

EAGLE CALL

DEPARTMENT OF
COMMUNICATIONS
NEWSLETTER

UNIVERSITY OF SOUTHERN INDIANA

SUMMER 2010



LETTER FROM THE CHAIR...



Spring Semester was especially eventful for the University of Southern Indiana's Department of Communications, as our master's program received final state approval!

The Department of Communication's Master of Arts degree was approved March 12 by the Indiana Commission for Higher Education. The program consists of 36 semester hours which can be completed by a full time student in 2 years. Applications are now being accepted with the program beginning in fall of 2010. For more information visit our website at <http://www.usi.edu/libarts/comm/MA-C/>.

This Master's degree is designed for students who just graduated from their bachelor's degree program or for those already in the workforce. It is a unique program different from any other offered in the state or area. The director is Dr. Wes Durham, associate professor of Communication Studies at USI.

I would encourage alumni or prospective students to visit the campus, as well as our website, <http://www.usi.edu/libarts/comm/>, to learn more about the department and the programs we offer.

*J. Wayne Rinks Ph.D
Chair of the Department of Communications*

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Alumni Highlights

By Megan LaRue

USI's Department of Communications has a long tradition of graduating successful students from its program. Alumnus, LaDonne Craig, is no exception. In 1986, Craig graduated with a Bachelor of Science degree. Throughout her years at USI, Craig worked full-time to pay for her tuition. Although balancing a full-time job and course load proved to be challenging,



LaDonne Craig (left), director of sales for Regent Communications, and a member of her sales team, preparing for an upcoming concert promotion.

she claims it was worth it. "I apply the same work ethic I used in college to everything I do now in my career." Craig is the director of sales for seven separate radio stations out of Evansville, IN, and Owensboro, KY, which include 106.1 Kiss FM and 99.5 WKDQ. Her job requires overseeing the sales staff and she is responsible for monthly revenue in excess of \$600,000.

She attributes much of her success to her USI experience. "At USI, I took every communication and speech class offered and had professors who wanted me to succeed. Good communication skills aren't easily taught but I had a variety of instructors and learned differed things, both good and bad, from each of them."

Erik M. Scheub is another successful graduate. In the spring of 2008, Scheub graduated with a Bachelor of Science in Public Relations and Advertising. He is now the director of media and public relations for the Indiana Coalition against Sexual Assault (INCASA) in Indianapolis, Indiana.



Erik Scheub, director of media and public relations, speaking at INCASA's 2010 State Conference.

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Communications Receives National Charter on Campus

By Whitney Ross

The University's Communication Studies Connection became a charter member of the National Communication Association (NCA) in the fall of 2009. The National Communication Association Student Clubs Division is an aggregate of student communication organizations chartered on college and university campuses that elect to affiliate with the National Communications Association.

This was not an easy achievement. To earn this national charter,



Dr. Zachary Henning, pictured above, is an Assistant Professor of Communication Studies.

Dr. Zachary Henning and the students had to meet certain guidelines and work long hours to complete the application process. First, they had to recruit and sustain membership. Second, the association created a leadership structure complete with eligibility guidelines and officer duties. Third, they had to submit their application along with a mission statement and a constitution with bylaws,

which all had to be approved by the NCA.

Dr. Henning feels that being a charter member of the National Communication Association will help put the student organization on a national scale and "bring recognition to us beyond our walls."

The Shield collects multiple awards at Collegiate Press Association

The Shield racked up some impressive awards at the Indiana Collegiate Press Association at Ball State.

Best Staff Editorial

1st Place: The Shield Staff

Overall Design

2nd place: The Shield Staff -- Nov. 12, 2009 issue

Best Single Issue

3rd Place: The Shield Staff -- Nov. 12, 2009 issue

Best Entertainment column

1st Place: Jon Webb "Newton's creation set to a beat"

2nd Place: Clare Pratt "Freaks and Geeks"
Third: None given.

Best Sports News Story

1st Place -- Lindsey Ziliak and Kelly Monroe
Best sport column

2nd place -- Andrew Foster "Dungy: More than NFL Coach"

3rd place -- Andrew Foster "Let the Punishment Fit the Crime"

Best News photo

2nd Place -- Brittany Goshert "Linda Bennett"

3rd Place -- Anna Gerhardt "Making their mark"
Best Feature photo

3rd Place -- Ian Bureson "Plain White T's"

USI Radio Station Wins National and State Awards

The University of Southern Indiana Radio Station The Edge (AM-820, 90.7FM HD-2, theedgeradio.org) and its staff have been recognized in two radio/audio contests. The student-run station, as well as the entire Radio/TV Department, was named Co-Radio School of the year by the Indiana Association of School Broadcasters (IASB). The award marks the second straight year the station has been recognized as the best station in the state.

The award is a part of the IASB College Competition in which eight radio categories

are judged by professionals. The U.S.I. radio station placed in six of the eight categories. Those placing for The Edge were:

News Report

1st Place: Jennifer Rodgers (senior)

Air Personality

2nd Place: Andrew Bolin (senior)

Copywriting

2nd Place: Matthew Opperman (senior)

3rd Place: William Burke (sophomore)

Sportscast

3rd Place: Matt Staller (junior), Claire Ballard (senior)

Spot Production

3rd Place: Mick Joest (sophomore)
Imaging

3rd Place: WSWI

"These awards again show the work and dedication of the students at the station," said John Morris, The Edge faculty advisor and Instructor of Radio/TV, "To win the "Radio School of the Year" in consecutive years is a fantastic achievement. Andrew Bolin, our Program Director, should also be commended. Not only has he done a great job of leading the station, but he has been honored as one of the best collegiate air personalities (DJ) each of the past three years. Last year and in 2008 he and Kellie Orsby hosted our morning show and they won the IASB Air Personality category each of those years."

The station has also been recognized nationally by the Broadcast Education Association. Andrew Bolin placed second in Air Personality as part of the college audio competition. Bolin's award is the third national award the station has received in the past year.

The Edge General Manager John Morris received recognition for a World War II radio drama by the Broadcast Education Association. "Heroes of the Tri-State: Stories of Area Men During World War II (The Eddie Newman Story)" was recognized with an "Award of Excellence." The Eddie Newman story is the first of four Heroes of the Tri-State that have been produced. All four can be heard online at www.theedgeradio.org.

I Can't Wait to Land a Job By Jen Dryer

College students typically exclaim, "I can't wait to graduate," but as graduation gets closer they begin to grow more nervous. When looking back, students realize that education has consumed many years of their lives. School is part of their comfort zone, so stepping into the real world can be overwhelming.

Whether you are a college graduate or a person re-entering the workforce, an effective strategy is to sign up with local staffing agencies that serve client companies.

They can find a good match for you, your skills and abilities, and the industry of your choice. President of HR Solutions, Inc, Vicki Hubiak, of Evansville, Indiana, emphasizes the importance of finding jobs that will give you experience in your field.

One should not take a job that has no ties to their field after graduating unless it is absolutely needed. She recommended signing up with temporary staffing agencies because it is a good way to gain experience as an entry level candidate. Temporary assignments can often lead to a full time job offer if you prove yourself to be an upstanding employee by going above and beyond, and showing exemplary work ethic. There is no cost to sign up with a staffing agency, and it is recommended to sign up with more than one as each staffing agency serves a different set of client companies.

Hubiak stated, "Temporary staffing is an excellent way of getting your foot in the door and working your way up in the company of your dreams."

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Vicki Hubiak, president of HR Solutions Inc., emphasizes the importance of finding a job in your field.

Social Media Changing the Way We Live By Whitney Brauer

When people relied on telegraphs, they had to wait days or even weeks to receive communication from someone. Now, within seconds, one can update their feelings, thoughts, pictures, or even relationship status at the click of a mouse.

Social medias have changed the communication between the company and it's public. Charlene Li, founder of Altimeter Group, explains that "traditional one-way, seller-to-buyer communication is evolving into a two-way dialog, as social media technologies give buyers a voice."

Today some of the most common social media networks being used include YouTube, Facebook, Twitter, MySpace, and Flickr. Every social media is uniquely designed with a general purpose. Facebook defines itself as a "social (networking) utility." Facebook helps keep family and friends connected and also allows businesses to promote their products to Facebook clients. Wiggio is a network that helps facilitate communication in groups in an easy manner. Wiggio tools include a shared calendar for groups as well as a shared folder to be stored and edited. Groups are also able to host web meetings or conference calls are an added bonus to Wiggio groups.

No matter what social media you are using and how you are using it, social media is changing communication in today's social and professional worlds.

Social Media's in Today's Professional World

Steve Radick, an associate at Booz Allen Hamilton, has made quite a reputation for his success in social media for Booz Allen Hamilton. Radick visited USI this spring and discussed the importance of social media in today's world to students and faculty.

Radick has created many helpful blogs for those who desire more information about social networks. In one of his blogs, he created a nine-step playbook to social media. In the playbook, Radick suggests research on social medias by reading a variety of books including, "Cluetrain Manifesto" and "Now is Gone." He also advises to try everything out yourself. Make sure you are familiar with a social media before you start one for your company.

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Service Learning Programs Expanding at USI

By Garra Gomoll

The University of Southern Indiana has a division of the extended services department called service learning. The service learning projects are an, “academic pedagogical approach to university education that incorporates community projects into courses.”

Two goals of service, that are both equally important, are enhancing the students learning and to provide a valuable service to the community. These goals both have to be met in order for it to be successful.

There are three different categories to the service learning at USI. The first of these categories is academic. The academic category integrates meaningful community service with instruction and structured reflection that the students then receive school credit for. The second is curricular which involves “services projects sponsored by a particular academic major or program of study that may occur outside of the classes.” Lastly, co-curricular which typically does not have course credits connected with it. This includes having learning objectives and opportunities for reflection.

You can become involved with service learning projects by getting involved in organizations at USI, such as the Volunteer USI Program or Greek Life. Internships also have a big part in the service learning department. Dr. Anne Statham is in charge of this program and she said that one of the projects she is currently involved in “is designing a public education campaign for the Jacobsville Lead Removal Project, where nearly 10,000 homes will eventually have the soil replaced because it was contaminated by lead and arsenic, around the 1900s. Some of the students are actually designing the products that will be used in the campaign.”

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Reporting Class Sheds Light on Dark Issue

By Meagan Whalin

It was while working as a journalist that Erin Gibson first heard of the lead contamination issue in the Jacobsville area of Evansville. She always had a desire to learn more, and this past summer she had her chance. Gibson attended a neighborhood meeting, where she learned that the beginning in the 1800’s, companies were unintentionally releasing toxins containing lead into the air and into the soil. Years later, while a project was in the works to build parks and other features, the Environmental Protection Agency discovered that the soil in the Jacobsville area was highly contaminated with lead. In light of this, the local EPA began conducting a lead cleanup project, that requires residents to sign consent forms in order for their yards to be tested and then cleaned, if found contaminated.

This year, Gibson finally saw a perfect opportunity to aid this issue. She believed that a Service Learning Project would be an excellent opportunity for the students in her Public Affairs Reporting class. She explained the lead contamination issues in the Jacobsville Area, and how the EPA was using stimulus money to help clean it up. The students had never heard of the project, but took the challenge head on,

researching the area, health issues caused by lead, and the EPA’s plan among other details. Students were excited to take a project that was real and not just a scenario. Most importantly, they were excited to make a difference.

Successful Service Learning Projects usually involve a community partner to support the project. Ideally, Gibson wanted to partner with a media outlet. The Courier and Press has a high readership and Gibson felt that they would be a very suitable partner for this particular project. The Courier and Press agreed to partner with the class on this project, and specifically, reporter Mark Wilson, was very helpful.

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The EPA cleanup consisted of contractors coming into contaminated yards and replacing the soil using heavy machinery.

Student's Join WNIN in Research Project

By Nicole Marrs

Dr. Karen H. Bonnell's communication students are participating in a service learning project that will provide them with great experience in the stages of detailed research as well as Institutional Review Board training.

Before entering the professional world, it is important that the students have a greater understanding of all the details that go into a successful communications study.

This is the second semester that Bonnell's class and the WNIN worked on the Service Learning Project. The beneficial project allows the communication students of USI to receive hands on experience and WNIN is able to receive helpful information and audience feedback. Bonnell believes the project will allow students "to be able to go out to a job interview and be able to say they have done real research



Bonnell's communications class working on the service learning project for WNIN.

with a real client."

The class met with Vicki Paris, WNIN director of community engagement. Paris explained to the students what information WNIN needed from the study subjects. She also discussed the importance of getting to know your audience. For example, find out what the television viewers want to see and what the radio listeners want to hear. Paris stressed the significance of staying current with your audience.

After meeting with Paris, the students then designed the survey for WNIN audience members and then sent the generated questions to Paris for approval.

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USI Student Receives National Award

By Chris Johnson

For many, college can be overwhelming. Stress from the pressure of intense studying, the tensions that modern life brings and the question that lingers in many college students' heads, "I don't know what I want to major in." Although many college students go through this, there are those who tend to rise to the occasion. A perfect example is University of Southern Indiana's own, student Andrew Bolin.

Bolin, a 22 year old senior from Winslow, Indiana, is making the most out of his college experience. Majoring in Radio and Television, Bolin states he chose USI because of the cost and the college was close to home.

Recently, Bolin placed second in the nation and received the BEA 2010 (Broadcasters Education Association) for being a great "DJ" or on-air personality.

Originally, Bolin's plans were to just be part of sports broadcasting at USI. Bolin expanded his skills and is now program director of the USI radio station. He chose that route because to him the broadcasting was fun, he could use his creative ability, and the opportunities seemed exciting. Now Bolin has long term goals of managing and operating his own radio station. He even wants to come back and teach at USI someday.

Some may wonder what it takes to be successful or a great leader. When Bolin was asked that question he replied: "One, you have to have great communication skills. Two, lead by example. Three, always be open to new ideas. The fourth and final way to have what it takes to be successful or a great leader is, go with your gut feeling."

Bolin is an example of what a person can do when they follow their dreams, and take advantage of the full college experience.

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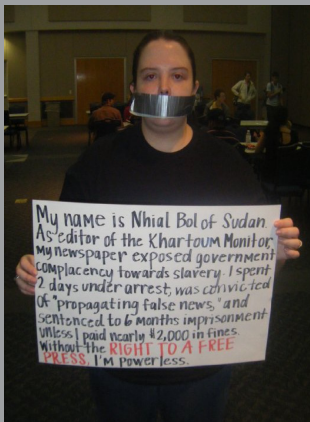
Eat Free or Live Free, It's Your Choice

By Sarah Nelson

USI students visited Carter Hall on Tuesday, March 18 to get two things: free food and a free lesson during the first ever USI First Amendment Free Food Festival.

The catch, students had to temporarily sign away their First Amendment rights. The idea of the event came from Radio and Television majors, Adam Poulisse, who attended the National College Media Convention in Kansas City in 2008, where he attended a First Amendment Free Food Festival event.

"He got really excited about it and immediately wanted to start planning one," Erin Gibson, The Shield advisor said. "It was pretty much his idea to bring it to USI."



Natalie Scott volunteers as a victim of what happens when freedom of press is taken away, silence.

"The whole idea is to drive the point home, that these rights you might not realize," Gibson said. The First Amendment consists of freedom of speech and press, free exercise of religion, and the right to petition the government and to peacefully assemble.

The event was sponsored by The Shield, Access USI and The Edge. Students from all three campus medias came together to volunteer for the event. By the time it was over, 175 students signed away their First Amendment rights.

This free event made possible by a grant given by both the USI Student Government Association and the Indiana Society of Professional Journalists. The first time event proved to be a great success. After the event was over, surveys were sent out to the participants to get feedback about the event.

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The event was hosted to teach students the value and knowledge of their First Amendment rights. While in Carter Hall, participants endured the ruling of the student volunteers taking away their First Amendment rights, such as freedom to press or to peacefully assemble. Consequences of not following the rules landed participants in a jail area.

Students Show Some 'Southern Hospitality'

By Ashley Sanders

Throughout the year, prospective students visit the University of Southern Indiana. Choosing the college that is right for you can be a challenging decision. The visits are designed to provide information to future students and their family. The main purpose is to help ease the student's decision.

Student ambassadors serve as tour guides, representatives, hosts, and leaders. They answer questions and showcase USI's campus to the guests. The student ambassadors lead tours of the campus and housing, correspond with prospective students through email and other various methods, host overnight visitors, serve on student information panels, assist with mass mails, and help with telemarketing campaigns.

There are two informational sessions that students and family can attend. Academic interest sessions provide the qualifications for specific majors and highlight some of the classes offered to USI freshmen. If someone is undecided on a major there are sessions that discuss the University core classes. The sessions illustrate their freshman year as well as their career at USI. The students and families are also able to learn about the activities and organizations offered at the USI.

All prospective students are invited to attend Southern Hospitality Days. Family and friends are encouraged to participate in the events hosted by the University.

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Summer Sessions Changing in 2011

By Sadie Atz

What used to take 4 years to get a degree, it is now taking students 5 years to graduate with a Bachelor's degree. In Summer 2011, summer sessions will change to help benefit students and faculty at USI. The May term will allow students to complete a course in a shorter amount of time before summer break. Also, instead of the traditional 3 five-week summer term, students will be able to select courses that are offered anywhere from 4 weeks to 8 weeks.

The students are not the only ones to benefit from these changes. The faculty will decide what length is appropriate for their courses. Instead of trying to squeeze a complicated course in 3 weeks, it can now be taught over an 8 week period allowing students to maximize their learning.

The summer classes are being built with an increase in flexibility. Students will see more hybrid and online classes as well as more study abroad opportunities. The program will be more appealing to the nontraditional student. Another positive upside to the new developments is the time per credit will not change.

Whether you need to catch up or get ahead academically, the new changes to the summer sessions will greatly benefit USI students. USI hopes all the transformations will allow students to benefit academically and financially by helping undergraduates finish their degree in 4 years. Look for the new summer schedule in late October.

USI's The Edge Makes the Switch

By Jordan Sills

"Desire is the key to motivation, but it's the determination and commitment to an unrelenting pursuit of your goal - a commitment to excellence - that will enable you to attain the success you seek." This quote by Mario Andretti does an excellent job of describing the recent year USI's radio station The Edge has had. In 2009 The Edge accomplished three major successes that now has the radio station



USI's President Linda Bennett and General Manager John Morris flip the switch to HD Radio.

wondering what could possibly happen next.

Each year Indiana college radio stations come together to compete in the IASB School Radio of the Year competition. This competition consists of schools and students entering different works to a panel of judges to be scored. The school with the most points is then named the IASB School Radio of the Year. USI's The Edge not only won many individual awards at the contest but was also named grand champion. John Morris, current general manager for The Edge, said that it was a great accomplishment to be named IASB School Radio of the Year.

Morris also received an individual award on the national level for the segment he created titled, Heroes of the Tri-State: WWII Stories. (A link for the stories will go here) Many people have not heard of Morris's recent award due to his focus on the students. While interviewing Morris, he expressed his great desire to make sure his students have the best chance to succeed in the professional world. He said that the best way to accomplish this is to, "Stay on the cutting edge technologically".

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