

COMMUNIQUE

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Alumni Focus—Lindsey Moyers

Lindsey Moyers joined the Bowling Green Area Chamber of Commerce in June 2009, taking on the role of program director. She is responsible for Chamber committees and Chamber programs such as Leadership Bowling Green, ATHENA, Welcome Back WKU Festival, South Central KY – Washington D.C. Fly-In and other legislative events.

A Bowling Green native, Lindsey graduated in 2003 from WKU and holds a Bachelor of Arts degree in Corporate and Organizational Communication with a minor in Marketing.

Before joining the Chamber, Lindsey served as Marketing/Development Coordinator for Commonwealth Health Corporation. Within this position, Lindsey coordinated a

variety of activities and events such as the 10K Classic, The Charity Ball, Children in the Arts, Make the Season Bright and the Expectant Parent Fair. She also assisted with marketing campaigns for various service lines, administered scholarship programs and was responsible for the Commonwealth Health Foundation donor database.

Lindsey is a member of the Professional Marketing Association, Young Professionals of Bowling Green and serves on the Board of Directors for the Green Business Partnership as well as Operation P.R.I.D.E. She regularly volunteers for Junior Achievement of South Central KY, the American Cancer Society, the American Heart Association, March of Dimes and the Kidney Foundation.



**Lindsey Moyers, Program Director
Bowling Green Chamber of Commerce**

Lindsey continues to live in the community she dearly cares for and plans to always be a “hometown girl.”

Expanding the CSC



**Gary Hughes, Department of Communication
Classroom Technology Coordinator**

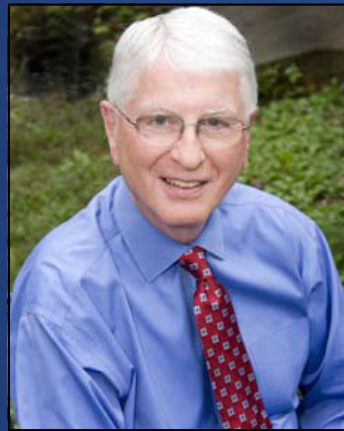
It has now been two years since the inception of the Communication Success Center. The center serves as a place where communication

students can get help on their assignments from a peer tutor, use the provided technology to complete various assignments in their communication classes, or complete recitations/readings in the presence of a peer tutor. The Communication Success Center is situated primarily in room 138 of the Ivan Wilson Fine Arts Center, a location that allows the department office associates to open the center for communication students when no peer tutors are scheduled. As a result, the center is available to students during regular office hours and some evening hours when peer tutors are scheduled.

- Cont'd on page 3

EVENTS

Potter College Faculty Lecture Series



Carl L. Kell, Ph.D.

The controversies within the Southern Baptist Convention (SBC) have been well-documented and studied for many years but very few academicians have dissected the issues and related stories over an extended period of time. Many in the communication discipline tackle an issue here and there, but they haven't spent 30 years researching, interviewing, and writing about the organization like Dr. Carl Kell.

While students on the first floor of FAC most likely won't find him donning camouflage, he says he feels he's been a sort of "war correspondent" during these past 30 years of documenting the struggles of the denomination.

"If you want to dedicate your life to something, this was it," Kell told a group of faculty, staff, students, and guests assembled in the Fine Arts Center Recital Hall for the first-ever Potter College Faculty Lecture Series. "I

knew I wasn't going to do the 'Flavor of the Month.' It takes a lifetime."

Kell's lecture was entitled, "Onward Christian Soldiers: A Rhetorical History of the Southern Baptist Convention." After helping the audience visualize a typical Sunday morning in the south through photographs, hymns and snippets of sermons, he discussed the origins of the war within the church as well as some of his personal stories. He synthesized his remarks by saying there are three basic ideas within this war rhetoric worth giving attention. First is the idea of Biblical inerrancy, or the idea that every word of the Bible is literally true. Second is the concept of fundamentalism, or the notion that the triune nature of God cannot be denied. Last, those who refuse to toe the congregational line are going to be excluded from denominational life. These three ideas have helped serve as the basis of three books written and co-written by Kell.

Kell collaborated with Dr. Raymond Camp of North Carolina State University to pen *In the Name of the Father: The Rhetoric of the New Southern Baptist Convention* (Southern Illinois University Press, 1999). It identifies the rhetorical techniques used by the leaders of the SBC before, during, and after the ultimate hostile takeover.

Knowing there were stories yet to be told detailing the

personal and professional impact of the conservative takeover of the organization, Kell gathered more than 30 essays written by people from all walks of life and compiled them into the book, *Exiled: Voices of the Southern Baptist Convention Holy War* (University of Tennessee Press, 2006).

The third installment dissecting the rhetorical strategies of the SBC, *Against the Wind: The Moderate Voice in Baptist Life* (University of Tennessee Press, 2009), provides an in-depth look at the moderate movement while its leaders give insight into the future of their cause as well as the SBC. This newly-published book was available for purchase and signing by Kell after the lecture. It will be offered by the WKU Bookstore on campus for \$30.

Fortunately, the stories won't end with this book. The confusion, heartache, and survival stories will continue to be shared by Kell. He is starting to meet and talk with dozens of people who serve as the second generation of those who were excluded from the SBC – the children of those who were stripped of leadership during the initial struggles between the conservative and moderate sides of the denomination. While nothing has been set in stone, Kell knows that he has the stamina to continue with his life's work.

- Stacey Gish, Instructor



Expanded CSC—Cont'd

When the CSC was first set up there were only three computers available for student use. This fall the CSC has been expanded. The first expansion was with the establishment of a speech CSC extension set up in room 155 of IWFAC. This room is available by appointment to students for the purposes of practicing their speeches and recording readings for a variety of communication classes. Through the use of a web camera (available in the department office via checkout), a student can record his/her speech or presentation by using Windows Movie Maker and save file in a commonly used format. Likewise, students recording readings for the voice and diction class or the interpersonal communication class can do so by using the freeware software Audacity and save their recordings to an MP3 format that can be e-mailed to an

instructor, uploaded to the BlackBoard course management system available through Academic Computing, or saved to a device such as a USB drive or iPod/MP3 player.

The second expansion of the CSC has been the addition of two computers and carrels in room 138 of IWFAC. This brings the total number of computers with network connections, printing capabilities, and a peer tutor present in the CSC to five. Software available for use includes Microsoft Office 2007, Microsoft Internet Explorer and Firefox web browsers, SPSS and SAS quantitative data analysis software, and CommuniCoach speech/presentation/performance evaluation software. The CommuniCoach software allows students to view and listen to their speeches that were previously recorded when presented in class and saved to a

network server. Students using the CommuniCoach software also have the option of using the software in one of the general student computer labs across campus, but only in the Communication Success Center is someone available who has been trained specifically in the use of this software.

As efforts are made by everyone in the department to improve student learning, the Communication Success Center is becoming an important component in that process. If you have not yet seen what is available, then be sure and stop in the department office at 130 Ivan Wilson Fine Arts Center for a brief tour.

- Gary Hughes, Instructor

Haunted hill tours leave mystery behind

While the members of Lambda Pi Eta Communication Honor Society considered the 2009 Haunted Hill Tours to be a success again this year, the ghosts haunting the buildings might tell a different story.

The tours were planned for October 28th through October 30th but unfortunately due to the rain the tours were canceled for Friday. What is left unclear is whether or not the glooming rain was a natural occurrence of weather or an omen from the ghosts that after two nights of tours they had enough.

Despite the disappointment of having to cancel the tours on Friday, Lambda Pi Eta Members proudly gave students, WKU faculty, alumni, and members of

the community two nights of tours that were sure to change their view about the terrifying history of WKU's campus. A crew of brave volunteers positioned in front of Cherry Hall excitedly awaited those fearless enough to seek out the ghosts. Warmly dressed with flashlights in hand, LPH members led the tours that visited the ghostly sites of Helm Library, Rhodes-Harlin Hall, McLean Hall, Schneider Hall, Van Meter Auditorium, the Kentucky Museum, and Potter Hall.

Some of the tour guides and ghost seekers claimed that they heard some disturbing noises and saw some unexplainable lurking shadows. While none of these aforementioned events can be verified as directly connected to the ghosts on Western's campus, it is enough to send chills down your spine. Gordon Van

Ness, folklorist and paranormal investigator, was at Thursday's tour and he affirms that there are ghosts on WKU's campus.

Halloween has passed and hopefully all will remain calm, but Lambda Pi Eta members feel that the ghosts will continue to cause mystery and mayhem on Western's campus. We can only hope that the 2009 Haunted Hill Tours will not make the ghosts intensify their eerie presence among the buildings that they haunt. Perhaps next year the ghosts will take matters into their own hands and find a way to cancel the tours of their despair completely.

- Cara Dickerson, Senior
& LPH Officer

Announcements

Let us hear about your achievements! We will announce them in the next issue of the *Communiqué* newsletter.

Send information to laura.wagoner@wku.edu

Congratulations!

Kelli Nicole Perkins

Recipient of the 2009-10 Ed Robertson Scholarship



Donna Renaud, Kelli Perkins, Cindy Robertson White, Mark White

Marge Deller, recipient of the Potter College of Arts & Letters 2009 Adjunct Faculty Award

It's difficult to pin Marge Deller down for very long. She's an indefatigable bundle of energy who is not afraid of new opportunities and challenges; always ready with an anecdote of yet another adventure she has undertaken!

Mrs. Deller's energy is contagious to colleagues who share an office space with her, among students who participate in a lively discussion about organizational culture, and even the administration of the Potter College of Arts & Letters, who named her one of two Adjunct Faculty Teaching Award winners at the annual Potter College Assembly in August.

Calm and cool under the toughest circumstances was how Dr. David Lee, PCAL Dean described Marge. He recalled a situation when a student in the Fine Arts Center felt faint and how Marge was right there taking care of the student with one hand while directing her class activities with the other! Mind you, the student wasn't even in Marge's class at the time, but she felt she could go ahead and lead a group activity while calling the appropriate medical personnel to take care of the student's issues.

Marge turns her eyes toward the floor and gently laughs when hearing these and other stories about her experiences as a part-time instructor in the Department of Communication. She doesn't like hearing such stories about herself; she'd rather talk about the accomplishments of her students, the antics of her grandchildren, or even the flowers and vegetables growing in her garden.

"I'm always doing something!" Marge said. "I'm never bored."

Those familiar with Marge's activity level know that she's constantly doing something. That all started when she won a golf scholarship to

attend Stetson College in Florida. She played golf for four years, in the days before Title IX, earning her Education degree in the process. She taught in elementary and middle schools for a few years before starting her own family. Her family was transferred many times to various areas of the country, something Marge never regretted.

"We moved all the time so I took on various part-time jobs," she said. "I truly enjoyed getting to live in many different areas of the country. I liked meeting new people and getting involved in different activities."

They've been in Bowling Green for the past 35 years, allowing Marge to try out even more activities.

"After the children were older and I had an empty nest, it was time for my life!" she said. "I knew I could enjoy many more activities now."

She started combating the empty nest syndrome with water sports. Community Education was offering canoeing classes, so of course Marge was game.

"I bought a canoe and joined a canoe club! Then, when I was used to that, I decided to take sailing classes and then I was addicted to sailing." It was during this time that she met Dr. Larry Caillouet, also an avid sailor. "Larry and other WKU professors in the organization began talking to me about continuing my education. They convinced me I should go back to school to earn a Master's Degree," she remembered. "I took some aptitude tests and after some conversation, I decided that the Communication Department was the best fit for me."

Marge earned her Master's Degree from the department in 1991 and began teaching at the community college the next year. She's taught Fundamentals of Public Speaking, Business & Professional Speaking,



and Group Dynamics courses both at the community college and on the main campus. Her students excite her everyday.

"It's interesting to observe them and see how their leadership emerges from time to time during the semester. I especially like the group work we do in 161. I like seeing how students gain confidence during the semester," she said.

"I like my colleagues," she continued. "Everyone that I work with has a different viewpoint, which is so important. I always like to try new things. I like to have opportunities to sit together and discuss different things."

Still, Marge was truly shocked to get the news that she was the recipient of the teaching award, saying that it was really an award for all the teachers in the department who work so hard.

"I guess it's kind of a reward for me sticking around for so long!"

- Stacey Gish, Instructor

Congratulations

Student Organizations

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS



**Donna Renaud—
Faculty Advisor**

Transcontinental IABC chapters unite

Bowling Green, Kentucky. October 28, 2009 -- Western Kentucky

University's International Association of Business Communicators was visited by two employees of the IABC Headquarters based in San Francisco, California on Thursday, October 1, 2009. Gretchen Anderson and Janna White talked about the benefits of joining and being active in the organization.



**Gretchen Anderson
Director of Professional Chapters, San Francisco, CA**

White and Anderson stressed the importance of "The Three C's": Community, Content, and Credibility. Community refers to the 15,000 IABC members nationwide. Content comes from the materials offered through IABC. This includes IABC's publications such as the CW Bulletin and the online library and presentations from annual conferences, both of which can be found online. Credibility is the passion that IABC members feel for their profession. Community, content, and credibility combine to form important skills that employers look

for in their potential employees.

Communication skills are also a crucial component that employees look for, Gretchen Anderson said. Many employers are not currently seeing this skill in people they interview. IABC's many opportunities for communication will set its members apart from other potential candidates for jobs.

Janna White commented on the atmosphere at the meeting, saying, "I was very impressed by the level of professionalism of IABC/WKU students, from our e-mail correspondence before the event to the warm welcome we received in Bowling Green. The enthusiasm and innovation displayed by the chapter leadership makes it easy to

see why the WKU chapter is one of the oldest and most successful student chapters of IABC. I hope our visit to campus will encourage other students to get involved with this vibrant and beneficial organization."

About IABC:

Western's chapter of IABC is a group of students interested in the field of communication, although members are not required to have a Communication major or minor to join. They sponsor monthly business meetings and various other projects and events throughout the year.

- Amanda Adams, IABC Officer



**Janna White
Head of Student Chapters,
San Francisco, CA**



IABC



2009-10 IABC Officers: Jeffrey Clagg, Amber Duncan, Caleb Parrigan, Amanda Adams, Genevieve Lucarelli, Cara Dickerson

LAMBDA PI ETA (ΛΠΗ)



**Jennifer Mize Smith—
Faculty Advisor**

Another Semester comes to a spooky close

It is quite an accomplishment to be part of Lambda Pi Eta. Membership qualifications include: completing 60 hours of college credit, at least 12 hours in communication, cumulative GPA of 3.0 and a 3.25 GPA within the communication discipline. This semester, the Lambda Pi Eta chapter was able to accept 13 new members,

which is the largest group yet! The following people will be inducted officially into the Honor Society in our annual spring induction ceremony: Monique Braun, Mahon Cowan, Carl Duke, Aarika Hutton, Allie Kerns, Hannah Kirk, Jordan Reid, Devin Roos, Jenna Smith, Sydney Waddell, Amanda Waite, Anne-Taylor Wilson, and Sarah Withers.

This large new class of Lambda Pi Eta students was excited and ready for the challenge of completing Haunted Hill Tours, LPH's annual fundraiser. Unfortunately, the weather wasn't as cooperative as our volunteers and we were only able to complete the event for two out of the three nights it was planned. However, I think that during those two nights we

sufficiently scared ourselves and Bowling Green's residents, by telling them the chilling tales of seven haunted buildings on campus.

Lambda Pi Eta is administered by the National Communication Association. The NCA conference is held every November,



and members of NCA from around the nation gather to hear research and new ideas in the field of communication. There were four Lambda Pi Eta officers that were able to attend the conference this year: Sara

Pitts (president), Elizabeth Thornton (Vice President), Morgan Wickline (Secretary/Treasurer), and Carmen Trimpe (Scholarship Chair). These four students, along with WKU Communication faculty met in Chicago, Illinois from November 12-15 for the conference. The students were able to attend the national Lambda Pi Eta business meeting and be a part of decisions that will affect the national organization. They were also able to meet and talk with other Lambda Pi Eta students from across the nation. Everyone thoroughly enjoyed the conference and participated in a variety of different lectures ranging from communication in reality TV to classroom technology.

Members are looking forward to the Spring Semester and LPH officers have some new and exciting ideas in mind for how to make Spring of 2010 the best semester yet!

- Sara Pitts, LPH President

COMMUNICATION AMBASSADORS



**Jessica McClanahan—
Faculty Advisor**

The 2009-2010 Communication Ambassadors have continued an emphasis on recruitment this semester with various activities, including The Majors Fair, Focus on

WKU, Fall Preview and classroom presentations to COMM 145 and 161 classes. Recruitment will continue to be the major emphasis in the upcoming Spring '10 semester through additional events like ATP.

The Ambassadors are chosen by interview format only during the spring semester of each year, and accept a maximum of 20 members. This year, we are pleased to have the

following members: Kayla Nall (chair), Allison Sterbling (vice chair), Aarika Hutton, Danielle Averill, Kelli Rush, Jordan Reid, Jason Nsafoah, Jennifer Harry, Lainey Stricker, Kenneth Thomas, Sydney Waddell, Amanda Belcher and Gretchen Lynum.

Jessica McClanahan is the Faculty Advisor.

- Jessica McClanahan,
Communication Instructor

The Department of Communication would like to say "Thank You" to all the students who participate in the student organizations and for the service you provide the Department and community.

Inter-cultural

Bowling Green International Festival— creating diversity through communication

The fourth Saturday of each September in downtown Bowling Green, Kentucky has become a celebration of cultural diversity for the entire family.



This international paradise of nationalities began in 1990 as a small celebration. Dr. Carl Kell was one of the early organizers and promoters of the festival. It has

grown each year and now attracts thousands of visitors to our community. Furthermore, this fantastic event creates an opportunity for WKU alumni, students, faculty and staff, or just members of the local community to partake in and promote cultural diversity. This year's festivities took place on Saturday September 26, from 9 a.m. - 7 p.m. on Circus Square.

The theme for the 2009 Bowling Green International Festival was "One World, Many Faces". Festival Board members and community planners choose the theme through a consensus voting between the top suggestions from previous meetings and public suggestions. "One World, Many Faces" was a joint suggestion placed by Gallery Walk Chair Andee Rudloff and our communication department's own Dr. Larry Caillouet. Caillouet has been a member of the International Festival's Board of Directors since 2000.

Children of all ages can enjoy a plethora of culturally informative



edutainment activities including music, art exhibits, dance and martial arts demonstrations, authentic foods from around the world, and information about the many organizations

featured throughout Bowling Green. Though many of the feature activities are recreational and all are fun, the focus is on education and cultural enrichment.

Moreover, this is a great way for students within our department to interact with people from many



cultural backgrounds and become acquainted with the traditions from faraway lands.

The Bowling Green International Festival is made possible by nonprofit

sponsorship and volunteer donations; however, much of the budget has come from city funding. Due to the city's budget difficulties the city eliminated its funding this year.

Consequently, the BGIF Board of Directors had to begin charging a \$3 fee for admission. Still, for less than the cost of a tub of movie popcorn, people of all ages are likely to gain insight from an experience that they likely carry with them for a lifetime. What a wonderful opportunity the



Bowling Green International Festival provides for us to explore other cultural traditions while honoring our own community.

Many students from the Department of Communication serve in a variety of volunteer roles in hosting the Festival every year. This is especially true of students enrolled in COMM 263, Communication and Culture.

This year students started hanging posters around the city of Bowling Green a week before the festival. Some students set up the site on Friday night, and some finished up the site early in the morning in the rain to get it ready for official opening at 9 a.m.

Others were on duty at the admission control gates, the information booth, hospitality booth, merchandise booth, children's activity area, etc. Further, students also helped clean up the site after the



festival. Stephanie Mims, Junior Corporate Communication major, who helped the merchandise booth, commented, "Despite the bad



festival. Stephanie Mims, Junior Corporate Communication major, who helped the merchandise booth, commented, "Despite the bad

Business communicators learn need for diverse education

Dr. Modaff not only came to our IABC meeting on October 26 to sit in and hear about our activities, but also to speak to our group about a new, but ancient way to communicate. His passion for this topic flowed out through his words and left all of us amazed and intrigued.

For the past six years, Dr. Dan Modaff has studied the Native American Tribe called the Lakota. He not only has completed a substantial amount of research on these people, but has also lived in their reserve, talked with them, and become friends with the Lakota people. How would an Indian Tribe have anything to contribute to the modern world of communication? For Dr. Modaff, this is an easy question to answer. It is clear that the communication in our businesses and organizations is struggling, and it just so happens that the communication styles of this Indian Tribe could be the solution to our modern day problems.



Daniel P. Modaff, Ph.D.

Dr. Modaff is the new head of the Department of Communication at WKU. The International Association of Business Communicators (IABC) is housed in the communication department, and it was our desire this semester to invite our new department head to our meetings and to become acquainted with him. We have several exciting plans underway, and we are fortunate to have such a strong sense of support from our department head!

Dr. Modaff had much information to share, and all of it was very interesting.

One thing he discussed may be one of the simplest ideas, but could also be one of the most different ways of thinking. The Lakota believe that everyone and even everything is related; therefore they treat everything with

the same respect in which we would have for our closest family members. This concept itself, if implemented in our everyday life, would completely change the way our organizations are run. There would no longer be competition, but rather collaboration within organizations as well as between organizations.

As interesting as this may seem, the more Dr. Modaff shared with us, the more we understood how the Lakota beliefs are very applicable to organizational communication. We learned several new ideas from Dr. Modaff and his studies.

IABC is very proud to have had him featured in our latest meeting, and we eagerly look forward to learning more from him and the Lakota. We greatly thank him for visiting our student chapter, and welcome him to the Communication Department.

- Amanda Belcher,
IABC President



Graduate Students Shine at State & National Conferences

A number of graduate students recently made names for themselves at both state and national conferences. The Department congratulates Rebekah Golla, Alecea Davis, and Sean Ward for receiving the Top Student Paper award at the Kentucky Communication Association Conference held at Kenlake State Park Resort in September. Their paper, "Focusing the Lens: Building Internationalization on Campus" used communication theory to explore and propose a structure universities can use to build internationalization through leadership, ethics, and communication. These students also presented at the November National Communication Association in Chicago. Also at NCA, Laura Rawlins ('09), currently a doctoral student at Bowling Green State University, along with her thesis

chair Dr. Jenifer Lewis, presented part of her WKU thesis research, "Emotional Labor, Burnout, and Real Estate Sales Professionals." Kris Murniadi ('09), a doctoral student at Kent State University and his chair, Dr. Larry Caillouet, presented his WKU thesis research on "The Effects of Anonymity in Group Discussions Using Various Compositions." These students' experience in the WKU Communication Graduate Program undoubtedly contributes to their success in doctoral programs.

Our graduate students not only contribute their scholarship at conferences, but also offer service to the discipline.

Chris Nation served as a panel moderator at the KCA conference at Kenlake and participated in the business meeting where he represented us well. Our graduate students are making their mark in the state and contributing to the discipline at the national level by taking advantage of professional development opportunities and showcasing the relevance of communication theory to solving practical problems. We are proud of their accomplishments and commend their ability to communicate the practicality and relevance of their graduate work.



Chris Nation

- Dr. Holly Payne, Associate Profes-

Student Achievement

2009 NCA Convention—Chicago, IL

The list of accepted papers/panel for the National Communication Association convention was just released. Our department has excellent representation. Here's the list of WKU faculty/students who presented their research at NCA 2009 in Chicago:

Dr. Jennifer Mize Smith, *All Good Works are not Created Equal: A Qualitative Case Study Exploring How Employees Make Sense of Corporate Philanthropy*. Paper competitively accepted in the Organizational Communication Division.

Dr. Blair Thompson & Joseph Mazer (Ohio University), *College Student Ratings of Student Academic Support: Frequency, Importance, and Modes of Communication*. Paper competitively accepted in the Instructional Development Division.

Dr. Jenifer Lewis & Laura Rawlins (WKU M.A. 2008, Ph.D. student at Bowling Green State University), *Burning Down the House: Emotional Labor, Burnout, and Real Estate Sales Professionals*. Paper competitively accepted in the Organizational Communication Division.

Kris Murniadi, (WKU M.A. 2008, Ph.D. student at Kent State University) & Dr. Larry Caillouet, *The Effects of Anonymity in Group Discussions Using Various Gender Compositions*. Paper competitively accepted in the Group Communication Division.

Sean Ward, Alecea Davis, and Rebekah Golla, Communication M.A. students had their paper, *Focusing the Lens: Building Internationalization on Campus*, accepted to the Scholar to Scholar sessions.

Dr. Jenifer Lewis and Dr. Jennifer Mize Smith will participate on the panel discussion, *Stability and Change in the Master's Classroom: The Use of Technology to Adapt to the Changing Master's Education Environment* for the Master's Education Division. Other panelists are Lynnette Leonard, University of Nebraska, Omaha; Jimmie Manning, Northern Kentucky University; and Jacqueline Irwin, California State University, Sacramento.

Congratulations!

Message from Dan Modaff, Department Head

As you can see from this newsletter, we have many exciting things going on in the Department of Communication. I want to update you on several of the initiatives we have under way, and ask for your help as we undertake new ones. First, though, I wanted to take a minute to thank everyone associated with the Department of Communication for welcoming me into the fold, and for making the transition as easy as possible. Dr. Carl Kell did a tremendous job last year as Department Head, and he has been invaluable to me as I have learned the ropes over these first few months. I also want to say thank you to our two office associates, Laura Wagoner and Cyndia Tarrence—I would be lost without them.

Here are a few of the things we are working on in the department. We have expanded the Communication Success Center by adding two new computers, creating a separate speech practice and audio recording room, and monitoring the usage of the lab through TutorTrac software. We are very excited to be searching for a new tenure-track faculty member who will join us in Fall 2010. The new faculty member will have a specialty in Intercultural Communication. We are expanding our on-line course offerings at both

the undergraduate and graduate level, and hope to grow this course delivery method even more in the coming years. In the spring semester, we are hoping to have an event for our undergraduate students where we will have a panel of recent alumni return to campus to talk about their careers since leaving WKU, how they got to where they are, and any advice they have for our current undergraduates. Look for more information on this event in early January!

We could also use your help as we look toward the future. We will be conducting surveys of our current undergraduates and our alumni, so if you are contacted by the department to participate, please take a few minutes to assist us. Also, we would like to establish one or several undergraduate scholarships, but can only do so with the support of our alumni. If you are interested in helping us establish a scholarship, you can do so by contacting Leslie Watkins, whose contact information is at the end of this newsletter.

Thank you for being an important member of the Department of Communication family. I wish you the best, and hope you have a peaceful and safe holiday season. Please do not hesitate to contact me if you have any questions, concerns, or suggestions. I look forward to hearing from you: daniel.modaff@wku.edu or 270-745-3957.

New Faculty Member



Daniel P. Modaff, Ph.D.

It's all about family for Dr. Dan Modaff. The new chair of the Department of Communication is the youngest of seven close siblings, stays incredibly busy raising two children of his own, and has a passion for researching the families of the Lakota Native American Tribe. It's family that's in the forefront of his mind when balancing the roles of administrator, teacher, researcher, and textbook author in his professional life with the roles of husband, father, brother, and friend, in his personal life.

Modaff came to WKU in June after the department conducted a nationwide search for a department chair. He said rising through the ranks to become a department chair wasn't really on the radar when thinking about the future of his career, but after hearing from colleagues that a department would benefit from his leadership style and personality, he began considering the possibility of such a move. When the WKU classified ad came across his desk, however, the possibility developed into more of an opportunity that perhaps would benefit the Communication Department as well as his family. Modaff's immediate family is his wife, Dr. Jennifer Butler Modaff, his daughter Ryley, 9 years old, and son, Caden, who is 3.

The family is adjusting fairly well to the Bowling Green community, which is a bit larger than their previous home of Athens, Ohio. The children are doing especially

well, he said. Ryley has made many friends at McNeill Elementary and has joined a competitive cheer squad in town. Caden also has benefitted from the move, as he is now a student in Western's preschool program at Jones-Jaggers Hall. Being in the Bowling Green area offers more opportunities for the Modaffs to support and assist Caden, as he is on the Autism spectrum.

Modaff's wife is also a communication scholar with research ties within the family realm. She has extensive research in how people balance work and family issues and has recently begun a new focus on how families that run bed and breakfast facilities deal with having their workplace also serve as their home. She is looking specifically at how family issues, such as discipline, are handled in the company of paying customers.

Even though family life keeps him on his toes, he continues to research and interview the Lakota Native American Tribe. It's become a passion for him, as he's gotten to know many of the families living on the reservation. A chapter on the Lakota community and their culture has just been accepted into a University of Oklahoma publication on American Indian Identity. It's the first major written piece that he's had in the six years of extensive research, although he has shared the stories with dozens of civic and school groups. He hopes to use some professional development funds to travel back to the reservation this summer to re-connect with friends there and continue the long-term research.

Spare moments for Dr. Modaff come few and far between, obviously, but one activity that has served as an outlet for stress relief and creativity is performing

in a band with two of his brothers and songwriting. The group "Good Enough" has produced four CDs worth of original pieces in the country/folk genre. It's something that the brothers haven't had much opportunity to pursue in recent years, but the flame is still burning.

When Modaff counsels students worried about what career they will pursue after graduation, he often asks them two specific questions. One, what did you always say you were going to be when you grew up? Two, what activities do you want to be doing after you graduate?

More often than not, he said, there is a common thread between the two answers. Modaff challenges students to think about the common threads to generate a career path.

Welcome!

Dr. Modaff & Family

So what was Modaff's childhood career choice? As a kid growing up outside of Chicago, there was only one career – baseball pitcher for the Cubs. He was a talented player, too, as he grew a bit faster than the other kids and dominated the mound for a few years. It wasn't until high school that his schoolmates caught up in size and talent. Unfortunately for the Cubs, an ill-fated game in front of talent scouts squashed the dream for good. As a Catholic school kid, he also considered the job of a priest. However, he said he didn't want to be good all the time. Another career consideration was being a teacher, but he really didn't like kids.

While these three career options don't seem interconnected, Modaff says they are: "What's the common thread here? I'm standing in front of people trying to make a difference," he said.

- Stacey Gish, Instructor

Fall 2009 Student Workers



Danielle Averil



Aarika Hutton



Kayla Nall



Jessica Paulsen



Jordan Reid

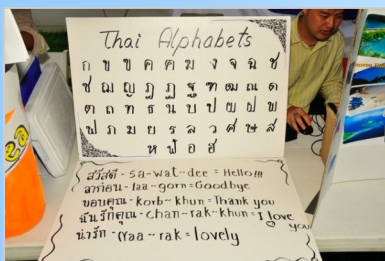


Morgan Wickline

Bowling Green International Festival—Cont'd

weather, it was a great experience. I worked with a lady from France, and we sold T-shirts, drinks, and umbrella hats. My favorite part was seeing the traditional dances that happened around the booth.”

In addition, the students in the honors class conducted a visitors’ survey to assist the Board of the International Festival for their future planning. They also experienced intercultural encounters during the field survey. Although some students



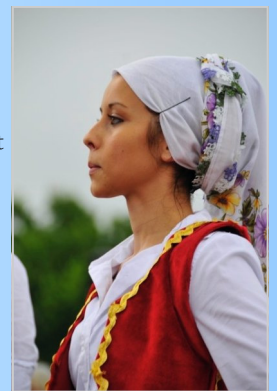
faced difficulties in communicating with international visitors in English, they also learned an important characteristic of collectivistic culture -- a Bosnian participant who received a thank you card in his own language was very excited and encour-

aged all his friends and family members to take the survey. Including the visitors’ comments about the new admission fee, the results of their survey were presented to the Board of Directors of the International Festival, the Honors College, and the Department of Communication.

The Bowling Green International Festival has deep roots in the Department of Communication, and the relationship becomes stronger every year as Communication faculty and students take leadership roles at all levels of the festival or simply supply the labor that is needed



to make a complex event work. Service learning can be a lot of fun!



- Kumi Ishii, Ph.D., Asst Professor
- Larry Caillouet, Ph.D., Professor
- Jacobe Crowley, Student

Faculty Spotlight



Kumi Ishii, Ph.D.

With more than 150 Japanese-based corporations and 40,000 Japanese workers making Kentucky their home, Dr.

Kumi Ishii knew that her academic research and passion for intercultural communication could help make a difference. Her research focus has taken a few twists and turns, but she finally discovered a project that is not likely to end anytime soon and already has impacted dozens of Japanese expatriates making their home in the United States.

When she first began brainstorming her research focus in this area, she wanted to determine how American workers adapt to working within a Japanese-owned company. She received permission from a local Japanese company to proceed with her research and was ready to go until the recession hit and the company asked her to postpone the study.

It was only a minor setback for Dr. Ishii, as she simply adjusted the focus slightly to concentrate on the expatriate's experience. Many Japanese companies will transfer highly talented employees to the United States for a set amount of time, such as five years. This time is meant to help employees develop leadership and management skills as well as improve processes at the subsidiary organization. Dr. Ishii said that the parent company back in Japan has high expectations for those they send across the pond.

"They are sent to a different culture, must overcome the language barrier, adjust to a new life, and at the same time, they are expected to be successful immediately," she said. "They serve as a bridge between the subsidiary and headquarters and must deal with the operations as well as be a good manager of the people."

After surveying dozens of expatriates currently working at manufacturing facilities in Kentucky, Georgia, and Tennessee, and then taking a summer-time trip to Japan to interview former expatriates about their experiences in the United States, Dr. Ishii discovered that

American employees are accustomed to receiving verbal feedback about their performance and they expect it fairly often. When a Japanese manager doesn't understand this expectation, there can be nervousness on the part of the American worker and it may result in a less positive work environment.

Already, Dr. Ishii has developed portions of management training seminars that she has delivered to several different companies in the area. She typically delivers a seminar for the Japanese managers in their native tongue then the same seminar to American managers in English. These and more companies are clamoring for Dr. Ishii's expertise in this area.

Congratulations!

Received award for Best Oral Presentation in English as a Second Language at the World Communication Association biennial conference held July 2009 in Ireland.

most everyone thoroughly enjoyed their time here. Even as she pressed them to provide some specific instances of problems they faced as an expatriate, they couldn't point to very many! Further, she learned that as long as the expatriate identifies quickly with the subsidiary company, they can adapt better. Those that can adapt quickly are more satisfied with their job and develop less stress.

But she is finding that there are specific ways in which companies can be helping their expatriates, which is the focus on her continuing research. One of those aspects is to manage the feedback style of Japanese managers. Traditionally,

Dr. Ishii is enjoying her research and being able to communicate with those from her home country as she has met folks from the Japanese Consulate-General's office in Nashville, the Japan/America Society of Kentucky, and the Japanese Traders & Manufacturers Association in Memphis. These organizations have been vital to helping Dr. Ishii locate expatriates currently living in the southern states. Additionally, the WKU New Faculty Scholarship allowed her to visit Sumitomo's headquarters in Yokkaichi and interview about 25 former expatriates and management trainees from Mexico there.

Dr. Ishii plans to continue this avenue of research as well as expand it as she continues to dive into the various issues that arise for expatriates.

"I am learning so many things," she said. "I like doing this!"

- Stacey Gish, Instructor

Faculty News

Stacey Gish, M.A.

Stacey Gish was selected to participate in the leadership initiative for Faculty Enhancement program for female faculty and staff at WKU during the Spring of 2009. During this program, participants read and discussed a leadership book, heard female leaders from all walks of life in a panel discussion, learned about creativity in leadership, and participated in the ropes course located on Western's farm. The LIFE program is sponsored by the Center for Leadership Excellence.

Kumi Ishii, Ph.D.

Dr. Ishii won the award for the Best Oral Presentation in English as a Second Language at the World Communication Association biennial conference held July 2009 in Ireland.

Angela M. Jerome, Ph.D.

Dr. Jerome spent three weeks last semester in Mooresville, NC studying in the legend of Dale Earnhardt. This research was funded by a WKU Junior Faculty Fellowship grant. She also presented papers on the NFL's response to the Michael Vick dog fighting scandal and the legend of Michael Phelps at the 2009 Central States Communication Association Convention in St. Louis, MO. Her paper concerning Michael Vick won top paper panel honors from the Public Relations Division.

In April of 2009, Dr. Jerome was the keynote speaker for the Department of Communication's Faculty Lecture Series where she presented on her sports rhetoric scholarship. During the summer, Dr. Jerome was a member of the WKU Racing team, writing a story for the WKU Spirit Magazine about WKU's sponsorship of a car in the NASCAR Nationwide Series Federated Auto Parts 300 at Nashville Speedway in June of 2009. Her most recent academic publication is entitled "The rhetoric of interorganizational conflict: A subgenre

of organizational apologia" and appears in the Winter 2009 edition of the Western Journal of Communication. Dr. Jerome currently serves as the advisor for the newly-formed Communication Organization of Graduate Students (COGS).

Carl L. Kell, Ph.D.

Dr. Kell delivered the keynote address for *The James A. Hutchins Lecture Series*, The Center for the Study of the American South, University of North Carolina, Chapel Hill, September 1, 2009. Additionally, Dr. Kell delivered the keynote lecture for the new *Potter College of Arts and Letters Faculty Lecture Series*, November 9, 2009.

Dr. Kell is recognized as the leading scholar in the world on the persuasive theories/strategies of the Southern Baptist Convention.

Dr. Kell also received the Friend of KAP Award from The Kelly Autism Program for his continued support and immense effort to make the Kelly Autism Program a success.

Jenifer Lewis, Ph.D.

Dr. Jenifer Lewis and Laura Cooley Rawlins (M.A. '08) presented a paper at the National Communication Association Conference in Chicago. The paper entitled, "Burning Down the House: Emotional Labor, Burnout, and Real Estate Sales Professionals," was derived from Laura's Master's thesis, advised by Dr. Lewis. Dr. Lewis also participated on a panel at NCA entitled "Stability and change in the Master's classroom: The use of technology to adapt to the changing Master's education environment."

Dan Modaff, Ph.D.

Dan Modaff has signed a contract for the 3rd edition of his co-authored textbook with Jennifer Butler Modaff and Sue DeWine, *Organizational Communication:*

Foundations, Challenges, and Misunderstandings. He has also had a chapter accepted in an edited book, *American Indian Identity: Communicating Indian-ness*. The chapter is entitled, "Mitakuye Oyasin (We Are All Related): Connecting Communication and Culture of the Lakota."

Holly Payne, Ph.D.

Dr. Holly Payne presented "Family Communication Patterns and Workplace Expression" at the Kentucky Communication Association Conference at Kenlake State Park Resort in September. She also chaired a panel and was elected as the 2nd Vice President of the organization. In this role, she will assist with the 2010 conference and plan the 2011 conference. Dr. Payne presented, "Interpersonal Skills in Advising: What do Students Really Want?" for the Advisors of Excellence Program through the Academic Advising and Retention Center. This session focuses on how communication research informs the practice of advising in terms of uncertainty reduction, empathy, and verbal/nonverbal immediacy. Her current research projects relate to family influence on organizational dissent expression tactics and the expression of dissent through workplace emails. She is currently in the final stages of co-authoring a business and professional communication textbook with Kendall-Hunt Publishers and is serving on the editorial board of the *Kentucky Journal of Communication* and the *Journal of Leadership and Organizational Studies*.

Blair Thompson, Ph.D.

Dr. Blair Thompson, Assistant Professor, in the Department of Communication had an article accepted for publication during the summer of 2009. The article, Family legacies: Constructing individual and family identity through intergenerational storytelling, was accepted for publication in Narrative Inquiry. Narrative Inquiry is a leading interdisciplinary journal ranked number 22 in Impact Factor, which ranks top scholarly journals across disciplines.

Alumni Updates

Ashley Cawiezell Baker, 2007 - B.A. Corporate & Organizational Communication – Currently working at ADP Small Business Services, which is the largest payroll company in the world.

Andrea Collins, 2008—B.A. Corporate and Organizational Communication—Working for Sony BMG as the Production Coordinator for all SONY BMG-Nashville country artists. She contributes her success to the skills she learned while at WKU, since she was competing for the position with Music Business Majors from Belmont and MTSU.

Eric Eagle, 2008—B.A. Corporate and Organizational Communication—Currently a Loan Officer for SurePoint Lending, abn First Residential Mortgage, in Nashville, Tennessee.

Brandon Jones, 2009— B.A. Corporate and Organizational Communication - Currently a Marketing Specialist for Commonwealth Health Corporation in Bowling Green, Kentucky.

Nicole Lyons-Zoglmann, 2009— Corporate and Organizational Communication—is working for JAM Brands as a JAMcare Representative at their headquarters office in Louisville, Kentucky. She sells cheer and dance competitions to allstar, recreation, and school cheer and dance teams. Her area includes the Northeast United States.

Melissa Messer, 2007—B.A. Corporate and Organizational Communication—Has been working through the JET Program to teach English in the mountainous coast in Takaoka, Japan.

Lindsey Moyers, 2003 —B.A. Corporate and Organizational Communication - Currently working as the Program Director at the Bowling Green/Warren County Chamber of Commerce.

Allan Rodgers, 2005 - B.A. Corporate and Organizational Communication - Currently working at Health Leaders InterStudy, a Decision Resources Company, as a Research Analyst.

Nyx Sherwin, 2008 - B.A. Corporate & Organizational Communication—Working as a Senior Sales Support Specialist at Fruit of the Loom in Bowling Green, Kentucky.

Ashlee Tilford, 2005—B.A. Corporate and Organizational Communication—Currently working for WKU as a buyer.

Matthew Villmer, 2006—B.A. Corporate and Organizational Communication—Completed the Florida Coastal School of Law and practices law in Pensacola, Florida.

Rachael Waldeck, 2007—B.A. Corporate and Organizational Communication—Works for Paramore/Redd Online Marketing as an Assistant Account Executive in Nashville, Tennessee.

C.J. Wamsley, 2009— B.A. Communication Studies - Received a position working as an Assistant Baseball Coach at Morehead State University.

The Department of
Communication would like to
reconnect with you.

Please update your information on our web site:

http://www.wku.edu/Dept/Academic/AHSS/Communication/alumni/information_form.html

We look forward to
hearing from you!

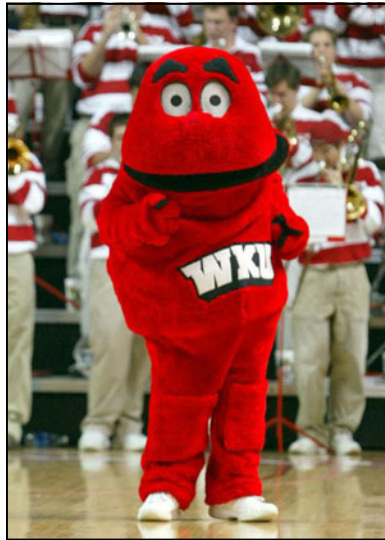
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www.wku.edu/Communication



WKU



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Department of Communication,
contact:

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Fax: (270) 745-5300

E-Mail: leslie.watkins@wku.edu

Communication Quotes

*“Communication--the human connection--is the key to
personal and career success.”*

~ Paul J. Meyer ~

*“To effectively communicate, we must realize that we
are all different in the way we perceive the world and
use this understanding as a guide to our communication
with others.”*

~ Anthony Robbins ~