

COMMUNIQUE

Spring, 2017

2
*Communication Major
Takes Leadership of the
WKU Herald*

3
*Message from Department
Head—Dr. Helen Sterk*

4
*The Search for a New
Digital Communication
Professor*

4-6
*Students Recognized at
Award Dinner*

7
*Communication Graduate
Students Well Represented
at Top Doctoral Programs*

7-8
*Graduate Program Under-
goes 10 Year Assessment*

8-9
COGS

9
LPH Spring Update

10
*Blair Thompson Plans
Major Conference, Assumes
Presidency at CSCA*

10
*The Alumni Spirit Makes
the Master!*

11
Events

12
Alumni Updates

13
Student Workers

K-pop Rocks the Hilltop!



Korean Pop Culture scholar, Sherri Ter Molen, sparked curiosity amongst WKU students March 22. The event, “K-poppers for Hilltoppers: A Korean Pop Culture Experience,” took place in Gary Ransdell Hall. This presentation was part of the Department of Communication’s ‘Above and Beyond’ lecture series.

Ter Molen educated attendees on the rising popularity of Korean influences on culture, drama, music known as Hallyu – “The Korean Wave” – all over the world.

This pop culture trend encompasses the modern

rhythm found in America with unique and vibrant Korean performances. K-pop music videos, movies, and TV shows filled the room with upbeat vibes and growing appeal during the presentation.

Ter Molen shared the story of what inspired her interest to become a scholar and researcher in Korean culture. “What began as fascination, turned into a lifestyle,” Ter Molen said. Ter Molen’s aunt adopted a little girl from Korea when she was a child. Ter Molen began asking questions about the girl’s culture after noticing the difference in

their appearance. These questions transformed her from a fan to a scholar.

Ter Molen’s research on Korean Pop Culture has appeared in “The Global Impact of South Korean Popular Culture: Hallyu Unbound” and The Korean Wave: Korean Popular Culture in Global Context.” With 35 million fans worldwide, K-pop is having a massive outbreak with K-con conventions spreading across the nation.

~ Ali Boyd, Student



Communication Major Takes Leadership of the WKU *Herald*

Andrew Henderson, a WKU Junior from Olive Hill, Kentucky will take over as Editor-in-Chief of the *College Heights Herald*. The *Herald* is run by students for students. The organization is advised by two WKU staff members, a team of editors, journalists, cartoonists, and photographers.

Henderson – a Communication Studies major with a Political Science minor – started working for the *Herald* in the Fall of 2014 his freshman year. He says that his participation in his high school publication influenced him to join the *Herald* once he came to WKU. When I asked Henderson about his first semester at the *Herald*, he said, “My first story was about Candle Makers on the Square. They had recently opened a bed and breakfast on the second floor. The way I wrote it was entirely wrong. Nothing in high school prepared me for the work I was doing at the *Herald*. I had to learn the ropes and there were plenty of people there to help me. It was ultimately because of them helping me that I was able to transition into something more serious.” Since that time, Henderson has completed an internship at the *Lexington Herald-Leader*, and will soon begin his summer internship at the *Courier Journal*, in Louisville, Kentucky.

Henderson has been the opinion editor for the past two semesters.

He manages the columns, editorials, and cartoons that fall under the opinion section. He says, “A lot of what I do is writing for the editorial board on specific issues. We have three different areas: editorials, col-



Andrew Henderson

umnists, and letters to the editor.” Students and faculty alike can submit letters to the editor online through the website.

When asked about what he plans to do when he takes on his new role as Head Editor, Henderson spoke about how he wants the *Herald* to connect more with WKU and the campus. He says, “It’s their paper

created by their peers. I want people to know we serve as an outlet for them. We have news and we are keeping them up-to-date on what’s going on, on campus, but they should have a stake in it as well.” I asked Henderson how he

planned to tackle this and he told me about how students don’t really understand their involvement with the paper. He says, “We want to establish an ongoing conversation with campus leaders so that we know when events are happening and we can cover more stories for students. I want students to know that we are here for them, and that we really strive to be another outlet students view as a way to express themselves. We want to keep them informed about important things that are happening on campus including decisions being made from the top that affects their future. We want to be a newspaper students can come to for true news, great cartoons, great stories, and a place where their opinions can be heard.”

Henderson demonstrates a love for journalism. Above all else, he cares about the organization and its connection to WKU and the student body. For more information on the *College Heights Herald* visit website at wkuherald.com, or contact Andrew Henderson via email at andrew.henderson@wku.edu.

~ Jackson Peach, Student

**Communication is key to a better self,
better life, and better future.**

Message from Helen Sterk, Department Head



Dr. Helen Sterk

What a year!

Since the fall semester, Dr. Tim Caboni—an alumnus of our Master's program—was named as the new President of WKU; the Department of Communication added Advertising, Popular Culture and Public Relations to its major programs; and Dr. Angie Jerome led a diverse team of faculty members in developing new major programs.

In addition, we did all the things we usually do—take and teach richly meaningful classes, host an Executive in Residence, and sponsor an Above and Beyond series lecturer. Oh yes, we also started a new alumni group made up of folks who've earned our Master's degrees and work at WKU.

Dr. Caboni graduated from our MA program

in 1994. At his interview with faculty members early this spring, he credited Dr. Larry Winn with inspiring him in the Crisis Communication class. Dr. Caboni joined the new alumni group at its first meeting for a few moments, connecting with classmates and greeting us all. Take a look at his LinkedIn profile to learn more about him. Starting July 1, Dr. Caboni will lead the university as our president.

As our fall newsletter told, Communication will grow to twice its current size when Advertising, Popular Culture, and Public Relations join Communication Studies and Corporate and Organizational Communication officially to merge on July 1, 2017. This merger benefits WKU students through bringing together broad understanding of how communication functions to connect human beings in person and across various media with deep practice in crafting professional messages specifically for community, nonprofit, and for-profit organizations.

Dr. Angie Jerome led a team made up of Communication, Advertising, Public Relations, and Popular Culture faculty members to review and revise the major programs. What a task to complete in one semester! This hard-working and diverse team developed major programs that can be completed in 36-39 hours (down significantly from 45+ hours for some). Students can double major across the department (with the exception of Communication Studies with Corporate and Organizational Communication). So, someone could double major in Communication Studies and Public Relations, for example! These slim majors include courses that cross programs, allowing for up to six hours to double count.

In the 2017-18 academic year, these new programs will make their way through all the approval processes, becoming implemented in 2018-19. Anyone currently majoring in any of the five programs may choose the old or new programs, able to complete under the requirements in the calendar year under which they began at WKU.

I'm enthusiastic about the new opportunities for WKU students! Combining theory with practice, the new Department of Communication will open doors for graduates!

*~ Dr. Helen Sterk,
Dept. Head*



Department of Communication alums meet Dr. Tim Caboni

The Search for a New Digital Communication Professor

The Department of Communication is looking to hire a Digital Communication Assistant Professor for fall 2018. With the upcoming merger of Communication, Advertising, and Public Relations, Dr. Blair Thompson noted that the department is “looking for someone who is able to relate each of these broad subject areas.”

The search committee will look for candidates who hold a Ph.D. in Communication, with a specialty in theory, criticism, and analysis of digital and/or visual communication. They should be able to teach undergraduate courses such as communication theory, visual communication analysis, persuasion, research methods, and they should also be able to develop a course on digital communication. Preferred candidates will also have knowledge of social media use in the corporate world. Candidates are



expected to be involved in the department’s graduate program by teaching courses in Applied Organizational Communication, as well as mentoring graduate students and serving on thesis or capstone committees.

Potential candidates first will be interviewed via Skype. The search committee will narrow down the

results to approximately three candidates who will then visit campus for additional interviews. A decision will be reached sometime late in the 2017 fall semester.

The Department of Communication is hopeful that the new Digital Communication professor will be exactly who is needed to successfully bridge among Communication, Advertising, and Public Relations. Dr. Thompson said that “Social media and digital communication are things that everyone does, so we need some-

one who has expertise in research and practice with digital communication. This is an exciting process, and I think students will really like the new courses we will be able to offer with this position.” For more information about the search, contact Dr. Angela Jerome (Search Committee Chair), or Dr. Helen Sterk (Department Head).

~ Sarah Harrington, Student

Students Recognized at Award Dinner

The fourth annual Student Recognition Dinner was held on April 25, 2017; where several awards were given to deserving students.

Award Winners are...

The **Jeffries Award for Excellence in Diversity-Enhancing Communication** was awarded to **Jonathan Sahlman**. This award honors Dr. Tammy Jeffries, a Communication faculty member who passed away on January 17, 2016. This tribute to her, the award for Excellence in Diversity-Enhancing Communication is available to any graduate or undergraduate student who is helping to promote understanding across cultural divides,

enhancing equality and caring for others. The award recognizes work done both on and off campus.

According to Mr. Sahlman, “Being the first recipient of the Jeffries award is an extreme honor. I never had the privilege of taking a class from her but her legacy is very much felt in the Communication department and on campus. Fighting for equality is something I find very important. Dr. Jeffries made a strong effort to promote student engagement and equality for minority groups.”

(Jonathan is pictured on the following page.)



Dr. Tammy Jeffries

- Cont'd on page 5

Student Awards

Students Recognized ... *cont'd*

The Jeffries Award for Excellence in Diversity-Enhancing Communication: *Jonathan Sahlman*



Dr. Laura Brown presents award to Jonathan Sahlman

Outstanding Communication Studies Student: *Cathryn Ellis*



Dr. Blair Thompson and Cathryn Ellis

Cathryn serves as a Spirit Master and is a JUMP student, earning both a bachelor's and a master's degree in five years.

Outstanding Graduate Student: *Gavin Kirkwood*



Dr. Holly Payne and Gavin Kirkwood

Gavin will start his doctoral program in the fall at University of California – Santa Barbara.

Outstanding Corporate and Organizational Students: *Ashley Hickman and Emily Anne Pride*



Charlotte Elder and Ashley Hickman

Ashley served on the executive board as Academic Chairwoman of Delta Zeta Sorority, as Communication Director and Vice President for Turning Point USA and belongs to Lambda Pi Eta Communication Honors Society.

Students Recognized ... *cont'd*



Dr. Holly Payne and Emily Anne Pride

Emily Anne serves as a Spirit Master, belongs to the Alpha Omicron Pi Sorority and Lambda Pi Eta our Communication Honors Society.

Outstanding Undergraduate Research – Databased: *Taylor Hillard*



Dr. Jieyoung Kong and Taylor Hillard

Taylor won the data-based award for undergraduate research. She is a member of Lambda Pi Eta where she served as president.

Outstanding Undergraduate Research – Case Study: *Ireland Hill*



Ireland Hill

Ireland studied abroad in England in Spring, 2017 and is a member of the Alpha Gamma Delta sorority.

According to Ireland, “Receiving the ‘Outstanding Undergraduate Research Award’ is an immense honor. I never imagined myself conducting research much less winning an award for it! The Communication Department truly has some of the most incredible professors that have helped embed in me the confidence and skills I need to do something like this.”

~ Jennifer Garner, Student



Graduate Program

Communication Graduate Students Well Represented at Top Doctoral Programs

The Department of Communication at WKU is not the end of the road in terms of education for many graduate students. In fact, the program is building a strong reputation for preparing students to move on to doctoral programs across the country including Purdue University, University of Missouri, Texas A&M, Arizona State, and the University of California, Santa Barbara. This year alone, the department has five recent M.A. grads enrolling in doctoral programs in the fall. Mizuho Tatebayashi, Tyler Rife, Daniel Chick, Gavin Kirkwood, and Scott Branton have all received full graduate assistantships to support their studies. Among the five of them, they received 10 offers from top institutions. According to WKU Communication Graduate Director, Dr. Angie Jerome, the program has had seven students admitted into

communication doctoral programs since 2011.

To prepare students for advanced graduate work a number of classes must be completed including quantitative and qualitative research methods, communication theory, human communication electives, and thesis research and writing. If you have any questions regarding the Masters in Organizational Communication program at WKU or the potential for advancing to a doctoral program after receiving your M.A., feel free to contact the new Graduate Director, Dr. Blair Thompson.



Mizuho Tatebayashi and Gavin Kirkwood presenting paper at KCA Conference

~Sarah Weissert, Student

Graduate Program Undergoes 10 Year Assessment

Our graduate program in Organizational Communication recently underwent a ten year assessment. Written by Dr Angie Jerome, the assessment highlights the fantastic work of both professors and students and their achievements over the past ten years.

The WKU Department of Communication hosts a great group of faculty who teach in this well respected program. They have racked up many accomplishments, including an academic book, two scholarly edited books, thirty-three academic journal articles, along with book chapters and encyclopaedia entries. Six of these

faculty members also created an App, which now serves as a text book for students in COMM 200. Five of these faculty also hold or have held leadership positions in state, regional or in national associations. This shows the high calibre of faculty that we have in our department.

However, it is not only our faculty that create such impressive honors, our students do, too. In the past five years, ten of the faculty publications were co-written by students. One student published an article they had written themselves. We have also had fifty-six students present papers at state, regional, national and international

conferences. With both faculty and students combined, there have been 15 top paper awards received along with 23 top paper panel honors and top panel honors in peer-reviewed competitions. All of these accomplishments have helped to put the WKU graduate program on the map. According to Dr. Jerome, "This program is strong on research production and collaboration. All faculty and most students are actively engaged in presenting their research beyond the classroom."

Being part of the Organizational

- Cont'd on page 8

Graduate Program Undergoes ... *cont'd*

Communication graduate program opens opportunities. Since 2011, seven students become part of doctoral programs including Texas A&M University and Purdue University. In spring 2017, several WKU students received fully funded offers to enter Ph.D. programs at Arizona State University, Kansas University, University of Missouri, University of California Santa Barbara and University of Colorado-Boulder. Not only has there been success in graduate school admission, but our program also helps graduate students prepare for work in education, sales, consulting, media production and business management.



Marshall Covert, Katie Lever, Gavin Kirkwood, Mizuho Tatebayashi

This graduate program has so much to offer and has achieved so much. If you are interested in becoming a part of this program please contact our new Graduate

Program Director, Blair Thompson, Ph.D., blair.thompson@wku.edu.

~Georgina Blackman, Student

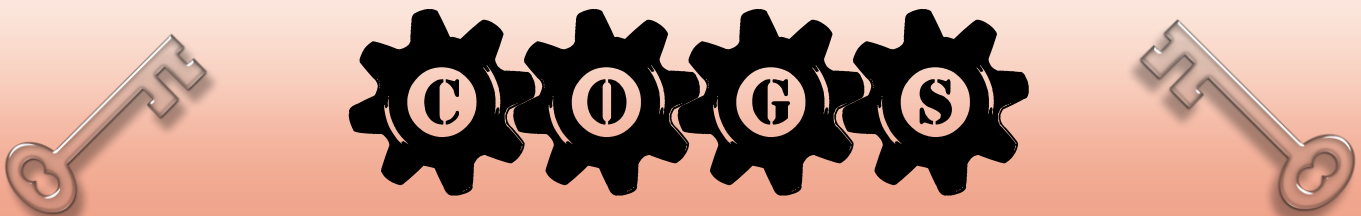
Communication Organization for Graduate Students

As we end another semester, the Communication Organization for Graduate Students (COGS) would like to recognize our graduates for the 2016-2017 school year. Our graduating graduate students include Brian Becker, Mizuho

Tatebayashi, Scott Branton, and myself! These last two years have brought amazing experiences that will serve each graduate well in either industry or academia.

Looking forward I am proud to announce that Marshall Covert

and Cathryn Ellis will be our co-Presidents for the 2017-2018 school year. I am so excited to see the great events, workshops, and gatherings they plan for next year's cohort. Marshall and Cathryn both are exemplary stu-



Student Organizations

COGS—cont'd

dents and do a great job supporting and encouraging their peers. I especially want to commend Marshall and Cathryn for setting an example of egalitarian based leadership by sharing the title of

COGS President!

Lastly, I just want to thank everyone in the Communication department for such a great experience these last two years. Moving here from the West Coast

without knowing anyone in KY was hard, but each one of you welcomed me like a family. It has been an honor to serve as COGS President this year. Thank you!

~ Gavin Kirkwood, COGS President

Lambda Pi Eta (LPH) Spring Update

WKU's Rho Nu Chapter of Lambda Pi Eta had a very eventful semester in the spring of 2017! On February 6, 2017, at the chapter meeting, the current officers welcomed some of the nine new members that joined the organization in the fall, discussed NCA, and discussed possible community service activities for the chapter. Later, in April, several of the chapter members participated in community service at the Warren County Humane Society.

On April 12, 2017, an induction ceremony was held for the new members from both the fall and spring semesters. These students included: Lauren Risinger, Jonathan Sahlman, Nicole DiMatties, Ashely Hickman, Erin Wilkerson, Elizabeth Settle, Sarah Harrington, Andrew Henderson, Allison Waggoner, William Brandon, Claire Smith, Mary Madison Lyons,



officers for the coming year. The following individuals were elected: Emily Anne Pride (President), Hayley Armstrong (Vice President), Elizabeth Settle (Secretary), Sarah Harrington (Secretary), Mary Madison Lyons (Treasurer), Nicole DiMatties (Scholarship Officer), and Allison Waggoner (Public Relations). The chapter also voted to honor Dr. Angie Jerome as the department's Outstanding Faculty Member for her work with the graduate program, her crisis communication research, and her commitment to her students. Overall, it was a very successful and exciting semester for the Rho Nu chapter!

Alexandria Hoefler, and Breanna Carter. With this addition, the Rho Nu chapter now has twenty-seven members.

After the induction ceremony, the chapter held a meeting to elect



~ Taylor Hillard, LPH President

Professional Organizations

Blair Thompson Plans Major Conference, Assumes Presidency at Central States Communication Association

Dr. Blair Thompson planned this year's Central States Communication Association's (CSCA) annual conference, held in Minneapolis. This is no small feat considering that the conference is attended by 900-1000 professors, theorists, and authors that are part of Communication departments across the nation.

Even with inclement weather conditions, which stranded many conference attendees, at least 800 members were in attendance. The conference included individual paper presentations, research panel discussions, and panel sessions about family communication, organizational communication, and interpersonal communication. Many receptions were also held as well as award ceremonies to congratulate highly accomplished scholars.

Dr. Thompson had the difficult job



Dr. Blair Thompson

of planning the entire event. He explained the difficulty of scheduling so many sessions and avoiding

overlaps with conference presenters. His two assistants Madison Loyd-Webster and Cathryn Ellis, helped him with planning. They also worked from 6:00 a.m. to 12 a.m. each day of the conference. "Really the whole point of this event is to discuss research, make connections, and to really just enjoy yourself when you can," explained Dr. Thompson.

According to Dr. Thompson, the event couldn't have gone any better. Hopefully next year's event will be just as good. Information on Central States Communication Association and the conference can be found at [http://www.cscanet.org/aws/CSCA/pt/sp/convention overview](http://www.cscanet.org/aws/CSCA/pt/sp/convention%20overview)

~Tyler Bennett, Student

The Alumni Spirit Makes the Master!



**Dr. Tim Caboni, WKU future President
Alumnus of Department of Communication at WKU**

In an effort to help alumni stay connected, The Department of Communication recently formed an

M.A. Alumni Group made up of alums who work at WKU. Department Head Helen Sterk was looking to establish an alumni group that was more intimate than just the general WKU Alumni Association. Since being formed, the group has met periodically for happy hour at popular Bowling Green restaurants such as Mariah's.

With such an impressive group of alumni, it was important for the Department to offer a venue for members to connect and reminisce about their time in the program. The Department was pleased to see Dr. Tim Caboni, WKU's newly appointed president at its first gathering.

The Communication MA Alumni Group uses Facebook to spread the word about events and provide information on other ways Communication alumni can get involved with the university and department.

Alumni of WKU are also encouraged to take advantage of the Alumni Association available to all graduates of the university.

~Kayla Jo Board, Student

Events



#LoveCOMM

Student Recognition Dinner

April 25, 2017

#COMM HuntForJobs



Alumni Updates

Rachel Byrd—B.A. Corporate and Organizational Communication, 2016—Rachel is currently working as a Management Assistant at Enterprise Holdings in Louisville, Kentucky.

Jordan Cofer – B.A. Corporate and Organizational Communication, 2015 – Jordan is a Restaurant Manager with Four Star Restaurant Group in Chicago, Illinois.

Carolyn ‘Lorrie’ Coldiron – B.A. Corporate and Organizational Communication, 2017 – Lorrie is the owner of LoColdi, Fashion Frenzy, and Buy Fashion 4 You in Lexington, Kentucky.

Robbie Collier—B.A. Corporate and Organizational Communication, 2012—Robbie is now a Human Resources Manager for Lowe’s Companies, Inc. in the Nashville, Tennessee area.

Minh Dao – B.A. Communication Studies, 2014 – Minh is currently a Marketing Specialist at English as a Second Language International at WKU in Bowling Green, Kentucky.

Austin DeMuth—B.A. Communication Studies, 2016—Austin is a Fulfillment Coordinator at Quest International Users Group in Lexington, Kentucky.

Natalie Gilliam—B.A. Corporate and Organizational Communication, 2015—Natalie is a Group Travel Planner for Enterage Management in Jacksonville, Florida.

Clint Jarboe—B.A. Communication Studies, 2015—Clint is a production worker at General Motors in Bowling Green, Kentucky.

Lindsey McClain—B.A. Corporate and Organizational Communication, 2003 - Lindsey is the new Assistant Vice President for Business Development and Marketing for Bowling Green’s American Bank and Trust Company.

MacKenzie (Keaster) Morley – B.A. Corporate and Organizational Communication, 2007 – MacKenzie is a business owner of Kenzington Alley Boutique in Huntington, West Virginia.

Chris Nation – M.A. Organizational Communication, 2009 - Chris is the Director of Client Services at QtheAgency in Louisville, Kentucky. He was named 2015 AAF Hot 10 Award winner, and serves as President of the Young Professionals Association of Louisville (YPAL).

Brian Ohning – B.A. Corporate and Organizational Communication, 2005 – Brian is the Director of Sales over North America for NIIT Technologies located in Nashville, Tennessee.

Karen Powell – B.A. Corporate and Organizational Communication, 2016 – Karen works as an Associate Client Partner at Gartner in Fort Myers, Florida.

Maggie Shelton – B.A. Corporate and Organizational Communication, 2015 – Maggie is currently a Chapter Consultant of Phi Mu National Headquarters out of Peachtree City, Georgia. She will go on to a graduate assistantship at Texas A&M’s Department of Student Activities, pursuing a master’s degree in Student Affairs in Higher Education.

Ashley Vahrenhold—B.A. Corporate and Organizational Communication, 2016—Ashley is a Wish Coordinator at Make-a-Wish in St. Louis, Missouri.

Alex Wilson—B.A. Corporate & Organizational Communication, 2017—Alex is currently the Director of Communications at Ridgenet Network Group.

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

Spring 2017 Student Workers



Allie Young, Nicole DiMatties, Rachel Cato, Aspen Hennessey, and Jordan Frodge
Meredith Coomes (not shown)



Thank you!

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We're on the Web!
www.wku.edu/communication



For information on giving to the
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