

# COMMUNIQUE

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## Barry Landis + Christian Music = Success

Barry Landis, a 1976 M.A. graduate in Communication, recently announced the formation of Landis Entertainment & Media Partners. Landis, an entertainment industry deal maker, ranked among the 25 most influential personalities in the Christian music industry, expanded Landis Entertainment & Media Partners to include management over the entertainment practice of Collective IQ. Collective IQ is a Corporate Merchant Bank focused on a family of elite private equity funds (niche equity, buy out, leasing, sub-debt, and mezzanine) and a portfolio of companies. Collective IQ also serves as the Corporate Venture and development team for a network of Global 1000 clients. According to William “Billy G” Glynn, Chairman and Founder of Collective IQ, “Barry has always been the type of person others come to for solutions and to get things done. He has put together a strong team and

will help Nashville remain a leading force in entertainment. We are thrilled to be in business with him.”

Collective IQ boasts a “Who’s Who” of media and technology leaders, over a dozen of the world’s foremost businesses in content, communications, and commerce, and has been successful in putting large deals together throughout the music industry and Hollywood.

“I have been keenly interested in the concept of ‘New Media’ and have watched it grow over the past decade,” said Landis. “I have concluded that ‘New Media’ is not the right way to describe how the industry has been changing. It’s not New Media—It’s a New Medium. Music, television, the internet, DVDs — they really aren’t



Barry Landis

‘new media’ anymore. What is ‘New’ is the ‘Medium’ by which consumers consume the Media. Its important to understand that and why our team is focused on uniting the talent and intellectual property that Nashville is known for—

with the communications and commerce companies that now deliver content differently and where consumers pay for it electronically.”

Supported by some of the world’s largest businesses, Landis’ group is focused on advising entertainment and technology industry executives across a variety of strategic areas including traditional segments; artist and new content development, content acquisition and distribution. Some of the

-- cont'd on page 5

## Coty Back named 2006-07 National FFA Eastern Regional Vice President

Growing up in Frenchburg, a small Kentucky town with a population of 550, Coty Back gained an understanding of what it’s like to be overlooked and underappreciated. It also inspired him to look for ways to help struggling students and organizations



realize their full potential. The Menifee County High School FFA Chapter member will now have a chance to inspire students across the nation. Back, a Com-

munication Studies major, was named the 2006-2007 National FFA Eastern Region Vice President at the 79th National FFA Convention. He was among six individuals selected from a field of 41 to hold national office.

Fulfilling his position will require traveling more than 100,000 miles; meeting top leaders in business, government and education; visiting approximately 40

-- Cont'd on page 5



# EVENTS



## Dr. Larry J. Winn retires effective 2006-07 academic year

Dr. Larry J. Winn retired at the end of the 2005-06 academic year, culminating a 33 year tenure and love affair with the school of his undergraduate years.



Ada Dodd & Chester McNulty with honoree Dr. Larry Winn during retirement reception

On December 5, 2006, an overflow audience of faculty colleagues, current and former students, as well as WKU administrators came to pay homage to a special member of the Department of Communication faculty.

Dr. Winn's three decades of teaching, research, and service were marked with extraordinary success and growth in the undergraduate and graduate student programs. Dr. Winn served as Head of the Department from fall '95 to fall '99.

Among his strengths, his passion for and proven excellence in classroom instruction raised the bar for the faculty for now and years to come.

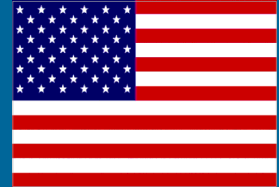
Happy retirement, Larry.

(For the 2007-08 academic years, Dr. Winn will serve on optional retirement teaching (2) classes each semester).

## BRITISH DEBATES— A SMASHING SUCCESS



VS.



On Monday, October 2<sup>nd</sup>, 2006, the British Debate took place on campus, in which WKU's award-winning debate team debated the British National Debate Team in a parliamentary style debate. The two teams, who include some of the world's best debaters, took opposing positions on the role of the United Nations in promoting human rights.

The debate was held at the Garrett Conference

Center Ballroom on WKU's campus, was open to students and the general public. Year after year, this event draws a large audience, with this year's debate exceeding 400. It is an interesting and entertaining cultural exchange for participants and observers alike.

As always, the debate format was distinctly British, which made for a lively evening of British/American rivalry that dates back into the

18<sup>th</sup> century. Judy Woodring, communication faculty member and Director of Forensics, said "the British style of debate typically emphasizes spontaneous reaction, while the American style places a greater value on advance preparation. If you've ever watched the British Parliament, there is heckling and audience participation." Those in attendance enjoyed the element of active participation.

-- Jessica McClanahan



# IABC and Lambda Pi Eta representatives attend NCA Conference—San Antonio, Texas

In November, 2006, twelve IABC and three Lambda Pi Eta representatives traveled to San Antonio, Texas, for the National Communication Association (NCA) Convention. The group was fortunate enough to attend the convention thanks to donations and several fundraisers.

graduates with similar interests. There was also an informative graduate fair where attendees could meet faculty from different schools to help them with their graduate school decisions.

While in San Antonio, the group had a chance to explore



While at the conference, students had a chance to gain a deeper knowledge of communication topics by attending sessions led by nationally recognized communication scholars. The sessions varied from question and answer

the city and the unique River Walk. The group spent an afternoon at The Alamo, explored Market Square (a marketplace of Hispanic culture), enjoyed the nightlife on the River Walk, as well as a historical boat tour.



“I was really fortunate to attend the convention, and am really excited to help plan the trip to Chicago!” said

panels to multimedia theatrical productions. The conference gave them a time to meet communication scholars as well as other under-

senior, Lauren Willoughby. Next years conference will be held in Chicago, Illinois. Plans are already underway for both groups to attend.

-- Evan Gold



# Announcements

## Communication Success Center

### Hours of Operation SPRING, 2007

	Mon	Tues	Wed	Thurs	Fri
<b>MORNING</b>					
Amanda	9:00 - 11:00		9:00 - 11:00		
Stephanie		9:20 - 10:35		9:20 - 10:35	10:30 - 12:30
<b>AFTERNOON</b>					
Amanda	1:00 - 4:00		1:00 - 4:00		
Stephanie		2:15 - 5:00		2:15 - 5:00	

### Dr. Judith Hoover to Retire 2006-07

Dr. Judith Hoover will complete optional retirement at the end of this academic year. In her 19 year tenure at WKU, she has taught some wonderful students. She continues to receive frequent emails from former students and hopes that they will continue to keep in touch. Dr. Hoover plans to continue with her research and writing having published two articles and a book chapter this year, as well as presenting two papers at NCA and submitting two more for next year. She and her husband, Tom, hope to go to Corsica and Sardinia, as well as Australia this summer. So, travel is certainly in their plans.

### Dr. Kay Payne to Retire 2006-07

After 20 years at WKU, Dr. Kay Payne will complete optional retirement at the end of the year. Dr. Payne received her M.A. in Communication at WKU and her Ed.D. from Vanderbilt University. She taught the Voice and Diction course for a number of years as well as other important courses of study.

## Coty Back—2006-07 National FFA Eastern Regional Vice President—*Continued from page 1*

states and participating in an international experience tour to Japan. His responsibilities will include providing personal growth and leadership training for students, setting policies that shape the future of the organization, and promoting agricultural literacy.

The national FFA officer selection process is intense and represents an assessment of years of the academic and extracurricular accomplishments of each student running for office.

Nominees must first qualify to represent their particular state FFA associations. They then submit an in-depth application, detailing their accomplishments and contributions to the community, along with an essay detailing why they desire to be

elected to the position. Once at the convention, candidates participate in five rounds of interviews, take an in-depth written test on the organization and agricultural education topics and complete two



writing exercises. A panel of nine state FFA officers comprises the nominating committee that proposes the slate of six officers for approval by the convention delegates.

As an FFA member, Back completed his Supervised Agricultural Experience (SAE) by assisting with training and breeding programs at a Tennessee Walking Horse farm. He received several

regional public speaking and parliamentary procedure awards. He was awarded his state FFA organization's Outstanding Leadership Award and was elected state FFA vice president in 2005.

"I want to not only meet the individuals who are instrumental to our organization, I want to truly get to know them," Back said. "I want to empower them and make them realize that they can truly do anything, despite the obstacles before them."

"I want to not only meet the individuals who are instrumental to our organization, I want to truly get to know them," Back said. "I want to empower them and make them realize that they can truly do anything, despite the obstacles before them."

Back is a member of the Western Kentucky University Collegiate FFA chapter, Farmhouse Fraternity and the Agriculture Business Club, which he helped rebuild.

## Barry Landis — *continued from page 1*

newest technology areas include e-Television, Mobility, Micro-payments, Hollywood Digital Standards (ISAN), and The Digital Download Exchange (DDEX) which he has been involved in bringing to the marketplace.

Landis, who has built several Nashville record labels, was also tapped by Koch Records in New York — the fastest growing music company and market leader among independents in North America — to jointly launch a new Christian label called Kosmos Records. Landis Entertainment & Media Partners also formed Ghost Artist Management, which oversees the careers of bilingual artist Seth Condrey as well as INO Records' new hit act, Echoing Angels. Mr. Landis serves as President of both companies.

A 20 year music industry veteran, Landis has been responsible for some of the world's greatest Christian, Gospel and Country music. He has been involved in the careers of some of the biggest names in the genre, among them, P.O.D., Amy Grant, and Randy Travis. Before forming his own company, he was President of Word Records, one of the three largest Christian music companies in the world. Word Records has more than 50 #1 songs to their credit and his marketing plans were responsible for the sale of more than 60 million records. He is the Secretary of the Nashville chapter of NARAS (Grammys) where he serves on the Board of Governors. Last year, he launched The Briner Institute, a non-profit think tank dedicated to improving opportunities for students interested in culture shaping via entertainment and media. Barry received the Outstanding Alumnus Award from the Department of Communication in 2002.

Announcing  
The 2nd annual  
Comedy  
Club  
competition



Coming  
Soon!

Location TBA

To Register for the  
competition,  
Stop by FAC 130

(Sponsored by IABC)



# Student Organizations

## INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS



Donna Renaud –  
Faculty Advisor

### Busy Semester Planned for IABC members

Though the fall semester was a busy semester for IABC (operating a dunking booth, garage sale, and attending the National Communication Association Convention in San Antonio, Texas), we are preparing for an equally busy spring semester.

Our membership is now 30 members, and we just hosted a membership drive in early February, 2007 with free doughnuts and drinks. We have our regularly scheduled meetings planned once a month. We are trying to plan some major events before school lets out for summer.

At the end of February, 2007, we will be traveling to Nashville, Tennessee for a career night at the Caterpillar Building down-

town. At this event, members will get to speak with Fortune 500 employers about internships and potential jobs.

with the Atlanta IABC chapter to have a round-table type discussion regarding a wide range of

“IABC has some big events planned for the spring semester.

Check the IABC bulletin board in FAC to find out meeting times and information about all of our events.”

IABC is also hosting our 2<sup>nd</sup> Annual Comedy Club Competition. We will be looking for students who want to compete and have a chance at winning a large cash prize. If you would like to enter the competition, stop by FAC 130 to register for the event.

connections and initiatives.

All in all, IABC has some big events planned for this spring semester. Check the IABC bulletin board in FAC to find out meeting times and information about all of our events.

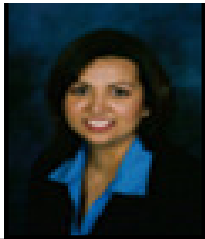
Along with these two events, we are in the process of planning a trip to Atlanta, Georgia in late April to tour Coca-Cola Headquarters and CNN in order to meet with their staff. Our goal is to provide some exclusive information to our members about these companies and possible internship and job opportunities in the future. While in Atlanta, we plan to meet

— MacKenzie Keaster,  
IABC President



IABC

# LAMBDA PI ETA (ΛΠΗ)



Jenifer Lewis—  
Faculty Advisor

## LPH Reached Goals

Communication Honor Society Lambda Pi Eta had high hopes for the fall 2006 semester and the society saw many goals achieved. To begin the new school year, LPH recruited nine new members bringing the total membership to 23. Members voted Dr. Holly Payne as the Honorary Faculty member

who was inducted with the nine new student members on October 15<sup>th</sup>.

The annual Haunted Hill Tours fundraiser was a great success this year! Halloween and Homecoming weekend coinciding helped the members of LPH surpass their fundraising goal, which was nearly double the amount made last year. Some of the funds raised helped four Lambda Pi Eta members attend the NCA conference in San Antonio, Texas where they met other Lambda Pi Eta members and brought back exciting plans for the Rho Nu chapter.

To close out the semester, Lambda Pi Eta held a Re-

sume Writing Workshop in conjunction with the Career Services Center on November 14<sup>th</sup>. Communication majors learned how to write great resumes and received a few specialized tips for interviewing. Special thanks to Tess McKinley for leading



the workshop.

The members of LPH have been successful staffing the

new Student Success Center and are excited about the upcoming semester and the students it will usher in.

Finally, Lambda Pi Eta would like to congratulate Rho Nu Vice President Jordan Dial on graduating in December and welcome Katie Winburn and Amanda Daniel to their new offices as Vice President and Secretary/Treasurer respectively.

Look for new and exciting things from LPH Rho Nu chapter this semester. Please contact LPH faculty advisor, Dr. Jenifer Lewis, at [jenifer.lewis@wku.edu](mailto:jenifer.lewis@wku.edu) for more information.

— Amanda Daniel,  
Secretary

## COMMUNICATION AMBASSADORS



Jessica McClanahan—  
Faculty Advisor

The 2006-2007 Communication Ambassadors (students interested in providing service to the department) are reflecting on a productive fall semester. For the first time, the Ambassadors collaborated with Greenhouse Poetry Inc. to invite WKU students and community members to a unique event on October 11, 2006 — a Slam Poetry contest.

“Slam Poetry” is a mix between

poetry and rhetoric. Slam comes in all different styles - haikus, raps, ballads, -but emphasizes performance and critical thinking.

Held at the Garrett Conference Center, the “Slam” featured participants who competed for prize money, and were judged by five randomly selected members of the audience. All participants were asked to perform three poems, one for each round of the contest.

Greenhouse Poetry Inc., a community-oriented, non-profit organization, has recently become a staple of the Bowling Green art scene, having performed at such popular venues as the Capitol Arts Theatre, 440 Main, among others. Greenhouse director, Stacy Bernaugh said of the organization, “In the Greenhouse, we’re all about

bringing people together through the art of communication. Our slogan is ‘speak, listen, grow.’ We take issues and educate ourselves and others about them in an entertaining way, through poetry.”

The Communication Ambassadors were proud to co-host such a successful event, which saw attendance well over 200, mostly comprised of current WKU students.

During the fall, the Ambassadors also participated in the major’s fair at WKU, and visited all general education (COMM 161 and COMM 145) classes to promote the field of Communication, and the majors we offer in the department.

The Ambassadors have had a successful year in assisting the department with special events.

—Jessica McClanahan

*The Department  
of Communication  
would like to say  
“Thank You” to  
all the students  
who participate in  
the student  
organizations and  
for all the hard  
work that is given.*

**Forensics**

**Congratulations!**  
**WKU Forensics**  
**Team**

**2007 International Forensic Association  
World Champions**

**2007 Kentucky Forensic Association  
State Champions**

**2007 National Parliamentary  
Debate Association  
National Champions**

**2007 American Forensic Association  
National Champions**



# Spring 2007 Student Workers

## Office Workers



Lorin Isaacs



Shae Manning



Vanessa Pierrard



Shane Webb

## Communication Success Center Workers



Amanda Daniel



Stephanie Hatfield

# Faculty News

## Dr. Judith Hoover

Dr. Hoover has published two articles and a book chapter this year, presented two papers ("Hurricane Katrina as Seen by Newspaper Readers Both Here and Abroad" and "Freeing Her Muted Voice: Internet Texts Produced by Bereaved Mothers" with Sally Hastings and George Musambira) at the NCA Annual Convention in San Antonio, Texas in November, and submitted two more for next year. The first published article is "Community as a Key to Healing After the Death of a Child" in *Communication & Medicine*. The second article, which was in collaboration with Dr. George Musambira and Dr. Sally Hastings, is entitled "Bereavement, Gender, and Cyberspace: A Content Analysis of Parents' Memorials to their Children" in *The Journal of Death and Dying*. The book chapter, "'Miners Starve, Idle or Working': Working-Class Rhetoric of the Early Twentieth Century." (2007) in *Who Says?: Working-Class Rhetoric, Class Consciousness, and Community*. Ed. William DeGenaro. Pittsburgh: University of Pittsburgh Press.

## Dr. Angela Jerome

Dr. Jerome was selected as one of four team members to represent Rotary District 6710 from Bowling Green, Kentucky on a group study exchange to Germany in June 2007.

"We are delighted and honored to have Dr. Jerome selected to represent our Bowling Green Rotary Club as a GSE Team member," said Shannon Morgan, president of the Bowling Green Rotary Club. "This unique exchange program undoubtedly will be a life-changing event for Dr. Jerome and the other participating Rotarians. Equally as important, however, is the fact that our local Rotary Club, WKU and Dr. Jerome's future students will also benefit immensely as she shares her insights and experiences following her exchange."

According to rotary.org, "the Group Study Exchange (GSE) program of The Rotary Foundation is a unique cultural and vocational exchange opportunity for young business and professional men and women between the ages of 25 and 40 and in the early

years of their professional lives. The program provides travel grants for teams to exchange visits between paired areas in different countries. For four to six weeks, team members experience the host country's institutions and ways of life, observe their own vocations as practiced abroad, develop personal and professional relationships, and exchange ideas."

## Dr. Carl L. Kell

Dr. Kell has written two of a projected series of books on the rhetorical history of the new Southern Baptist Convention. With co-author, Ray Camp, North Carolina State University, **In The Name of the Father – The Rhetoric of the New Southern Baptist Convention** (Southern Illinois University Press, 1999) won the 2000 Book of the Year, from the Religious Communication Association. **Exiled... Voices of the Southern Baptist Convention Holy War** (University of Tennessee Press, 2006) is nominated for the 2007 Kentucky Literary Award. The third book in the series is in progress... **Against the Wind... The Moderate Voice in Southern Baptist Life**.

He also serves as Vice President, Fellowship of Baptist Historians, an organization within the Baptist History and Heritage Society, 2006-07.

Dr. Kell presented a research paper based on a book manuscript (in progress) at the International Conference on Argumentation, Rhetoric, Debate, and the Pedagogy of Empowerment, November 24-26, 2006, the University of Primorski, Koper, Slovenia.

His paper **The Rhetorics of Success—Master Arguments of Western Culture**, was presented to a diverse audience of scholars representing institutions in Germany, Japan, Switzerland, Iran, Denmark and several NATO countries.

## Dr. Jenifer L. Lewis

Dr. Lewis' research in political communication has resulted in a number of articles published or accepted for presentation. She will present

three of her articles at the Central States Communication Association Convention in Minneapolis, Minnesota in March of this year: "Gendered television: An analysis of the content and discourse presented in The Colbert Report;" "Connecting with young voters: Political affiliation identification as an indicator of candidate favorability;" and "Crossing over in political communication: Homophily as an indicator of candidate favorability." Dr. Lewis has also written two articles ("Youth voting" and "Limited Effect Theory") that have been accepted as an entry into the *Encyclopedia of Political Communication* (Linda Lee Kaid & Christina Holz-Bacha, Eds.), a Sage publication scheduled for release in 2008.

Dr. Lewis currently serves as the Chair-Elect and Program Planner for the Central States Communication Association Political Communication Interest Group and will assume the Chair position at the March convention.

## Dr. Sally J. Ray

Dr. Ray was the invited key-note speaker for the annual Aviation Communication Industry Advisory Board Meeting at Embry-Riddle Aeronautical University, Daytona Beach, Florida, February 1, 2007. She is the author of *Strategic Communication in Crisis Management: Lessons from the Airline Industry*.

As an invited participant specializing in aviation communication, Dr. Ray also participated in a Crew Resource Management Conference sponsored by the Department of Aeronautical Science of Embry-Riddle Aeronautical University and the Bombardier Corporation at the end of February. CRM is primarily an enhancement to aviation safety based on improved and open communication. The purpose of the conference assembled an international contingent of aviation CRM professionals, experts in their fields (Commercial, Space, Military, Corporate, and Single Pilot variants of CRM), to accomplish this task.

In December, Dr. Ray presented a Crisis Communication Workshop to Kentucky's University and College Communication officials at the annual Kentucky CASE Conference in Lexington, Kentucky.

# Alumni Updates

**Katie Breiwa** (B.A., Corp. & Org. Comm., 2005) - currently working as a Jr. Lobbyist for Bockorny Group, Inc. in Washington, D.C.

**Matthew Calland** (B.A., Corp. & Org. Comm., 2006) - Started own business as an office supply dealer to major companies in the Nashville market.

**Catherine Cassady** (B.A., Corp. & Org. Comm., 2006) - currently a management trainee at Enterprise Rent-A-Car in Nashville, TN.

**Charmaine Hunt** (B.A., Corp. & Org. Comm., 2000) — Nominated for Woman of the Year by the Leukemia & Lymphoma Society. Works for First American

Home Warranty as a representative for the Middle Tennessee area.

**Brandon Jones** (B.A., Corp. & Org. Comm., 200\_) - Marketing Coordinator at Commonwealth Health Corporation in Bowling Green, KY.

**Lindsey King** (B.A., Corp. & Org. Comm., 2006) - currently a Project Manager at Doe Anderson, an advertising agency in Louisville, KY.

**Barry Landis** (M.A., Communication Studies 1976) — President & CEO of Landis Entertainment & Media Partners in Nashville, TN. He is Secretary of the Nashville board of NARAS (Grammys),

a general partner in Collective I.Q., a merchant banking firm, produces Entertainment and Media Summits in various cities around the country, and is the Founder and Executive Director of the Briner Institute, an entertainment industry non profit think-tank.

**Brian Ohning** (B.A., Corp. & Org. Comm., Dec. '05) — married Tara Robinette in February '06. Manager of a fitness center and gym.

**Tara Robinette Ohning** (B.A., Corp. & Org. Comm., May '05) — married Brian Ohning in February '06. Currently enrolled in Communication graduate program at WKU.

**Dan Padgett** (B.A., Corp. & Org. Comm., 2005) - currently with Wells Fargo Corporation, Bowling Green, KY.

**Alan Rodgers** (B.A., Corp. & Org. Comm., 2005) - an account representative with Thomas and Thorngren, Inc., Nashville, TN.

**Aaron Smither** (B.A., Corp. & Org. Comm., 2005) - currently a program coordinator for ConvenePro, LLC, a full service medical communication, marketing, and event management company.

**Matthew Villmer** (B.A., Corp. & Org. Comm., 2006) - currently enrolled at Florida Coastal School of Law, Jacksonville, FL.

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

We look forward to  
hearing from you!



Western Kentucky  
University  
Department of  
Communication

130 Ivan Wilson Fine Arts Center  
1906 College Heights Blvd. #21029  
Bowling Green, KY 42101  
Phone: 270-745-3296  
Fax: 270-745-3295

We're on the Web!  
[www.wku.edu/Dept/Academic/AHSS/Communication](http://www.wku.edu/Dept/Academic/AHSS/Communication)



## Spring 2007 Activities:

- |                |   |
|----------------|---|
| March 7, 2007  | Faculty Spring Break Send off—11:00 a.m. to 1:00 p.m.—FAC 135<br>- Sponsored by Communication Ambassadors |
| April 12, 2007 | Ogden-Robinson Oratorical Contest—beginning @ 2:00 p.m.<br>- Sponsored by Communication Ambassadors       |
| Coming Soon    | 2nd annual Comedy Club competition<br>- Sponsored by IABC   |
| May 9, 2007    | WKU Forensics Team Awards Banquet   |
| May 19, 2007   | National Forensic League Regional Office Inaugural Reception  |