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Create.
Collaborate.
Communicate.

The WKU Communicator

COMMUNICATION: EXPANDED EXPONENTIALLY

In 2017, the Department of Communication experienced a unification of programs and revision of curricula. Advertising, Communication Studies, Corporate and Organizational Communication and Public Relations now have 36 hours for each program. Popular Culture Studies is also being welcomed into its new academic home after undergoing revision in 2016.

The curriculum changes will be in effect for Fall Semester 2018. The program curriculum for previously enrolled students will remain the same. If courses are eliminated due to the revision, substitutions will be provided.

Professor Ken Payne, who specializes in Public Relations, noted the merging of communication programs in academia is nothing new. He believes it is a beneficial move to better leverage skills. He said, "There was a time when Broadcasting was with Communication [at WKU], so in a way it's 'back to the future.'"

Majors have intentionally been assessed and downsized to find core concepts needed in each program. This has created a brand-new pathway for double-majoring within the department. Six hours will now be double-counted, bringing the requirement for double-majors down from 72 hours to 66. Dr. Angie Jerome, the Coordinator of Undergraduate Curriculum, said, "For the first time ever, it's easy for students to major in any of these combinations when it hasn't before." She also said the compactness of the programs creates more flexibility of choice.

Certificates will join the revised majors in many different areas, even outside the department. These certificates will act as minors for students to specialize in a wide variety of skills. Dr. Blair Thompson, the Graduate Academic Coordinator, mentioned, for graduate students, there will be a Strategic Sport Communications certificate only four courses long. Strategic Communication and Digital Marketing Communications undergraduate certificates are in the planning stages.

Professor Kelley Coppinger, Professional in Residence for Advertising says the collaboration taking place will benefit everyone involved. She believes different perspectives brought to the table will uncover new audiences and valuable skills not seen before. "I'm really excited," Professor Coppinger said. "I think we have an amazing story to tell; we are now a merge of theory and practice."

By Allison Waggoner



INSIDE THIS ISSUE

New Majors, New Advisors	2
New Prof. for Digital Comm	2
Athletes and Activism	3
Farewell Dr. Laura Brown	3
Job Opportunities	4
Choose Me, Hire Me	4
The Media Masterminds	4
Student Spotlight	5
International Challenges	5
A Word from Dr. Sterk	6





Prof. Bruce Crawley



Prof. Clint Haynes



Prof. Patricia Witcher

NEW MAJORS, NEW ADVISORS... HERE THEY ARE!

In case you hadn't heard yet there are exciting things happening in the Department of Communication.

One of these exciting changes is the addition of two experienced advisors. As the Communication Nation knows, Mr. Bruce Crawley has been an official advisor for well over 10 years. Joining his team are Mr. Clint Haynes, who has been advising students for 12 years, and Ms. Patricia Witcher, who began officially advising students last year. With the addition of majors in the Department of Communication, Mr. Crawley will continue to advise the Communication majors, Mr. Haynes will be taking on the Advertising majors, and Ms. Witcher will advise the Public Relations students.

All three advisors are looking forward to this transition, Mr. Crawley said he's "excited to see the department growing." Ms. Witcher also said she's, "excited to work with new colleagues." And that they've already, "had great brainstorming

sessions." Mr. Haynes added that he's "excited to spend time focusing on what he loves doing (helping students)."

When talking with these advisors it became very clear how much focus and attention they truly place on helping students accomplish their important goals, particularly graduating. Being an advisor comes with its own set of challenges; however, these advisors seem to welcome the challenges and tackle them head on.

All three advisors also have some advice for students about their college life. Mr. Crawley said, "Don't underestimate the power of hard work." Mr. Haynes said, "Don't just study. College is all about making connections. Be good with people not just books." Ms. Witcher said, "In college you need to be engaged. It's about living the whole experience, socially and academically."

By Claire Smith

**"Don't just study. College is all about making connections. Be good with people, not just books."
-Clint Haynes, Advertising Advisor**

NEW PROFESSOR FOR DIGITAL COMMUNICATION

Joining us on the Hill this upcoming fall will be Dr. Joseph Hoffswell. His teaching philosophy is simple yet impactful. Dr. Hoffswell is a student-centered professor who adjusts his teaching style to each classroom. Dr. Hoffswell creates a critical thinking atmosphere by engaging students on the subject matter that his class goes over. Dr. Hoffswell has taught Public Speaking, Media and Society, New Technology and the Media, Strategic Communication Technology, and Creating Online Media.

Dr. Hoffswell's teaching of how communication technology affects our society and aids communication will provide a great addition to the Department of Communication.

Dr. Hoffswell is family oriented and is happily married to his wife Alex Hoffswell. He spends most of his downtime teaching his two sons Brock and Bennet how to play video games.

When asked what he hoped to accomplish during his first year at WKU, Dr. Hoffswell responded with, "I definitely want to get some research started and get graduate and undergraduate students involved." And last, for the graduating seniors of this department, Dr. Hoffswell had some encouraging words. He noted, "The wonderful thing about a Communication degree is that it is the most diverse degree out there. You're graduating with a degree in the number one skill that employers look for in an employee." Dr. Hoffswell will be creating an atmosphere where students will succeed and bring out those creative elements that students already have. He says, "I want to create great relationships with the students and faculty at WKU." With the skill sets that Dr. Hoffswell has, he will be a great addition to the Hill.



Dr. Joseph Hoffswell

By Asha Wasuge

Anthems, Athletes, and Activism: Communicating about Patriotism and Race in Contemporary Sport

WKU Department of Communication

Inaugural lecture of the Carl L. and Mary Anne Kell Distinguished Lecture Series in Communication

February 27
6:00 p.m.
Grise Hall 235
Auditorium

Michael Butterworth, Ph.D.
University of Texas—Austin

Michael Butterworth spoke to WKU students and faculty about Communication, Athleticism, and Patriotism.

ATHLETES AND ACTIVISM

The Department of Communication has hosted Dr. Michael L. Butterworth for its first annual Carl L. and Mary Anne Kell Distinguished Lecture Series in Communication. Our very own Dr. Kell, who has been an anchor for the Communication department since 1972, established the lecture series in honor of his late wife, Mary Ann Kell, to promote a broader understanding of communication in our society.

Dr. Butterworth, who is currently serving as the Director of the Center for Sports Communication at University of Texas at Austin, was named as the first speaker for the lecture series. Dr. Butterworth is an expert in sport, democracy, and communication with specific focus on national identity, militarism, and public memory. He visited WKU on February 27, 2018 and shared his insight on athletes and activism. This exciting lecture brought together students and educators to learn more about the controversial topic of Athlete Activism.

In his lecture, Dr. Butterworth shared with us his most recent work on the NFL kneeling protest. Dr. Butterworth talked about how athletes are now using their influence to promote an issue. He used the example of Colin Kaepernick, who sparked the nationwide kneeling protest that rapidly spread across the nation and through various leagues, not just the NFL. Regardless of your stance on the matter, this issue provokes emotion in all of us. It is these displays of power and perseverance that drew Dr. Butterworth to the subject.

The Department of Communication also hosted a reception after the lecture. The Carl L. and Mary Anne Kell Distinguished Lecture Series in Communication will return spring of 2019 with another distinguished speaker who will bring an exciting new topic to our Communication Nation.

By Alex Hoefler

FAREWELL DR. LAURA BROWN

As a former student of Dr. Laura Brown, hearing about her leaving WKU surprised me. Dr. Brown is currently conducting research in Texas. "She is always supportive in class and never puts anyone's ideas down. I attended two classes of hers in one semester—it's easiest, because she explains everything in ways we all can understand," said Ms. Lily McCoy, junior.

Dr. Laura Brown graduated from Elmhurst College for her B.A., followed by University of Texas for her doctorate.

After coming to Bowling Green, Dr. Brown quickly learned WKU and its students were passionate about not only their school spirit, but also the Department of Communication and what it has to offer. "Dr. Brown always has a smile on her face and makes learning the hard parts of research methods actually fun" said Katie Fischer, junior.

WKU students have found a friend in Dr. Brown, "She helped me get through one of the toughest semesters—having her class leading up to graduation meant a breath of fresh air. I recently got engaged when I first entered Dr. Brown's class and now in my career, her voice and attitude of communication carries with me every day" said Victoria Yakimovicz, WKU alumna.

Unlike many college professors, Dr. Brown taught her students with the intention of listening to what her students have to say rather than lecturing all week and testing students' knowledge. Dr. Brown provided meaningful articles, activities, group projects, and without realizing it, friendships. Some of my most cherished friendships grew within her classroom experience.

I spoke for to many of her former students and students who did not have the pleasure of having her as a professor when I say, farewell Dr. Laura Brown, I hope our paths cross again.

By Taylor Berry



THE MEDIA MASTERMINDS

Did you know that the Department of Communication owns seven social media accounts?

Even though a number of departments here at Western Kentucky University can say they have a social media presence, what makes this department's accounts so unique is, not only their vast involvement, but also, who is responsible for running them. Five student workers: Ms. Mackenzie Mills, Ms. AC Chan, Ms. Abby North, Ms. Emily Adkins, and Ms. Kenna Haywood, have taken it upon themselves to create content, organize posts, manage engagements, construct contests, and much more in order to keep you up to date on what goes on in the collegiate community.

Many times, when we scroll through social media, we don't realize the amount of time, effort, and creativity that goes into piecing together the images we see before our eyes. However, when I spoke to these creative, young women, I was not surprised that they embrace the challenge with an inspiring amount of excitement and enthusiasm.

Abby, AC, and Emily informed me that creating and executing campaigns was a favorite among their team, as it allows for their creativity shine, and they get to interact with the community- that's you! They have put together successful campaigns like Love Comm during February to celebrate Valentine's Day and showcase students. Another community favorite is Comm March Madness in which students vote for their favorite place on campus in a cut-throat bracket.

Want to get the inside scoop on upcoming events both within the department and across campus? These young women have you covered. Need some tips for how to excel as a student? No worries, they post that too! You can find content like this and so much more on the Department of Communication's Facebook, Twitter, Instagram, LinkedIn, Pinterest, WordPress, and YouTube accounts.

By Aspen Hennessey



JOB OPPORTUNITIES

Knowing what you want to do in the future is the first step to finding a job. A Communication major prepares students for the real world through the courses it offers. Furthermore, communication is a combination of skills that are needed in any job field. For instance, written and verbal communication within the organization and outside the organization are the important needs to any jobs. Currently, we live in the information era where all corporations need different types of communication. Thus, there are many job opportunities that require communication.

By looking at what the communication major can do, there are many available opportunities. These opportunities include public relations, advertising, corporate communication, human resources, and marketing/branding management. According to the average income schedule from Glass Door, we can see the income of WKU alumni from the Department of Communication. For example, on average, human resource

employees make \$66,032, marketing employees make \$48,641, those in public relations and social media make \$54,193, and sales representatives make \$60,957. Based on this information, we can have a clear picture of what the average income for most jobs that communication students can do in the future.

Ms. Doris Thomas, WKU Alumna and Communication Advisory Council member, has been serving in the Commonwealth Health Corporation for over 30 years. She serves as Vice President of the Marketing Department in Bowling Green. She started her first job as relation employee. Talking to her about the communication major and career path she said, "Communication provides a strong foundation for many career paths." She added, "Look beyond the product where you might fit in the bigger organizational picture."

By Ahmed Alshammary

CHOOSE ME, HIRE ME: INTERNSHIP ADVICE

Internships are extremely beneficial when trying to gain experience within one's field, but they can be hard to come by. The Department of Communication suggests internships across all majors: Corporate and Organizational Communication, Advertising, Public Relations, and Communication Studies. Many students have found internships with ImageWest which is completely run by interns. Others have found internships anywhere from the Chamber of Commerce to Mellow Mushroom in town and across the States.

Why do you need an internship? Maybe you've been working in retail all throughout college, but it's the professional experience that will really make you stand out as a job applicant and help you land that first job after college. Having an internship helps your professionalism. Katie Fischer, a junior at WKU, works at ImageWest and explained her internship role. "I work as a copywriter and communication manager. I write and submit articles to online publications, communicate with potential clients, and run social media accounts." Ms. Fischer noted how difficult it can be to put oneself out there, but that it can be extremely rewarding as well. "We are learning with our positions," she noted as advice to both employers and interns.

Ms. Aikins, Human Resources Assistant Director, encourages all students to complete an internship. She suggests checking if any WKU offices are looking for as interns. All communication, HR, management, or business majors who are interested in HR are welcome to apply for Internship opportunities within the HR department on campus. Internships are provided to help students gain real world experience and help them prepare for their first job. She advises interns to "not sit and wait to be given something to do. Be proactive and ask how you can help."

Having a degree alone is great, but employers want to see work experience. The experience and skills you learn from your internship will help increase your salary down the road. Just by adding specific skills from an internship you could make up to \$17,753! (The Art of Employment, 2013). So go out and get your dream job!

By Leah Greene



IMAGEWEST STUDY ABROAD STUDENT SPOTLIGHT: SETH

Imagewest is a land of opportunity for Western Kentucky University students; in this land and others. Award winning and student-run, Imagewest has excelled as a public relations and advertising agency. Through the students' vast creativity and persistency, they have accomplished major feats in the Bowling Green community. However, they don't stop there. This past winter term, Imagewest traveled to London for their internship program.

Seth Fischer, who has participated in the program, stated, "Learning about advertising internationally was very interesting, and I enjoyed studying differences in communication methods between cultures. What I took away from the whole thing was how much I really want to work overseas at some point in my life." With so many opportunities for those who work with Imagewest, this experience is surely to excite any student. Fischer states his favorite part was celebrating his birthday, but also explains the joy of the unique cultures that bring diversity to London's clothing stores and restaurants alike. Regarding Imagewest's program, he stated, "The benefit of learning about international advertising and intercultural communication overseas as opposed to being in a classroom are mainly related to the fact that you're local and on scene for it. It's not just learning about something far away; you get to actually experience it first hand and understand communication by directly being involved with the culture."

Having the opportunity to experience everything from authentic ramen, street photography, and a club with EDM from around the world; there was no shortage of excitement on his journey. Fischer states that he loves to travel and gains new experience. I'm sure we can expect to see him back across the globe in no time using all that he's learned from Imagewest's experience.

By Ashley White

"Learning about advertising internationally was very interesting, and I enjoyed studying differences in communication methods between cultures."
-Seth Fischer

FACING CHALLENGES AS AN INTERNATIONAL STUDENT AT WKU

Going away to college is tough. Doing it alone and in a foreign country is even tougher. Facing incredible challenges becomes a part of everyday life. Mr. Ahmed Alshammary can attest to this personally. He is an international student, coming all the way from Saudi Arabia. During our interview, he shared with me some of the challenges he faces while attending WKU. The major hurdle for Ahmed (as it is for most international students) is the language barrier. Since English is his second language, taking notes during his first few lectures proved difficult.

Aside from challenges within the classroom, Ahmed had to face one of his biggest obstacles - being far away from his family. This challenge can not be fixed overnight, but with the robust international community we have on campus, it is much easier to overcome with help from other students with similar backgrounds.

Picking classes also became an issue for Mr. Alshammary. He had no idea what to take. However, WKU's academic advisors led him in the right direction. Dr. Eveyln Thrasher, Ph.D. Gordon Ford Business College, and Prof. Bruce Crawley in the Department of Communication provided him with exactly what classes he needed to take in order to graduate on time. WKU provides extensive resources to help students with whatever they need such as the International Student Office and the Office of International Programs. Mr. Alshammary also uses the Learning Center in Downing Student Union to help him with difficult assignments, and to provide resources with challenging subjects.

So, Ahmed Alshammary, like many other international students, faces immense challenges that will continue for many years to come. With WKU by his side, he will undoubtedly rise to those challenges, and may even help some others along the way.

By Lily McCoy



WKU DEPARTMENT OF COMMUNICATION

At the WKU Department of Communication, we believe that communication is key to a better self, a better life, a and better future! Our purpose is to provide others with the skills necessary to understand and improve communication in real-life situations.



A WORD FROM OUR DEPARTMENT HEAD

It will be a great Fall semester! In it, we welcome Santos Lopez, Executive Producer of Creative Content at Discovery, Inc. (aka, HGTV), as our Executive in Residence, we inaugurate four new out of five major programs, and we celebrate the Department of Communication's 50th birthday.

In September, Santos Lopez, who has led creative and production work for shows such as 'Brother vs. Brother,' 'House Hunters,' and 'Flipping the Block,' will spend two days with us, sharing insights into career development and including a teleconference with some HGTV stars.

New academic possibilities pop this year in four of our five major programs. There are new ways to double-major and add certificates in Political Communication or UX, User Experience. UX will be great for anyone interested in learning a little about computer coding and a lot about tailoring messages for audiences. Talk with Profs. Mark Simpson or Cliff Shaluta about UX.

This year the Department of Communication turns 50. In 1968, Dr. Randall Capps became the first Head of the Department of Communication. Over the years, various majors within the department, such as Journalism and Theatre and Dance, split off on their own. The Department has come full circle in bringing Advertising, Popular Culture Studies, and Public Relations into Communication. We're not over the hill; we're on top of the Hill!

Dr. Helen Sterk



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