

Ireland 2016 Fact Sheet

Make plans to join professors Rick Alloway and Sue Roush as they lead a group on a two-week education abroad trip to Ireland. JOMC 491 will offer three hours of credit for travel from May 9/10 – 23/24.

Learning outcomes include:

- The observation and description of representative Irish media outlets and advertising/public relations agencies;
- A comparison of Irish media outlets and advertising/public relations agencies to those found in the United States;
- The relationship of Irish media outlets and agencies to Irish history and culture;
- Observation of marketing and business models of Irish media outlets and agencies, and comparisons of those models to those in the United States;
- A comparison of Irish popular culture to that of the United States.

The course would begin in Lincoln with orientation, both to the course and to Ireland, prior to departure. Students would be provided a range of possible topics to research from among the learning outcomes described above, with outcomes based on their particular interests.

Once the touring party arrives in Ireland, the students and faculty will begin an extensive tour of the country, featuring a mix of media outlets/agencies and historical/cultural landmarks.

Upon return to the United States, students would spend the remainder of the time competing assignments or projects tied to their specific chosen interests.

Leader Biography

Richard Alloway is an Associate Professor of Journalism in the College of Journalism & Mass Communications. He holds undergraduate and Master's degrees from the University of Nebraska-Lincoln. He has taught a range of broadcasting and journalism courses since joining the University faculty in 1986.

Professor Alloway is also the General Manager of the University's radio station, 90.3 KRNU, and its companion webstream, KRNU2. He has 40 years of experience in operation of broadcast stations and vocal performance for broadcast and has background in Irish and Celtic music and culture.

Sue Roush is the Director of Marketing and Communications for the College of Journalism and Mass Communications. She is responsible for communicating the college's mission to various audiences, creating key messages, upholding and managing the college brand and directing the development of print, digital, and other promotional materials. In addition, Sue is an adjunct instructor, teaching classes in advertising and public relations.

For three years, she served as Deputy Communications Director for Governor Dave Heineman of Nebraska where she served as a spokeswoman for the Governor, Lt. Governor and First Lady. She served as a media contact including crisis communications and oversaw over 40 state agency public information officers. She earned a bachelor's degree in Business from York College and a master's degree in Marketing, Communication and Advertising from the University of Nebraska-Lincoln.

Tour plans:

The tour will expose students to cultural landmarks and media outlets across Ireland. Scheduled locations are subject to change, but tentatively include: Trinity College, The Irish Times, The Irish Independent, RTE, Irish Examiner (Cork), Muckross House, Radio Kerry, (Killarney), TG4 Irish Television (Connemara), PR Company (Dublin), H+A Marketing + PR (Cork), Firstcom Branding Agency (Dublin), Reputation, Inc. (Dublin), Javelin Group (Dublin), Archer Advertising (Belfast), Titanic Exhibition (Belfast), Giant's Causeway (Belfast), RLA (Belfast), Game of Thrones Tour (Belfast), Queen's University (Belfast), Carrickfergus Castle (Belfast).

Logistics

Students will need to have a valid passport to enter and leave Ireland. However, students are not required to be in possession of a visa.

Students will make their own flight arrangements to and from Ireland. However, they will be encouraged to make arrangements on the same flights and dates as the trip leaders from the United States to Dublin, Ireland.

Student Qualifications

We anticipate making the course available to undergraduate and graduate students in the College of Journalism & Mass Communications, and space permitting, to students from other University of Nebraska-Lincoln colleges. All students should have successfully completed either JOMC 101 – Principles of Mass Media or ADPR 251 – Intro to Advertising & Public Relations, both of which are open to non-majors. We would expect all students to be in academic good standing.