

# COMMUNIQUE

Fall, 2012

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## Communication Studies Major Inducted into the Society of Distinguished Graduates

During fall 2012, Department of Communication faculty nominated Communication Studies major, Brandon Evilla, to be Potter College of Arts and Letters' representative in the Student Government Association's Society of Distinguished Graduates. He was subsequently chosen for the honor.



Brandon Evilla

According to the Student Government Association website, "This program was created to honor graduating seniors. The award is the highest recognition given to graduates by the student body. This award is intend-

ed to recognize the outstanding accomplishments of those seniors who have made significant contributions to the Hill." Besides an excellent academic portfolio, the Society of Distinguished Graduates recognizes students who

have excelled in numerous aspects of his/her academic endeavors. Evilla, a December 2012 graduate of WKU with a major in Communication Studies and a minor in Music, did just that.

Like the majority of college students, Mr. Evilla had trouble deciding on a major. A few semesters passed as he searched for something he could be

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## Renowned Communication Scholar Dr. Robert Rowland Visits WKU



Dr. Robert Rowland

As part of WKU's Debate Watch program, on October 1, 2012, the Department of Communication hosted someone who has contributed great work to the communication discipline, Robert Rowland, Ph.D. Dr. Rowland, is a noteworthy author and esteemed rhetorical theorist and critic, is Professor and Director of Graduate Studies in the Department of Communication Studies at the University of Kansas. Most remarkably, he is recognized as one of the 50 most

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## Communication Studies Major Inducted...—*cont'd*

passionate about. As time went on, Mr. Evilla found his place in the Department of Communication, discovering intrigue in interpersonal and gender communication. He has been an integral member of the departmental family since the end of his sophomore year.

Mr. Evilla was an active member of the entire academic community since setting foot on the Hill as a freshman. Specifically, Mr. Evilla was extensively involved with Housing and Residence Life (HRL). During his last three semesters at WKU, he served on the Resident Staff Association's executive board. In Spring 2012, he

took on the responsibility of arranging HRL's end of the year banquet, at which he was given the R.A. of the Year Award. Evilla also did an internship at the ALIVE Center on campus during the Fall 2012 semester. At the ALIVE Center, he worked under the Communications and Marketing Coordinator, taking on projects that helped him gain experience in another field that interests him, event planning.

It is easy to see why the faculty of the Department of Communication recommended Mr. Evilla for the Society of Distinguished Graduates; he is the type of person who puts 110% effort into everything that comes his way and

strives to be successful. His accomplishments at WKU are a reflection of the type of person he is, hard-working, dedicated, focused, and sincere. Mr. Evilla was deserving of this award for many reasons, and his resilient efforts throughout his undergraduate years at WKU have more than paid off. He is currently working at WKU with Housing and Residence Life in planning and promoting M.A.S.T.E.R. Plan, as well as organizing the volunteer group Western Leaders who help with the event. Mr. Evilla is planning to attend Ball State this fall, and has an interview for an assistantship position.

~ Wesley Carter, Student

## Renowned Communication Scholar... *cont'd*

published scholars in the communication discipline. He has won numerous awards including the Kohrs-Campbell Prize for Rhetorical Criticism for the book he co-authored with David Frank, *Shared land/ conflicting identity: Trajectories of Israeli and Palestinian symbol use*. Not only has his writing brought about praise and attention, his reputation in teaching is equally impressive. In 2005, Dr. Rowland was presented with the Daniel H. Eckroyd Award for Outstanding Teaching in Higher Education from the National Communication Association.

During his visit at WKU, Dr. Rowland offered three different presentations. The first, *Making ideas persuasive for an audience—Any audience* offered an in-depth discussion of persuasion techniques that may be drawn upon in a variety of persuasive contexts from politics to crisis response. The second, *The symbolic roots of the Israeli-Palestinian conflict: Rhetoric and the other* broke down the communication components of this conflict in such a way as to make it under-



Dr. Robert Rowland during lecture in Gary Ransdell Hall Auditorium

standable to students, particularly those focusing on intercultural communication. His keynote address, *From hope to audacity: How Obama adapted his campaign to the greatest economic and political crisis since the Great Depression*.

Dr. Rowland delivered valuable insights in each of his speeches with perfect timing in the midst of political apprehension.

During his time at WKU, Dr. Rowland also visited with depart-

mental graduate students, sharing his expertise on getting into and succeeding in doctoral programs, getting published, and participating in academic conferences. Faculty also were able to spend time with him over several meals discussing current events, Election 2012 campaigns, research ideas, and advances in the discipline.

~Kassie Collier, Student

## Rowley Named 2012 WKU Department of Communication Alumnus of the Year



After taking a leap of faith and being part of one of the first Corporate and Organizational Communication cohorts at WKU, John Rowley had an epiphany. When speaking about his classes Rowley admitted, “These helped lead me to the revelation that I wanted to have my own business; I loved political campaigns, and I wanted to pursue something creative.” Rowley made his mind up that day and there was no looking back, he was determined to do what he loves and become successful at it.

Rowley knew these lofty goals would not come easily, and shoots down the myth that hard work is enough saying, “Work Insanely Hard. Everyone thinks they work hard. When you are 22-28 – the ability to work really hard will set you apart. Have you ever worked a 20 hour day? Have you worked for 36 straight hours? Are you ready to work 7 days a week voluntarily for weeks at a time? When you are young (this was true for me) you have to make up for whatever

skills or experiences you lack by working and going the extra mile.”

Before age 20, John Rowley had worked full-time positions in television and radio in Burlington, Iowa. He did radio and television

reporting, served as a radio public affairs director, was an on-air DJ and did master control switching. In 1996, at the age of 26, Rowley became one of the youngest principals and owners of a national political media consulting, forming Fletcher Rowley with Bill Fletcher. Fletcher/Rowley is described on its website as, “a full-service advertising, public relations, media buying and electronic media production company with vast experience producing successful strategies and campaigns for political candidates and corporate and institutional clients.” Rowley has worked on over 400 political campaigns for Democrats in 46 states. He has worked with candidates from President and Governor to City Council. His firm has won 30 Pollie Awards (national awards for the best political advertising, given by the American Association of Political Consultants). Commercials designed by Fletcher Rowley have been featured on NPR, PBS, CNN, FOX, MSNBC, and on *The Daily Show* with Jon Stewart. His

firm’s work has been covered by the *New York Times*, *The Wall Street Journal*, and the *Washington Post*.

Own your own business, check. Pursue something involving political campaigns that is creative, check. Rowley is living out his dream. After asking for more advice John replied, “Get as many experiences as you can and gain as many skills as you can. A wide range of jobs and work experience is valuable: how to be a great employee, how to work on a team, how to be a professional in a company. Almost every student out of college does not have these skills mastered.”

After many successful years as a partner in his business, Rowley was also able to offer some advice about how the Department of Communication can market its major and the department. About this work and his selection as the Department of Communication’s Alumnus of the Year he stated, “I was glad to give back. But, what will be much more satisfying than any recognition is if I have helped Dr. Sterk get the word out about the department that leads to a new crop of talented students getting a Communication degree. I appreciate the award greatly. That said, I’ve won a number of different awards for basketball, advertising and they are not as satisfying as actually getting results. I want to help Western and the Communication department become the most dynamic department on campus. That would be great.”

~ Connor Raymer, Student

~Kassie Collier, Student



## Alumni Focus: Tiffanie Foster

There are few people in the world who can say they are spending their lives doing something they love. WKU graduate and Department of Communication alumna, Tiffanie Foster, can't say this enough. As a result of her experience at WKU and knowledge she gained in her Communication courses, Foster is now working with the Department of Defense as a Human Resource Specialist and has plans only for success.

Ms. Foster came to the Department of Communication because she believes, "in order to be successful you have to know how to communicate." Her ability to communicate and articulate her ideas to co-workers and supervisors contributed to her success.

Of all of her classes at WKU, Ms. Foster believes Fundamentals of Public Speaking, Communication Foundations, Interpersonal Communication, and Organizational Communication prepared her the most for her career. While as a student, she found the restrictions and guidelines for PowerPoint slides and speeches seemed pedantic, Ms. Foster has discovered them to be most beneficial in her job because she is very often required to present information in

this format to not only her co-workers, but also to supervisors.

Projects and group work also helped Ms. Foster develop skills in her job because communicating with soldiers, developing easier and more efficient methods to complete tasks, and working in groups with many types of people are parts of her everyday job description. "Take the classes seriously," Ms. Foster advises current students because she applies theoretical principles such as accommodating, converging, diverging and assimilating on a regular basis when interacting with fellow employees.

While Ms. Foster does have plans to move up the ladder in her career path in a timely manner, there is one subject she wishes she had focused on more in college: foreign languages. Knowing languages would provide her with more of an opportunity to go overseas. This is something she also feels would give her an advantage in her career path.

As the saying goes, "If you love what you do, it will never feel like work,"



and Ms. Foster believes this whole heartedly. She enjoys helping soldiers and wants to do as much as she can for them, "They are the main reason why I'm doing my job, and I wouldn't have chosen any other job than the one that I'm doing. I've learned so much."

*~Mattie Russell, Student*

## Message from Helen Sterk, Department Head



This fall marked the beginning of a dynamic school year. As this newsletter shows, faculty, staff and students pulled together to make good things happen both in and out of classes.

In class, students developed \$100 Solution projects to serve non-profits in the community, honed their interviewing skills, engaged in debates, analyzed and critiqued

Communication theories, learned appropriate dining etiquette, and wrote the articles for this newsletter.

Outside of class, students and faculty attended professional conferences, presented papers at said conferences, worked in on and off campus internships, organized a monster truck entry in the Homecoming parade, held our first annual bonfire, filled our

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## Message from Helen Sterk... *cont'd*

Facebook page with pictures and notes, started planning a lipdub performance (just google lipdub!), recruited new majors, applauded our alumnus of the year (John Rowley), and raved about our “Above and Beyond” speaker (Robert Rowland).

Student organizations drove the ideas and work around all these events. Communication Ambassadors (our version of Spirit Masters), led by Ms. Charlotte Elder, kept our public profile high at Admissions events, Homecoming, and speaking events. Lambda Pi Eta (our chapter of the national honors society for Communication), headed by Dr. Jennifer Mize Smith, brought students to the National Communication Association conference and hosted a well-attended faculty panel on theory-

driven research. Our chapter of the International Association of Business Communicators, mentored by Dr. Angie Jerome, attended an IABC meeting in Nashville. COGS (Committee of Graduate Students), led by Dr. Kumi Ishii, met with speaker, Robert Rowland, for a seminar on advice for those interested in Ph.D. work.

Staff members Cyndia Tarrence and Laura Wagoner provided all the background support needed to make all these things successful. We’ve got a strong administrative team in the front office.

Three new faculty members joined the department this fall—Dr. Jieyoung Kong, from Arizona State University (Intercultural Communica-

tion); Dr. Mittie Carey, from the University of Memphis (Rhetoric); and Ms. Rachel Walston, from our own WKU M.A. program (Communication). Each one brings their own distinctive stamp to the program.

We’re looking forward to the spring term. More students are joining the department every week; our second “Above and Beyond” speaker of the year, Dr. Patrice Buzzanell (from Purdue University) presents on organizations, gender, and spirituality in April; and we will graduate a whole new crop of undergraduates and master’s students.

Look for news about all these things in the spring newsletter.

*Helen Sterk*

## Communication is Key!

When I made the decision to declare a second major in Corporate and Organizational Communication, I thought my career path would be set. That was, until I saw the extensive list of career opportunities. I said to myself, “If this major enables me to work in all of these areas, how will I ever decide what to do?” The WKU Department of Communication website lists over 60 potential careers in areas ranging from Government/Politics to Business, Education, Law, and International Relations. In short, a world of opportunities awaits those pursuing a career in communication.

So what is it about communication? WKU and Department of Communication alumnus, John Rowley, will tell you, “Communication is key!”



**Key words correspond to what students learn by studying communication**

Building from Rowley’s comment, Department Head, Dr. Helen Sterk, Office Associate Laura Wagoner, Dr. Carl Kell, and Graduate Assistants Ryan Dearbone and Ian Brandon got to work on a new marketing campaign for the department. With this campaign, the department is spreading the word to all who haven’t yet realized that communication truly is

the key to a better self, better life, and better future.

It is more than a marketing campaign; it’s about sharing a passion for communication and encouraging all to become better communicators. Communication isn’t simply the key to all the doors that open to numer-

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## Communication is Key! -cont'd

ous career opportunities; it's the key to a successful life and to positive relationships with others.

It wasn't until this past summer that I myself realized the value of effective communication, and the utility of our discipline. On the first day of my internship with The Kroger Co. this past summer, I looked up at the giant office building in downtown Cincinnati and wondered what I had gotten myself into. Within Kroger's Corporate Brands department I found myself managing over 500 new product ideas, acting as a liaison between suppliers and the consumer research team, pulling sales data from internal databases, and even working on a team to develop a strategy for new Hispanic products. For my first real-world experience in Corporate America, this was intense; I was even invited to join the Hispanic Resource Group and take part in a four-day bike ride across Ohio with Kroger's CFO. All of this required me to use skills I had learned in the classroom related to code-switching, new systems of

computer-mediated communication, organizational culture, socialization, and, most of all, uncertainty management. Friends of mine often ask, "What do you communication people even study?" or "Why is communication so important?" My answer is that Communication is Key! Wear it on a red T-shirt at the Homecoming parade, wave it on your red towel, put the keychain on your lanyard, or even make use of the cool key-shaped flashlight (pick up any of these in the Department of Communication office). Make sure you always remember and always share with others what this discipline and WKU's Department of Communication has done for you; how it has been the key to a better self, better life, and better future for you.

Office Associate Laura Wagoner is currently collecting old keys to frame and make into a work of art to hang in the Communication Department Office. She would love for you to stop by and share a key. Send a student her way, or Mr. Crawley's or Dr. Sterk's or any faculty member's way, so they can find out for themselves the benefits of a degree in Communication.

~ Micah McClendon, Student



Lock indicates careers in communication



## Ed Robertson Scholarship Recipient Selected



Jessica Mattingly, a senior at WKU, was chosen as this year's Ed Robertson Scholarship award winner. This is the department's only scholarship award. In addition to her rigorous studies, she finds time to serve as the President of Lambda Pi Eta, the Communication honors society for undergraduate communication majors at WKU; she is also the recruitment chair of Chi Omega social sorority and the Executive Director of "Up 'Til Dawn WKU."

About becoming a Communication major, Ms. Mattingly states "I was not always in Communication. I began my time at WKU in Architectural Sciences (crazy, I

know) but quickly realized that it was not for me. I bounced around between ideas about Marketing, Public Relations, and Advertising before I settled into Communication. It was honestly sort of my 'catch all.' It allowed me to explore different areas and find my own niche. In the end, that niche was Human Resources." She shows the clear sentiment held by nearly all students within the Communication major. Not only does the major itself prove beneficial, its adaptability to other majors is very helpful in today's often shaky job market prospects.

Ms. Mattingly sees the importance of communication within our lives, which partly led to her choice of the Communication major. She exclaims, "Communication is everywhere! Whether we want to admit it or not, we are constantly communicating through our words, body language, tone, appearance, etc. By studying communication, we are at an advantage! It's sort of like a secret that the other majors don't understand. It's more than just a required speech course. It's a way to get ahead, to understand, and to adjust yourself to each circumstance in your personal and professional life."

Despite her obviously superior communication skills, Ms. Mattingly feels humble about winning the Ed Robertson scholarship, stating, "It's a great honor to have been chosen for the Ed Robertson Scholarship. I had already put so much into the department that it was humbling to have been chosen based on my work throughout my first 3 years."

As one can imagine, being in charge of so many different groups and activities and maintaining good grades through vigorous studying means that Ms. Mattingly's life is quite eventful and sometimes a little overwhelming. As with many college students, stress is a part of Ms. Mattingly's life. Reassuringly, however, she offers advice on how to better maintain sanity during the crazed times of a student's life, asserting, "As a college student, feeling completely overwhelmed at times is part of it. If you never feel overwhelmed one time in your college experience, you are not challenging yourself enough. Generally, the times when I begin to feel overwhelmed is when school, work, and activities all intersect. I just have to remind myself that it will make me better in the end. Lists and agenda books always are helpful."

~ Tyson Trogdon, Student

**Congratulations to our Students**

## Changing Lives, \$100 at a Time

In the six years that Dr. Jennifer Mize Smith has been teaching COMM 349, she has turned the Small Group Communication course into not only a beneficial teaching tool, but also a way for WKU students to give back to the community.



Randa Sawyers & Haley Henderson

Small group communication is becoming an increasingly important skill for students to develop. According to Dr. Mize Smith, "Statistics show that organizational members at all levels are spending an increasing

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## Changing Lives...—cont'd

amount of time working in small groups and teams.” This trend is especially prevalent in higher-level positions, where organizational officers are spending more and more time working closely with others. Because of this increase in group and team work, it is beneficial for all students to sharpen their small group communication skills and become proficient in working closely with others.



**Randa Sawyers, Mirela Tursunovic, Haley Henderson, and Laura Swarts at the Bowling Green Boys' & Girls' Club**

Through her course, Dr. Mize Smith supplies students with the knowledge to make informed group decisions and be aware of the processes and dynamics affected by each member. She hopes that through her course, students will learn the skills to better handle the inevitable negative group experience that we may all encounter at one point in our school or professional careers.

When framing the coursework for Small Group Communication, Dr. Mize Smith selected a project known as the \$100 Solution because “students can now see the fruits of their labor, that they actually interact with the people they are helping and that they see the project for more than just a grade.” The \$100 Solution is unique because it gives students the challenge of teaming up with a local organization in need of help, and then assisting the organization with a \$100 budget. The budget helps to teach students that an excessive



amount of money is not necessary to make a difference for others. This project gives students the opportunity to be actively involved in the service, from identifying the problem to actually implementing the solution. It gives students a hands-on learning experience, and allows them to actually interact with the individuals that they are helping. Examples of past student projects include hosting a “healthy eating” workshop for the Boys and Girls Club of Bowling Green and planting a garden for the residents of a Bowling Green nursing home.



**Brittany Duff and Laura Swarts teach about food groups at the Boys' & Girls' Club**

Through small group communication, Dr. Mize Smith hopes that her students will take away more than just the valuable communication skills taught during the course. She hopes that through the \$100 Solution Project, students will “take away

the kind of joy and satisfaction that only comes from helping others.” This project is a way for students to become involved in the community, and learn that it does not take extensive resources to make a difference in the lives of others. Reading the end-of-semester reflection papers is always one of Dr. Mize Smith’s favorite parts of teaching the course, as students almost always admit how worthwhile their hard work was.



~Haley Henderson,  
Student

**Congratulations to our Students**

# INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS



**Dr. Angela Jerome —  
Faculty Advisor**

Members of WKU’s student chapter of IABC participated in a networking luncheon with Nashville professional chapter of IABC as their major event of Fall 2012. “The Nashville luncheons are usually a great place for students to meet potential business professionals to intern with as well as potential employers. And the food isn’t half bad either!” Michelle Dille, WKU IABC Chapter Vice President, said of the experience.

These professional luncheons take place once a month and allow students to spend time networking in a professional setting with people they might otherwise not have met. They are wholly beneficial to both students and potential employers.

WKU student chapter members Michelle Dille, Evangelia Madia, Mattie Russell, Michelle Passi, Randa Sawyers, Shannon White, Jordan Boggs, and chapter advisor, Dr. Angela Jerome, attended

the September luncheon titled: “What’s new and what’s next at *The Tennessean*?” At the event, three editors from Nashville’s major newspaper presented information and answered questions about the changing state of newspapers relevant to the work done by business communication professionals.

Interactive sessions such as this are what makes these luncheons so valuable to students and what really sets IABC apart from other organizations. “Being able to

future employees. According to Ms. Dille, “There is always something going on with IABC, even if you don’t go to every luncheon the ones you do attend are so worth it.” Ms. Dille went on to say, “My time here in the Communication department would be so different had I not been a part of IABC... Everyone should join us!”

~ Jordan Boggs, Student



**Dr. Angela Jerome, Shannon White, Michelle Dille, Jordan Boggs, Evangelia Madias, Mattie Russell, Randa Sawyers, Michelle Passi**

network with people you might actually have a job with someday is something you can’t get in any other organization. It’s one of the things that makes being in IABC so awesome!” Ms. Dille said of the luncheons.

IABC strives to provide a means of allowing students to grow not only within the department but as



**IABC**

**Student Organizations**



# LAMBDA PI ETA (ΛΠΗ)



**Dr. Jennifer Mize Smith—  
Faculty Advisor**

## Making Dreams Come True at 98th Annual NCA Convention

Western Kentucky University students and faculty truly did make communication dreams come true at Disneyland resorts while attending the National Communication Association Convention in Orlando, Florida. Many WKU faculty and grad students presented their

research in the informative panel sessions and shared diverse ideas with fellow scholars from all over the U.S.

WKU students and Lambda Pi Eta officers, Jessica Mattingly, Mac Mullins, and Katie Spears, attended the conference where they had the opportunity to mingle with fellow communication students from different universities. Some of the topics discussed were social media, femininity, and computer mediated communication.

The entire conference was based on positive atmosphere of COMMunity. The opening session enti-

tled, *Celebrating what unites us as a communication community* reminded us all of the passion we share as communication educators and students. That commitment to each other and our jobs challenges us to explore other avenues of communication and how

A senior student, Spears, reflected on her experience, “I felt as though coming to a conference like this allowed students and scholars alike to learn and grow together in an open environment, it enabled me to learn more about myself and the professors who are like role models to me.”



the changing world that surrounds us is always developing new ideas to study.

Throughout the conference LPH members had the opportunity to attend panels that, not only piqued their interest, but made them more aware of the careers they wished to pursue. Though the three day conference was full of new and exciting excursions we were all reminded at the end of the day that we are all a part of a COMMunity.

~ Katie Spears, LPH Officer

# COMMUNICATION ORGANIZATION FOR GRADUATE STUDENTS (COGS)



**Dr. Kumi Ishii—Interim  
Faculty Advisor**

2012 NCA Conference in Orlando, Florida. The paper discussed cross-cultural forgiveness and received Top Four Paper Award from the Peace and Conflict Division of NCA. We also look forward to sending Amanda Belcher, Jessica Martin Carver, and Jessica Paulsen to the 2013 CSCA Conference in Kansas City, MO in early April

Fall 2012 has been an eventful one for COGS. We were proud to have several students attend the 2012 KCA Conference at General Butler State Park. Ngan Chau, Ryan Cummings, Jie Dai, and Jessica Paulsen all gave paper presentations. Ngan and Ryan both received Top Paper awards!

Ryan Cummings had a paper accepted to the

to present their rhetorical papers.

Along with conference presentations, COGS hosted various events for the graduate students this past fall. We were glad to host a ReVerb event following Dr. Rowland’s political rhetoric lecture. Dr. Kong, Dr. Mize Smith, and Dr. Thompson were guest speakers about PhD applications, programs, and experience. We also hosted a discussion about thesis topics, timelines, and techniques.

With all of these wonderful events this past fall, we are excited to see what 2013 will bring for COGS. Our new officers have been elected. Congratulations to President Felix Perrone, Vice President Daniela Fuentes Riffo, and Secre-

tary Katie Fane. We are excited for your new ideas and leadership in the upcoming year.



**Jessica Paulsen (Left)  
and Ngan Chau (Right)  
at KCA 2012**

~ Jessica Paulsen, Graduate Assistant



# Conventions

## WKU Professors and Students Attend 98th Annual NCA Convention with Mickey Mouse!

Held for the first time in Orlando, Florida, this year's National Communication Association (NCA) Convention let many Communication faculty and students discover the inner kid in themselves. The conference celebrated its 98<sup>th</sup> anniversary at the Dolphin and Swan Hotel, November 15-18, 2012. This year's theme was "*Celebrate COMMUNITY*" which allowed presenters and researchers to celebrate what unites them.

WKU Department of Communication attendees included Department Head, Dr. Helen Sterk; Dr. Blair Thompson; Dr. Jennifer Mize Smith; Dr. Angela Jerome; and graduate student, Ryan Cummings. Three WKU Lambda Pi Eta (The Communication Honors Society for undergraduate students) members, Jessica Mattingly, Mac Mullins and Katie Spears also attended the conference. President, Jessica Mattingly said of the experience, "The conference is a great way to look at our discipline from a research perspective. The various convention studies discussed research we never would have originally thought about. It has made me seriously consider going to graduate school."

Department members also had a great deal of involvement at the conference. Dr. Sterk served on the NCA Legislative Assembly and is active in Association for Communication Administration. She also hosted a reception for all WKU faculty, past and present, as well as all graduate students and alumni of the program attending the convention at Shula's steakhouse in the

Dr. Thompson presented a study titled "The dark side of basic course directing: Creating Community despite dealing with difficult staff situations" and a co-authored a study, with Dr. Joe Mazer of Clemson University, titled "Development of the parental academic support scale: frequency, importance, and modes of communication." Dr. Thompson also served as a respondent on the Instructional Development Division Top Papers Panel and was a Chair for the "Communities of scholars, communities of students: Reflections on re-inventing capstone courses in communication" panel.

Dr. Jennifer Mize Smith presented a paper titled "Volunteer tourists: The identity and discourse of travelers combining largesse and leisure" and served as a respondent

on two paper panels titled "Challenging corporate research and practice: New directions in organization-society relationship" and "Top four papers in applied communication." Dr. Mize Smith also served as the chair and a participant on a panel titled, "Service-learning discussion circles: Creative and helpful methods to connect the COMMUNITY, the discipline, and the students."



NCA Convention Hotel

Dolphin Hotel. Those in attendance were: Dr. Howard Sypher (professor at Purdue University), Ryan Cummings, Jessica Ferguson, Dr. Angela Jerome, Dr. Helen Sterk, Jenna Haugen (doctoral student at University of Kansas), Dr. Judith Hoover (professor emeritus), Dr. Jennifer Mize Smith, Dr. Kenny Embry (professor at Florida College) and James Falin (M.A. student at Michigan State).

~ Randa Samyars, Student

# New Tenure-Track Faculty Profile: Dr. Jiyoung Kong



**Dr. Jiyoung Kong**

With the opening of the fall 2012 semester came the introduction of the Department of Communication's newest tenure-track faculty member, Dr. Jiyoung Kong. Dr. Kong has a freshly-minted Ph.D. from Arizona State University. The Department is excited to welcome her as our newest intercultural communication specialist. Her dissertation is titled *Opening fields through Aikido: An embodied dialogic practice at a martial art dojo*.

Dr. Kong was born in Taegu, South Korea, a country that is slightly smaller than the size of Indiana. Her father worked for the Korean Foreign Service which

meant a lot of moving as a child. Besides South Korea, she has lived in Vietnam, Rome, Los Angeles, Paramaribo, New York, Boston, Addis Ababa, and Tripoli.

When asked how Dr. Kong became interested in studying communication, she said, "I came to study communication by way of my interest in inter-

cultural communication. I was doing an internet search on 'culture shock' which led me to 'third culture kid' and 'global nomad' and a host of other material which I gob-

**"I came to study communication  
by way of my interest in  
intercultural communication.  
I had found my identity!"**

bled up on the spot. I had found my identity!" Continuing with this interest, Dr. Kong received her B.A. from Wellesley College in R



Russian Language. She also has two master's degrees from Korea University in Seoul; one in International Studies and the second in Language Testing. When asked about her impressions of the Department of Communication so far Dr. Kong simply stated, "I am thankful to have colleagues and staff who are supportive and receptive of me and my work."

Dr. Kong is a wonderful addition to our department. Dr. Kong lives what she teaches; she enjoys participating in and observing new activities and traditions. For example, this fall she attended her first American football game and tailgating event, attending football Homecoming on the Hill. With her vast knowledge of many different cultures and her expertise in communication and international studies, our students will no doubt greatly benefit from Dr. Kong.

~ Ryan Dillon, Student

# New Faculty Profile: Rachel Walston, M.A.



Rachel Walston and Big Red

For Rachel Walston, a new instructor in the Department of Communication, teaching is more than a job; it's about making her students happy and successful. Walston started her education in communication at Mansfield University of Pennsylvania, where she majored in Mass Communication and German and minored in Music. After graduating in 2004, Walston spent four years working as a newsreporter in New York and Ohio. She came to Bowling Green in 2008 to work for the *Bowling Green Daily News*.

After embarking on her journalism career, Ms. Walston met former WKU Department Head of Communication, Dr. Sally Ray, who convinced her to pursue a M.A. in Communication, which she was awarded in 2009. She completed a thesis on communication between mothers and daughters after the mother is diagnosed with cancer. For the past three years,

161 full-time for the department. She teaches not only college students, but also high school students in the dual credit program at Warren Central and Barren County High Schools.

**“People underestimate the importance of effective communication, but I have found this to be true: no matter how great your ideas, it takes effective communication to make them work.”**

Ms. Walston explains she loves teaching because she truly cares about her students. She also explains that one of her favorite parts about teaching is the fun and laughter that come with it. She said, “I LOVE

she's held a series of job titles at WKU, including recruiter in the Office of Admissions, Coordinator – Communications and Student Recruitment at WKU-Glasgow campus. Starting in the fall of 2012, Ms. Walston began teaching COMM 145 and COMM

when they make me laugh – not just a chuckle, but a full-on belly laugh that brings tears to my eyes.” She praises the Communication field for its versatility and the freedom it gives students in finding a career stating, “Our students learn the skills to be leaders, thinkers, movers and shakers.” Offering advice to Communication majors, she stresses the importance of communication skills in a challenging world. She notes, “People underestimate the importance of effective communication, but I have found this to be true: no matter how great your ideas, it takes effective communication to make them work.”

Despite her busy work schedule, Ms. Walston still makes time for fun. She is team captain and skater for the Vette City Roller Derby in Bowling Green. She explains, “For the uninitiated, roller derby has changed quite a bit since the height of its popularity in the '70s (when it was very staged and theatrical), but it remains a full-contact, aggressive women's sport—and I love it!” Besides roller derby, Ms. Walston enjoys reading, cooking and spending time with her two rescue cats, Ripley and Herriot.

~ Caroline Baumgartner, Student



# Faculty Profile: Dr. Mittie K. Carey

## Visiting Minority Post-Doctoral Fellow

Dr. Mittie Carey joined the Department of Communication in fall 2012 for a two-year term as the Department of Communication's Visiting Minority Post-Doctoral Fellow. Dr. Carey comes to WKU from the University of Memphis where she completed her Ph.D in Rhetoric. Dr. Carey brings with her great knowledge and a diversified experience. She also has a B.S. in Marketing from Christian Brothers

University and Masters of Divinity degree from Memphis Theological Seminary. She has taught at the university level, as well as teaching in religious and secular settings throughout the Memphis area.

Dr. Carey met with Communication Department Head, Dr. Helen Sterk, and other Departmental professors at the National Communication Association's annual conference in 2011. She described to me being impressed with what this school had to offer, both in academic growth and warm hospitality. After a visit to campus, Dr. Carey accepted the department's offer. She is currently teaching both undergraduate and graduate courses including Public Speaking, and Women, Rhetoric and Civil Rights.



**Dr. Mittie K. Carey**

they have proposed.” Sharing her teaching philosophy—the inspiration of which she credits many outside sources, including alma maters, parents and more—Dr. Carey states, “I have been placed on this earth to pass on to others that which has been passed on to me.” Dr. Carey’s work so far to open the minds of Communication students at WKU is a welcome addition to the department and the University.

~ Erin Oestringer, Student

Since Dr. Carey has come to WKU, she says that her favorite part of teaching is “getting to know the students.”

She explained to me that the students “have so much to offer and the challenge of opening their minds to new and different perspectives is one that I welcome. At the same time, I really appreciate all of the opportunities they have given me to consider all of the new ideas that

**“I have been placed on this earth to pass on to others that which has been passed on to me.”**

# Faculty Profile: Departmental Advisor, Bruce Crawley



**Bruce Crawley, Undergraduate Advisor**

Bruce Crawley started his journey to Western Kentucky University at the University of Kentucky where he received a B.A. in Telecommunications and a M.A. in Human Communication. He chose to study communication for many reasons. First of all, he enjoyed writing. Second, he took Introduction to Communication which made him realize that could be the path for him. So, when made to decide on a major in his junior year at the University of Kentucky, he became a Communication major.

During Mr. Crawley’s second year of graduate school, he worked as a teaching assistant. He enjoyed this part-time job, even though he had not set out to be a teacher. He did not become a full-time teacher until 2002 when he and his wife moved to Bowling Green. If you include his time as a part-time teaching assistant, he has been teaching for 37 years.

Before becoming an instructor at WKU, Mr. Crawley worked in tele-

vision and radio advertising. For a while, he was a creative director for radio stations in Lexington. After that, he co-owned and operated an advertising agency for 12 years. He eventually came to WKU because of the downturn in the economy and advertising business

and after he saw the opportunity to become a full-time instructor. He was hired to teach general education classes within the Department

**“Take initiative. Don’t be afraid to fail at something new. Communication majors have the abilities and skills that some areas of campus don’t have, but no one knows it if they hide under a rock and wait for the world to come to them. You’ve got to make yourself seen and heard.”**

of Communication. Mr. Crawley regularly teaches Business and Professional Speaking. He stated that his favorite aspect of being an instructor is the ability truly to change peoples’ lives

Mr. Crawley is also the department’s sole undergraduate academic advisor. When asked about his favorite aspect of being the departmental advisor, Mr. Crawley stated, “I think it’s a couple a things. It’s being in a position to truly help students. I feel like I am perform-

ing a legitimate service. It’s the one-on-one conversations and the opportunity to get more personally acquainted with the students in our department, at least to the extent each student wants to. I just enjoy the conversations and the fact that I feel like I am contributing to their success.” For his work as an advisor at WKU, Mr. Crawley has earned three awards. He received his first award in 2007 when he was named “Advisor of the Year” for the Potter College of Arts and Letters. He won that same award in 2010, and went on to become that year’s University Faculty Advisor of the Year.

When Mr. Crawley was asked what advice he would give to Communication majors, he said, “Take initiative. Don’t be afraid to fail at something new. Have the self-confidence to be energetic and to walk into the world with your head up and eyes open.

Communication majors have the abilities and skills that some areas of campus don’t have, but no one knows it if they hide under a rock and wait for the world to come to them. You cannot wait for the world to come to you. If you do it’ll just pass you by. You’ve got to make yourself seen and heard.”

~ *Brittane Loftis, Student*

# Faculty Profile: Gary Hughes



**Mr. Gary Hughes**

Mr. Gary Hughes, a native of Cadiz, Ky., has been with the Department of Communication since 2002, and has taught in other contexts for over 20 years. When asked about his decision to pursue a career in education, Professor Hughes described it as a calling.

In 1980, Mr. Hughes earned his B.A. in Speech Communication with a minor in Religious Studies from WKU. After receiving his bachelor's degree, he received his certification as a secondary teacher in speech. He then went on to Southern Baptist Theological Seminary, where he earned a Master of Divinity degree. After receiving the M. Div., he entered the ministry and was a pastor for 20 years. In 2002, Mr. Hughes earned a M. A. in Communication with a concentration in Organizational Communication from WKU.

Since 2003, Mr. Hughes has been working on his doctorate at the University of Kentucky and anticipates receiving his Ph.D. in Communication in May 2013. His doc-

toral work focuses on computer mediated communication, especially concerning curriculum and instruction.

At Western Kentucky University, Mr. Hughes teaches Fundamentals of Public speaking, Advanced Public Speaking and Small Group Communication. He also manages all of the department's technology needs.

Mr. Hughes has some advice for students who have recently started college—"Follow your passion." He said students need to figure out what they are interested in, and then see how their talents and interests can mesh together. He added that students need to figure out how their talents and interests can fit into a concentration in communication. If someone does that,

the chances of someone getting into an enjoyable career go up drastically.

Mr. Hughes also has some advice for students who are about to graduate. He said to make sure to get involved in an internship that relates to their area of interest. This serves two purposes. First, the student will see what is enjoyable about the career and also what is not enjoyable. Second, the student will see all the challenges faced going in a particular career. Students in class will learn a lot about their potential careers, but an internship will really show the students firsthand what a career is all about.

The Department of Communication is very fortunate to have Mr. Hughes. His experience, skills, and passion will help the Department of Communication engage in WKU students' lives and help them succeed in the future.

~ Ryan Cole, Student

**"Students need to figure out how their talents and interests can fit into a concentration in communication. If someone does that, the chances of someone getting into an enjoyable career go up drastically."**



# Faculty Profile: Dr. Donna Schiess



**Dr. Donna Schiess**

You know that feeling you get when you step on to WKU’s campus? That feeling of home? What about that feeling of joy and certainty when you see the colonnade or the Guthrie bell tower? Or that feeling of contentment when you stand behind the Fine Arts Center (FAC) and see the sun setting right before you?

Dr. Donna Schiess has had that feeling for over 10 years and continues to have a passion for WKU every single day. Dr. Schiess received her B.A., M.A, and Ed.D. from WKU. As an undergraduate, she majored in Corporate and Organizational Communication. After finishing her Master’s degree in Communication in 2001, and seeing the warm and welcoming environ-

ment in the Communication Department between the faculty and staff, she decided to apply for an open teaching position. In her first years as a faculty member, she began working on her Ed.D. in Educational Leadership, which she completed in 2011.

The courses that Dr. Schiess has taught at WKU have affected her daily life and all of the lives around her. Dr. Schiess has come to realize that her favorite course to teach as a faculty member is COMM 240: Critical Listening; although she finds enjoyment in every course she teaches. A new change for Dr. Schiess is that she has

recently begun teaching Critical Listening as well as Fundamentals of Public Speaking online. About this new experience she notes,

**Communication skills give us the ability to anticipate and better understand behaviors of ourselves and others. As we increase self-awareness and open our minds, we become skilled artisans at creating cogent messages while increasing empathic abilities.”**

“There are certain challenges involved in teaching online courses. The challenge for public speaking was working out the recording of speeches and viewing other student’s speeches. So far, there have been very few problems with tech-

nology. I felt that it was important to have some options of these classes online, especially for people with limitations such as distance or other personal circumstances.”

As a member of the faculty, Dr. Schiess has seen many traditions come alive in her time at WKU. Out of all the traditions at WKU, Dr. Schiess says that her favorite is Homecoming on the Hill during WKU football season. “Since I hold three degrees from WKU, I love seeing both old classmates and alumni come back to the hill. It is very exciting to see how successful our graduates are as they advance in their careers. All of them say their college days were the best times of their lives,” says Dr. Schiess.

Lastly, in being a member of the faculty and being an addition to the WKU family for over 10 years, communication has become a very critical and an integrated part of

Dr. Schiess’ life in more ways than one. Dr. Schiess exclaims that “Communication skills give us the ability to anticipate and better understand behaviors of ourselves and others. As we increase self-awareness and open our minds, we become skilled artisans at creating cogent messages while increasing empathic abilities.”

~ Hillary Chinn, Student

# Homecoming Parade

# Events



Top: Dr. Helen Sterk, Dr. Mittie Carey, Ryan Dillon, Jordan Boggs, Dr. Jieyoung Kong  
 Right: Ryan Dillon, Evangelia Madias, Brandon Evilla



# PCAL



Left: Natalie Gilliam  
 Center: Haley Henderson manning Comm booth  
 Below: Haley Henderson and Ryan Cole



# Fall Festival

# 1st Annual Bonfire



Above: Mac Mullins, Mattie Russell  
 Left: Brandon Evilla, Katie Spears



# Alumni Updates

**Amanda Belcher, B.A. Communication Studies, 2012**—Amanda is currently working as a Multi-Unit Human Resource Manager at Macy's in Nashville, Tennessee. She is also working on obtaining a M.A. in Organizational Communication.

**Katie Breiwa, B.A. Corporate & Organizational Communication, 2005**—Katie recently worked as the Deputy Director for External Relations for the Mitt Romney presidential campaign.

**Laura Cooley, Ph.D., M.A. in Organizational Communication, 2008**—Laura is an Education Coordinator at American Academy on Communication in Healthcare in Chesterfield, Missouri.

**Julie Childress Denton, M.A. in Organizational Communication, 2007**—Julie is a Customer Service Manager at Blue Cotton.

**Tiffanie Foster, B.A. Communication Studies, 2010**—Tiffanie is working as a Human Resource Specialist at Fort Knox in Radcliff, Kentucky.

**Madeline Gannon, B.A. Communication Studies, 2011**—Madeline is currently in the Communication masters program at the University of Kentucky.

**Patti Jo Grice-Smith, M.A. in Organizational Communication, 2010**—Patti is working at Humana as the Social Media Marketing Community Manager.

**Hannah George King, B.A. Corporate & Organizational Communication, 2009**—Hannah is an advisor/recruiter at the WKU Owensboro campus. She received a M.A. at the University of South Carolina, and plans to pursue a second masters in Communication at WKU beginning in Spring, 2013.

**Mitchell McKinney, B.A. Speech Communication, 1987**—Mitchell is an Associate Professor at the University of Missouri, where he studies presidential debates and political communication.

**Melissa Messer, B.A. Corporate & Organizational Communication, 2007** - Melissa is working in Seattle, Washington as an Art Director for Radworks.

**Mackenzie Keaster Morley, B.A. Corporate and Organizational Communication, 2007**—Mackenzie is now living in Edinburgh, Scotland, where she does a lot of volunteering and traveling.

**Chris Nation, M.A. in Organizational Communication, 2009** - Chris is currently working for Hitcents.com as Web Manager & Social Media Strategist.

**Donald L. Smith, B.A. Corporate and Organizational Communication, 1994**—Donald was recently named the new President of the WKU College Heights Foundation.

**Rachel Walston, M.A. in Organizational Communication, 2009** - Rachel is currently working as an Instructor in the Department of Communication at WKU.

**Joshua Wilcox, B.A. Corporate & Organizational Communication, 2010**—Joshua is currently working as an Account Manager at JDML Marketing.

**Dustin Wood, B.A. Communication Studies, 2007**—Dustin is a Ph.D. Candidate at Texas A&M University, and will be graduating in May, 2013.

**Rachel Wurth, M.A. in Organizational Communication, 2003**—Rachel is currently working at Bellarmine University in Louisville, Kentucky as Director of Sponsored Projects.

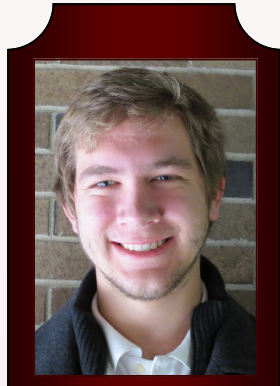
Let us know what you are doing.  
We would love to hear from you, too!

Send news to Laura Wagoner at [laura.wagoner@wku.edu](mailto:laura.wagoner@wku.edu)





Rachel Clark



Vance 'Buddy'  
Newberry



Madalyn  
Wilbanks



Nichole Miller

# Fall 2012

# Student Workers



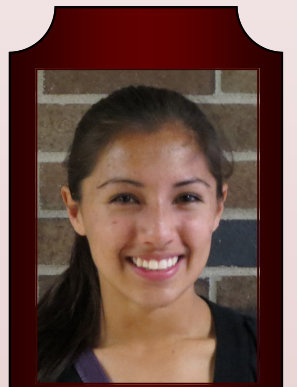
Callie Allison



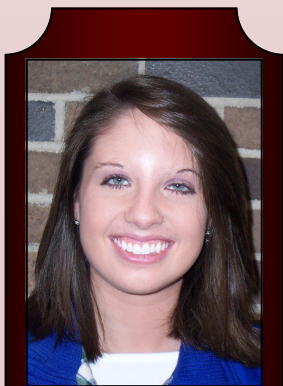
Stefanie Lutz



Olivia Sharp



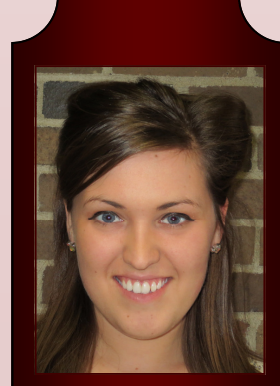
Ashley Baker



Bethany Hughes



Missy Meige



Natalie Gilliam



Mattie Russell



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WKUDeptofComm



<http://www.youtube.com/user/WKUCommDepartment?feature=watch>

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For information on giving to the  
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Or visit:  
[wku.edu/campaign/how.html](http://wku.edu/campaign/how.html)

## CommuniQuotes

*Communication—the human connection—is the key to  
personal and career success.*

~ Paul J. Meyer

*But communication is two-sided—vital and profound communication makes  
demands also on those who are to receive it... demands in the sense of  
concentration, of genuine effort to receive what is being communicated.*

~ Roger Sessions

*The two words 'information' and 'communication' are often used  
interchangeably, but they signify quite different things. Information is  
giving out; communication is getting through.*

~ Sydney J. Harris