
- Photo Slideshow, second place, Talisman, 2020
- Interactive Graphic, second place, Talisman, 2020
- News Feature Photograph, first place, Talisman, 2019
- Non-Fiction Article, first place, Talisman, 2019
- Non-Fiction Article, second place, Talisman, 2019
- Essay, second place, Talisman, 2019
- Alternative Story Form, second place, Talisman, 2019
- Humor, third place, Talisman, 2019
- News Feature Photograph, third place, Talisman, 2019
- Alternative Story Form, first place, Talisman, 2018
- News Feature Photograph, first place, Talisman, 2018
- First Person Experience, first place, Talisman, 2018
- Single Subject Feature Package (Double-Truck), first place, Talisman, 2018
- Entertainment Review, first place, Talisman, 2018
- Headline Writing, second place, Talisman, 2018
- Interactive Graphic, second place, Talisman, 2018
- Single Subject Feature Package (3 or more pages), second place, Talisman, 2018
- General Feature, second place, Talisman, 2018
- News Feature Photograph, third place, Talisman, 2018
- Sports Feature, third place, Talisman, 2018
- General or Humor Commentary, third place, Talisman, 2018