

# COMMUNIQUE

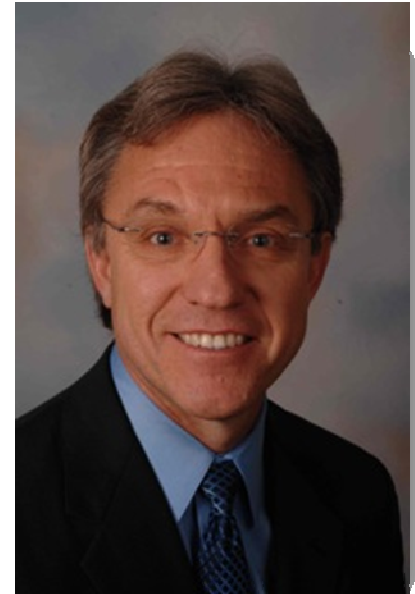
Fall, 2014

<i>The Right Message, at the Right Time Can Save Lives</i>	2
<i>Capstone Experience / Thesis Projects</i>	2-3
<i>Message from Department Head—Helen Sterk</i>	3
<i>Faculty Win Awards at KCA Conference</i>	4
<i>World Café Prompts Discussion on Terrorism and Communication</i>	4-5
<i>Studying Abroad in the Department of Communication</i>	5-6
<i>WKU-Glasgow Speech Contest 2014</i>	6
<i>WKU Homecoming 2014</i>	7
<i>Mid-Semester Bonfire is Hot!</i>	7-8
<i>Internship Opportunities Unleashed: What does it take to be in Intern at the General Motors Bowling Green Plant?</i>	8
<i>Undergraduate Profile—A Sense of Pride: Jasmine M. Langley</i>	9
<i>Alumni Profile—Andrea Hales, MBA, BA in Corporate &amp; Organizational Communication</i>	9
<i>Differences between Corporate &amp; Organizational Communication and Communication Studies Major</i>	10
<i>Communication Organization for Graduate Students (COGS)</i>	10
<i>Lambda Pi Eta (LPH)</i>	11
<i>Frequently Asked Questions</i>	12
<i>Events</i>	13
<i>Alumni Updates</i>	14
<i>Student Workers</i>	15

## The Right Message, at the Right Time Can Save Lives

Dr. Timothy Sellnow, an accomplished scholar and educator in the field of crisis and risk communication, came to campus to speak for the Department of Communication's "Above and Beyond" series. He brought along former WKU Department of Communication alumna and doctoral candidate, Morgan Wickline Getchell, who also has found a passion for the field of crisis communication.

Both scholars shared their research and latest projects in the realms of crisis communication. The project Dr. Sellnow shared centered on getting a complete and timely message out to the people who need the information most. He has reconfigured a previous communication model to give a more thorough description of events occurring during a crisis. The media and organizations involved in carrying out communication during crisis events are failing the public by neglecting to



Dr. Timothy Sellnow

- Cont'd on page 2

## Capstone Experience/Thesis Projects



Dr. Jieyoung Kong & Mihn Dao

In the Department of Communication, we have several students in the Honors College. These students have the opportunity to compose a Capstone Experience/Thesis (CE/T) project and have it published. There are four students in the Department of Communication that deserve recognition for their work on CE/T projects, Sarah Beach, Minh Dao, Haley Miller, and Celia Whelan. CE/T's are a way for our students to showcase their abilities in writing and research, as well as a chance to study their areas of interest in a new, closer light.

Sarah Beach completed her CE/T project entitled "A new kind of project: Blogging and the American teen girl." She raised a question, how has blogging

- Cont'd on page 2

## The Right Message ... *cont'd*

give all of the information needed to make them feel safe. This can lead to mistrust, confusion, and fear.

In order to communicate effectively in crisis situations, it is imperative to create a shared understanding to address emotions that might lead to irresponsible choices. This model of communication can be applied to many different crisis events.

One of the innovations that Dr. Sellnow is introducing is a smartphone app that will alert individuals in high risk areas about earthquakes in enough time so that they can be prepared. Communication disseminated would include a state-

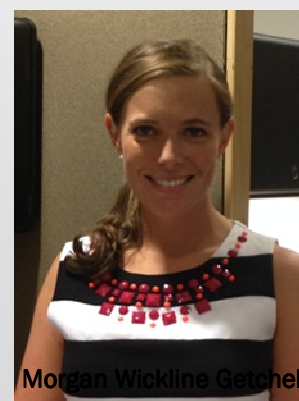
ment of the problem and instructions for what to do to remain safe. This

smartphone app will be tested in California later this year.

Their communication model will allow the public to be more informed to make more responsible choices as a response to crisis. Getting the right message out, at the right time, can ultimately save lives.

~ Lillie Thomas, Student

The poster features a dark blue background with white text. At the top, the title reads "The Right Message, At the Right Time, Can Save Lives: Applied Research in Crisis Communication". Below the title, the date and time are listed: "Monday, September 29, 2014" and "7:00 p.m.". The location is "Grise Hall Auditorium". On the left, there is a portrait of Tim Sellnow, Ph.D., with his name and affiliation: "Tim Sellnow, Ph.D. University of Kentucky". On the right, there is a magnifying glass over the word "CRISIS". At the bottom, it says "A Swipeable Event" and includes the WKU Department of Communication logo.



## Capstone Experience ... *cont'd*

changed the way girls do that [better themselves outwardly]? Sarah, read 40 blogs every day for a month to answer her research question. Sarah's advisor is Dr. Helen Sterk.

Minh Dao has worked on her CE/T project, "A case study of internationalization at WKU." Minh explained, "This study investigated the student levels of satisfaction and engagement with internationalization at WKU." She surveyed 418 students (domestic and international) to obtain her data. Minh's advisor is Dr.



Haley Miller

Jieyoung Kong.

Haley Miller conducted a case study on the American Cancer Society (ACS) and two local Relay For Life events. Her CE/T,

"Rethinking Leadership Training: Relay For Life" focused on training that volunteers received, the quality of that training, and potential differences in a Relay For Life event between a rural and a non-rural county. Relay For Life is a big part of Haley's life, and this study



Celia Whelan

has the potential to help volunteers, like herself, across the world. Haley's advisor is Dr. Jennifer Mize Smith and Dr. Ellen Bonaguro also served as her second reader.

Another CE/T project was completed by Celia Whelan. Celia has a double major in Chemistry and Communication Studies. Celia explained, "The research that I do is concerned with cisplatin – a platinum anticancer drug that is commonly used to fight ovarian, testicu-

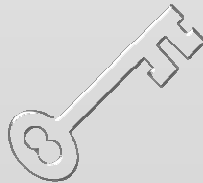
## Capstone Experience ... *cont'd*

lar, bladder, and lung cancers...The goal of my research in particular is to begin to understand these side-reactions, what products are produced, and how these side-reactions change as the drug is modified.” Although her research is not directly related to the Communication Department, Dr. Ellen Bonaguro served on her CE/T committee due to her Biology major background. We are very proud to work side by side other disciplines across the university.

For students who are debating the CE/T Honors Track, all of these students have some advice to share. Sarah said, “There is only one way to eat an elephant--one piece at a time. I've been thinking about,

working on, and writing my thesis for a very long time...Do it. And then pat yourself on the back, because you did it!” Celia agreed, “Do it...It's difficult, but it was one of the most rewarding experiences of my college career.” We are proud of the work that is coming from the Department of Communication and look forward to more projects in the future.

~ *Haley Miller, Student*



**Sarah Beach & Dr. Helen Sterk**

## Message from Helen



**Dr. Helen Sterk**

As you can see from this newsletter, the Department of Communication is hopping! From faculty members winning awards to students competing in speech contests to sponsoring a Homecoming Queen candidate to engaging the campus community in a World Cafe discussion on race, we energize educational and social connections among students and in the community.

## Sterk, Department Head

Many groups inside the department initiate events that enable these connections—faculty members, individual students, our national honors society Lambda Pi Eta, Communication Ambassadors, and our chapter of the International Association of Business Communicators. One group counsels the department from an external point of view.

The Communication Advisory Council, made up of a wide range of department alums and other interested people, meets twice a year to offer their expertise to the department, advising us on how best to serve our students and community.

Because of the council, we've undertaken several initiatives, including revamping our graduate program so it serves both on and off campus students, developing internships, encouraging study abroad, and inviting a prominent business person to speak and work with us each spring.

This fall, the Advisory Council recommended the department engage in strategic planning, emerging with

3-4 goals and a focused set of actions aimed at meeting those goals.

In January, 2015, Dr. Larry Long, until recently the Executive Director of the School of Communication at Illinois State University, will lead the faculty members of the department in a strategic planning process. The goals and actions we choose will direct our graduate and undergraduate programs over the next several years.

Dr. Long has led many faculties through this planning process. As he has done before, he'll separate us into groups, have us brainstorm both silently and within the groups, and help us organize the ideas we generate into a plan that will focus our energies on making our programs even stronger than they are.

In the spring newsletter, we'll let you know what we decide and invite your ideas as students, alums, and interested people on how we can bring our plan to life.

~ *Dr. Helen Sterk,  
Department Head*

## Faculty Win Awards at KCA Conference



**Drs. Holly Payne, Blair Thompson, and Stacey Gish standing in for Patricia Witcher**

The Kentucky Communication Association (KCA) held their annual conference at Buckhorn Lake Resort State Park in Buckhorn, Kentucky, on September 26<sup>th</sup> and 27<sup>th</sup>. The WKU Department of Communication faculty did not disappoint.

Because of all of their hard work and effort in the field of communication, Dr. Payne won the Graduate Mentor Award for work done with graduate students and undergraduate and graduate students' research. Dr. Thompson won the James Applegate Excellence in Research Award for his extensive work in crisis communication, student communication, and parent-teacher communication. Ms. Patricia Witcher, M.A., an

instructor at the Glasgow campus, won the Excellence in Teaching Award.

Dr. Holly Payne and Dr. Blair Thompson attended the conference and presented their research conducted with Dr. Angie Jerome over crisis communication in K-12 schools with a focus on school shootings.

Congratulations to the wonderful Department of Communication faculty for their outstanding work!

~ Abby Boyd, Student



## World Café Prompts Discussion on Terrorism and Communication

On October 21, 2014 from 5:00 to 7:30 pm, Dr.'s Cecile Garmon and Tammy Jeffries of WKU's Communication Department brought three classes together to engage in a World Café conversation. The World Café is an intentional way to create a living network of conversations around "questions that matter."

It is a methodology which enables (12-1200!) people to think together and intentionally create new, shared meaning and collective insight. Although people have been meeting in ways sharing the same spirit of the World Café for centuries, the actual methodology was 'discovered' and formalized by Juanita Brown and David Isaacs in 1995. Since then, hundreds of thousands of people have been meeting in World Café style conversations across the world.

The Cue Time Café in Bowling Green, served as our official World

Café site offering appetizers and beverages for the guests to enjoy while chatting. Café tables were lined with large sheets of paper and colored markers which were used to help the four to five guests and hosts at each table engage in deeply participative, high-quality conversational rounds. After twenty minutes of conversation at one table the guests were encouraged to find a new table with different participants and engage in conversation at that table.

This networking and conversational cross-pollination explored five questions written by the students in Dr. Garmon's Course, COMM 577, Cultural Terrorism and Communication, and focused on issues in terrorism.

Dr. Jeffries, three WKU graduate students (Daniel Chick, Jia Pie, Tyler Rife) and Sophomore Rita Nyandeng Kuanyin, served as conversation table

hosts. The guests, students in Dr. Jeffries' COMM 348 Interpersonal Communication and COMM 463 Intercultural Communication courses, moved from table to table exploring each question and creating "Moments of Magic." (The human "magic" arose in the conversations and exchanges, as they moved from one to another conversation, evolving a theme or deepening a question.)

The questions explored that evening, were 1). What does it mean to live in a "time of terror?" 2). After 9/11, the use of "good" and "evil" as a metaphor became more pervasive to describe actions, governments, and people. Why do we use this metaphor? 3). How has terrorism redefined the concept of community (i.e. neighborhood community, national community, and

- Cont'd on page 5

## World Café ... cont'd

global community)? Why? 4). Can terrorists terrorize without technology? 5). And technology is interconnected and interrelated to our humanness. How does using technology for surveillance affect our humanness?

The World Café is based on a core assumption that the knowledge and wisdom that we need is already present and accessible. Working with the World Café, we can bring out the



Students at World Café event engaging in discussion on terrorism and communication



collective wisdom of the group – greater than the sum of its individual parts – and channel it towards positive change. Indeed those who partic-

ipated in this evening's event reported to have fully enjoyed the Café and are eager to engage in more World Café style conversations in the future.

As Margaret Mead once said: *Never doubt that small groups of committed people can change the world. Indeed it is the only thing that ever has.*

Parts of this write up were taken directly from: Bojer, M. M., Roehl, H., Knuth, M., Magner, C. (2008). Mapping Dialogue: Essential tools for social change. Taos Institute Publications. Chagrin Falls: OH

~ Tammy Jeffries, Professor

## Studying Abroad in the Department of Communication

For many students, entering college represents the opportunity for them to start making their own decisions. They control what they eat, what they do, what to major in, and what they want to spend the rest of their life doing. Students often get so wrapped up in this newfound power that they forget to consider some of the less obvious, but equally important decisions.

Studying abroad is one of those decisions. By interviewing a number of different students across ages and majors, I found the general consensus regarding studying abroad is that it would be a great experience, but that financially it is just not



Department of Communication Students in Melbourne, Australia

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an obtainable objective.

A number of Communication majors describe the positive effects studying abroad had on them as a major. Responses include that it helped to develop their intercultural communication skills through interaction with individuals of different backgrounds. In addition to this, Abigail Boyd, a senior in the Department of Communication described her experience on the department's Australia trip as an opportunity to experience the concepts and theories

she had learned, while learning the similarities between ours and the Australian culture, and in the process, forming relationships with classmates that would last a lifetime.

With the "why" of studying abroad now determined, it is now time to discuss the 'how', because many students believe that financially, studying abroad is not feasible. An interview with Nolan Miles, current SGA vice president and Harlaxton Alumni reveals that there are a number of scholarship and grant

programs to lessen the cost of study abroad. "Studying abroad was one of the best opportunities of my life. The Student Government Association offers scholarships each semester to make sure all students are getting the opportunity they deserve."

Having studied abroad myself, I encourage everyone to seek more information from the Study Abroad and Global Learning Center, as this really is a life-changing experience.

~ Alex Neumann, Student

## WKU-Glasgow Speech Contest 2014



Left to Right: Kristyn King, Olivia Little, Brooke Payne, Gabriella Alcott, Jacob Tipton, and Micayla Kelly

On November 1, 2014, WKU Glasgow hosted our annual fall speech contest. The contestants comprised students in COMM 145: Fundamentals of Public Speaking and Communication, and sections focused on Business and Professional Communication. Students competed with one another by giving

speeches within one of the two categories of COMM 145 and are judged on the effectiveness and presentation of their speeches.

After the speeches were over, the judges chose the winners and

also the second and third place finishers.

This year over 17 students participated in the event. The winners for the competition from COMM 145: Fundamentals of Public Speaking and Communication were: 1<sup>st</sup> place – Gabriella Alcott, 2<sup>nd</sup> place – Jacob Tipton and 3<sup>rd</sup> place – Micayla Kelly. The winners from COMM 145: Fundamentals of Public Speaking and Communication - Business and Professional Speaking were: 1<sup>st</sup> place – Krystin King, 2<sup>nd</sup> place – Olivia Little, and 3<sup>rd</sup> place – Brooke Payne.

This is a great opportunity for students to showcase their communication skills, and also give them experience in speaking in a public setting.

~ James J. Warren, Student



## WKU Homecoming 2014

During Homecoming Week, students in various organizations throughout campus compete with each other by building floats, making banners and participating in other events throughout the week. Along with these competitions, organizations also nominate a candidate for Homecoming Queen. In 2014, 24 candidates were nominated from these organizations for Homecoming Queen.

The Department of Communication and Communication Ambassadors sponsored Abby Boyd, a Corporate and Organizational Communication Major to represent the department. Abby says “It was a huge honor representing the Department of Communication as the homecoming candidate because of how much the Department has impacted me during my time at WKU. I have been able to become a better person

because of the relationships I gave developed and the skills I have gained through the Department. Natalie Gilliam, a Communication Ambassador,

Communication signs were placed on the Corvette, which gained a lot of attention from spectators. I'm excited to see how the Department's role



Abby Boyd with her cousins Alleigh and Addison Meek

was also on the homecoming court, so the Department was represented very well. During the parade Department of

continues to develop during homecoming week.”

~ James J. Warren, Student

## Mid-Semester Bonfire is Hot!



Fall is a time many look forward to because of football, sweaters, pumpkins and hayrides. While all of these things are certainly traditional symbols of the season, the Department of Communication looks forward to its annual bonfire event.

Ms. Charlotte Elder, M.A., an instructor in the department and the faculty advisor for the Communication Ambassadors, opened her home on October

- Cont'd page 8

## Bonfire ... *cont'd*

21<sup>st</sup> to students, faculty, and staff to come together. There were about 30 total students and faculty in attendance.

This bonfire is one of the trademarks of the department, and it cer-

tainly makes an impact on students. Emily Gerard, a Junior at WKU and a Communication Ambassador, said, "I think the bonfire allows our department to build a sense of community, get to know some professors on

a deeper level, and meet students you may not have had classes with. It makes me glad I am a part of the Department of Communication."

~ Abby Boyder, Student

## Internship Opportunities Unleashed: What does it take to be an Intern at the General Motors Bowling Green Plant?



**Andrea Hales, Manager of Bowling Green Plant Communications**

Internships unleash the secret of gaining hands on experience in a professional setting before, or after, you graduate college. If you are uncertain or confused of what you want to do within your major, it is highly recommended by professors, advisors, and business leaders to start looking for experience, whether you are a freshman or senior close to graduation in May.

Ms. Andrea Hales, Manager of Bowling Green Plant Communications believes that it is never too late to start exploring your internship opportunities by updating your re-

sume. The General Motors Bowling Green Plant will offer you endless amounts of information and tools that could be applied within your studies of communication. If you believe that you are qualified for their internship positions, she strongly encourages you to apply fall of 2015. She's looking for

- ◆ Strong verbal and written communication skills
- ◆ Cumulative GPA of 3.0
- ◆ Demonstrates great interpersonal skills
- ◆ Ability to multi-task within the workplace

- ◆ Seeking Sophomores or Juniors, who are willing to be with the company for six months or more

Ms. Hales is willing to work with your school schedule and she will provide you with real job experience that you could take with you for any profession. Writing newsletters, preparing speeches, and showcasing the plant will be something you will grow accustomed to as an intern. She will also help you build your portfolio, to which she attributes receiving her current job position.

Yearly, WKU offers a career fair that recruiters from General Motors attend to find outstanding interns. If you need further assistance, you are welcome to visit the Career Services to improve your resume or interview skills.

~ Jasmine Langley, Student





# Undergraduate Profile

## A Sense of Pride: Jasmine M. Langley



Jasmine Langley

Parents seem rather hesitant whenever you tell them that you wish to attend an out of state college. They always seem to worry about what will happen. Will they be okay, will they fit it, I'm going to miss my child, who will do their laundry? So when Mr. and Mrs. Langley found out that their daughter was moving from Evansville, Indiana to attend school at Western Kentucky University, they had the same reactions.

Still Jasmine M. Langley has made several other people proud throughout her time at WKU, including her sisters of Epsilon Zeta and the Department of Communication. Along with being heavily involved in the

Greek life at WKU and having a 3.5 GPA, she is a Marketing Intern/General Manager Assistant at Linzie's Exceptional Sandwiches. She has designed and conducted strategic solutions to improve Linzie's marketplace by hosting catering events and fundraisers. She is hoping with the hands on skills she has gained at the restaurant and being empowered with the degree that she will earn in May, that she can land a PR job. Balancing a full course load, being a manager and involved with your University is not easy task. It is something though that her parents are very proud of.

~ Lee Brigl, Student

# Alumni Profile

## Andrea Hales, M.B.A., B.A. in Corporate & Organizational Comm.

Every student wonders what's going to happen to them when they are done with college. Should we just hope for the best and expect our lives to blossom into a beautiful thing we call life? Or do we reach out and make the most of every situation we get? Of course we reach for the stars! That's what this WKU Alumni Spotlight is about.

Andrea Hales is a 2001 WKU graduate, with a Corporate and Organizational degree. She took that question of "what is going to happen to me?" and ran with it. As soon as she got her degree, she turned around and went back and earned a Business MBA, also from Western Kentucky.

After Ms. Hales felt that she couldn't make herself or her resume much better, she got her first intern-

ship, at the GM Corvette Plant.

Year after year of her working hard and taking up jobs that no one else wanted, Ms. Hales moved her way to the top of the company. Now as the Communication Manager of GM Corvette plant for 10 years, she runs her own department, a department of one. In this position she coordinates media interaction, the weekly newsletter, the Corvette webpage, community relations, speaking engagements, and special events such as National Geographic or Larry the Cable Guy coming to the plant and much more.

Ms. Hales' advice to all students wondering what the future has in store for them is to go to school until you think you have achieved a level of education that will set you apart from anyone else. Work hard



JasAndrea Hales

each and every day to exceed your competition.

~ Jon Hoehn, Student

## Differences between Corporate & Organizational Communication and Communication Studies Major

Communication Studies and Corporate and Organizational Communication Studies have many similarities as well as some differences in regards to certain courses and career opportunities.

Dr. Helen Sterk, professor and head of the Department of Communication, explained the Corporate and Organizational Communication major emphasizes business, almost to the level of a minor. Because of that, no minor is required for the Corporate and Organizational Communication major, as it requires 20 more credit hours to complete the major compared to that of Communication Studies.

According to Dr. Sterk, the Communication Studies major provides a more general coverage and overview of communication than Corporate and Organizational Communication does. Many students who major in Communication Studies often choose to double major, as it is a great preparation for law or graduate school. Popular double majors include Agriculture,

Chemistry, Political Science, Religious Studies, and Dance.

Majoring in Communication Studies provides opportunities to pursue careers in many different fields. Communica-



tion Studies majors have the opportunity of pursuing careers as a newsletter editor, negotiator, news writer, and medical grants writer. These are just a few of the many career paths that can be taken by Communication Studies majors.

Corporate and Organizational Com-

munication majors have many of the same career opportunities as Communication Studies major, with more options in business. Corporate and Organizational Communication

Studies major can pursue careers in business management, sales, advertising, publicity management, and news human relations.

Dr. Sterk explained that WKU's four year graduation rate is at 35.6% for all majors. The Department of Communication, however, graduates 63% of its Communication Studies and 89% of its Corporate and Organizational Communication majors in four years. This reflects the success of our students as well as high quality advising and professors in the Department of Communication.

Choosing to major in either of the two programs provides many great opportunities either in pursuing graduate school or offering for career opportunities ranging from sales and marketing to human resource management.

~ Thomas Janisse, Student

## Communication Organization for Graduate Students (COGS)



**Dr. Angela Jerome,**  
Faculty Advisor

Fall 2014 was a semester of welcomes and farewells for

COGS members.

In August, COGS welcomed several new Communication graduates to the program and held multiple orientation meetings to help new graduate students and COGS members to get acclimated to graduate work. These orientations covered student issues such as work/life balance at the graduate level, tips and tools for success in graduate school, and how to apply and maximize your opportunities in the program.

Later in the semester, COGS members enjoyed an opportunity to meet with visiting scholar, Dr. Timothy Sellnow, from the University of Kentucky. Dr. Sellnow

shared academic and professional insights, answered individual questions, and talked more extensively about his line of research. Later that evening, COGS members made a strong showing at Dr. Sellnow's lecture on crisis warning systems.

COGS said farewell to graduating officers, Heidi Sisler and Sam Moore. COGS also welcomed the new incoming officers: Kate Holmes, President, Jessica Cherry, Vice President, and Tyler Rife, Secretary.

To wrap up the year, members celebrated semester's end and graduations with an end of semester social! Members were ready for a holiday break and jumping back into things in the new year!

~ Heidi Sisler, Graduate Student

# LAMBDA PI ETA (ΛΠΗ)



**Dr. Jieyoung Kong—  
Faculty Advisor**

## LPH Serves Student Needs

Lambda Pi Eta, the Department of Communication’s Honor Society, invites new members each semester to join them in promoting interest in Communication and the sharing of communication ideas with students and faculty. Lambda Pi Eta strives to increase the involvement of students in the Department of Communication with one another and on WKU’s campus by creating programs and events which help students develop academically and professionally. This past Fall, Lambda Pi Eta was successful in the pursuit of their goals. At the start of the fall semester, Dr. Jieyoung Kong became Lambda Pi Eta’s new chapter advisor. She has been a great asset to Lambda Pi Eta’s officers and members.

In October, Lambda Pi Eta hosted a department wide Reverb event. All Communication majors and faculty had the opportunity to hear from Cheryl Kirby-Stokes in WKU’s Office of Scholar Development. Ms.

Stokes delivered a wide array of information on nationally competitive scholarships, Study Abroad scholarships, and graduate fellowships that would be a great fit for scholars in the Communication discipline. The event was a huge success as many of the attendees discovered opportunities they never knew were possible. Cheryl Kirby-Stokes and the Office of Scholar Development offer assistance with these applications and specialize in helping students write scholarship-winning essays.

In November, the National Communication Association convention was held in Chicago, IL. All of the officers of Lambda Pi Eta were able to accompany the Communication

ton, Secretary/Treasurer. This opportunity allowed the officers to meet other members of Lambda Pi Eta across the nation and be a part of the decision making processes at the national Lambda Pi Eta business meeting. This conference offered the officers the privilege of hearing research presentations by leading scholars in the Communication discipline.

As the Fall semester came to a close, recruitment letters were prepared for 12 eligible students in the department. In order to be invited to the organization, these students must complete 60 hours of college credit; 12 hours must be in the communication discipline.

These students must also have 3.0 cumulative GPA and a 3.25 within the Communication discipline. Eligible students will receive their invitation to Lambda Pi Eta’s Induction ceremony early in the Spring semester. Communication majors should be on the lookout for upcoming Lambda Pi Eta activities in

the spring, such as the annual internship fair and a department wide Reverb event.

~ Natalie Gilliam, Student & LPH President



**Maggie Shelton, Michaela Ash, and Angelia Whitlock in front of 'The Bean' while attending NCA Convention in Chicago, Illinois**

faculty to the conference: Natalie Gilliam, President; Angelia Whitlock, Vice President; Michaela Ash, Public Relations Chair; Karen Powell, Scholarship Chair; and Maggie Shel-

## Frequently Asked Questions

Need an answer about the Department of Communication? Look here first!



**Q: What degrees programs are available in The Department of Communication?**

**A: In undergraduate programs:**

- Corporate & Organizational Communication (BA)
- Communication Studies (BA)
- Minor in Communication Studies

**In graduate programs:**

- Organizational Communication (MA)
- Communicating in Organization (Graduate Certificate)
- Communicating in Healthcare (Graduate Certificate)

**Q: What is the difference between BA in Corporate and Organizational Communication and BA in Communication Studies?**

**A: Corporate and Organizational Communication:** Provides an interdisciplinary program for students seeking careers that require communication skills in organizational settings such as training and development, public affairs, non-profit management, government relations,

marketing, sales, human resources, public relations, and entrepreneurial endeavors.

**Communication Studies:** This major takes a liberal arts approach to developing responsible communicators in a variety of situations: one-on-one, small group, public, interpersonal, intercultural, and organizational settings. This major requires a second major or minor.

**Q: What are the required courses for both Majors in Communication?**

- A:**
- COMM 200: Communication Foundations
  - COMM 300: Introduction to Communication Research Methods
  - COMM 345: Advanced Public Speaking
  - COMM 348: Interpersonal Communication
  - COMM 362: Organizational Communication
  - COMM 463: Intercultural Communication
  - COMM 494: Capstone in Communication (1 hour portfolio) – Senior standing, majors only

**Q: What jobs/careers can I get with this degree?**

**A:** Law, Religion, Teaching, Banking, Nonprofit Management, Public Relations, Healthcare Management, Politics, Coordinator, Director, Sales, Recruiter, Analyst, Medical Adviser, Lobbyist, Pharmaceutical, Training, Representative, Mediator, Public Relations Specialist, Public Administrator, Human Rights Officer, Media Specialist, Educational Researcher, etc.

**Q: What student organizations are**

**available to join in the Department of Communication?**

**A: For Undergraduate Students:**

Lambda Pi Eta (LPH) - National Honorary Communication Society; WKU Rho Nu Chapter of NCA ([http://www.wku.edu/communication/undergraduate\\_program/lambdba\\_pi-eta.php](http://www.wku.edu/communication/undergraduate_program/lambdba_pi-eta.php)) –

Dr. Jieyoung Kong, Advisor  
IABC (International Association of Business Communicators) ([http://www.wku.edu/communication/undergraduate\\_program/iabe.php](http://www.wku.edu/communication/undergraduate_program/iabe.php))

Prof. Stacey Gish, Advisor  
Communication Ambassadors— Student Communication Department promoters ([http://www.wku.edu/communication/undergraduate\\_program/comm\\_ambassadors.php](http://www.wku.edu/communication/undergraduate_program/comm_ambassadors.php))  
Prof. Charlotte Elder, Advisor

**For Graduate Students:**

COGS- Communication Organization Graduate Students  
Dr. Angie Jerome, Advisor

For additional detail, please visit <http://wku.edu/communication>

~Jennifer Moore, Student



# Events

## Scholar in Residence: Tim Sellnow, Ph.D.



September 29, 2014

Dr. Helen Sterk, Morgan Wickline Getchell, Dr. Tim Sellnow, and Dr. Gary Hughes prior to lecture.

## PCAL Fall Festival October 22, 2014



## Bonfire October 21, 2014

## 2014 Glasgow Speech Contest



November 1, 2014

Above: Contestants and judges waiting for the Glasgow Speech Contest to begin.

## Graduation Celebration December 12, 2014



Left: Graduating students with Big Red during Graduation Celebration.  
(From left to right: Jesse Arney, Heidi Sisler, Minh Dao, Big Red, Haley Miller, and Hannah Burd.)

# Alumni Updates

**Christina Abney, B.A. Corporate & Organizational Communication, 2014**—Christina is an Account Development Manager at Pretty Incredible Communications.

**Melissa (Baggerly) Alford, B.A. Corporate & Organizational Communication, 1994**—Melissa has been promoted to Regional Sales Manager for a major pharmaceutical company in the Nashville, Tennessee area.

**Brandee Backus, B.A. Communication Studies, 2010**—Brandee is working as a marketing manager at Service 1 Restorations.

**Monique Braun, B.A. Communication Studies, 2010**—Monique earned her Juris Doctor in 2014 from the Appalachian School of Law.

**Dr. Gene C. Crume, M.A. Communication, 1993**—Dr. Crume was installed as Judson University's sixth President on October 24, 2013. Judson University is located in Elgin, Illinois, and is a private Christian university of liberal arts, sciences, and professions.

**Stefanie Ford, B.A. Corporate & Organizational Communication, 2009**—Stefanie is currently working as Financial Services Lead Technical Recruiter at Kforce in Tampa, Florida.

**Emily Foust, B.A. Corporate & Organizational Communication, 2014**—Emily is the Social Compliance Coordinator at Fruit of the Loom, Bowling Green, Kentucky.

**Jenna Haugen, Corporate & Organizational Communication, 2010**—Jenna earned her Ph.D. from the University of Kansas, and is currently working as a Lecturer in the Department of Communication at the University of Kentucky.

**Doug Hess, B.A. Communication Studies, 1994**—Doug is a Chaplain and Captain in the U.S. Air Force stationed at Ft. Dix, New Jersey. He was the 2012 Wing Staff Agency Company Grade Officer of the Year at Joint Base McGuire-Dix-Lakehurst, NJ, and was named the 2012 AMC (Air Mobility Command) Company Grade Officer Chaplain of the Year.

**Aarika Hutton, B.A. Corporate & Organizational Communication, 2010**—Aarika is currently working as an Admission Counselor for Western Kentucky University, Bowling Green, Kentucky.

**Chris Nation, M.A. Communication, 2009**—Chris is currently Director of Client Services at Quantum in Louisville, Kentucky.

**Lauren Nelson, B.A. Corporate & Organizational Communication,**

**2010**—Lauren is currently Vice President, Principal Consultant at Aesthetic Cogeny in Chicago, Illinois.

**Jacob Solar, B.A. Communication Studies, 2014**—Jacob entered the U.S. Army as a Quarter Master officer with a rank of 2nd Lieutenant upon graduation in May.

**Vashae Swope, B.A. Corporate & Organizational Communication, 2012**—Vashae is currently the Assistant Director for Fraternity and Sorority Life at the University of South Carolina.

**Lainey Stricker, B.A. Corporate & Organizational Communication, 2011**—Lainey is currently working as a Project Manager at Advent in Nashville, Tennessee.

**Will Thomas, B.A. Communication Studies, 2011**—Will is currently working as the Student Program Coordinator at Florida State University.

**Randa (Sawyers) Young, B.A. Corporate & Organizational Communication, 2013**—Randa is currently the Office Assistant for the WKU Doctor of Physical therapy Program. She will be returning to WKU in the spring of 2015 to pursue her Masters in Organizational Communication in hopes of continuing her professional career as a Hilltopper!

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)



Callie Allison



Michaela Ash

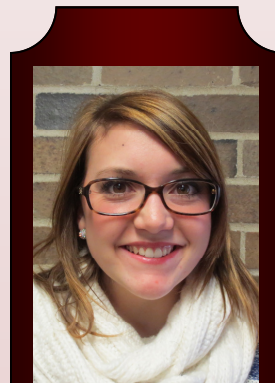


Rachel Cato

# Fall 2014 Student Workers



Meredith Coomes



Angelia Whitlock



Cody Whitlock



# Thank you!

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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)



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