



University of Southern Indiana's

EAGLE CALL

Department of Communications Alumni Newsletter



Summer 2011

Letter From the Chair

Students and faculty in our department have much to be proud of as we end Spring Semester 2011! Campus media continued to receive honors. WSWI and SETV 12 received seven awards at the Indiana Association of School Broadcasters competition. WSWI scored three first place awards and two third place awards. SETV12 won two second place awards in the television competition.



The Shield brought home 16 awards from the Indiana Collegiate Press Association including four first place awards. Our advertising students competed in the District Six Student American Advertising Federation competition in Detroit finishing in eighth place. Two of our students, Koryn Heeke, a Public Relations/Advertising major, and Journalism major Lauren West, were honored this semester as “Phenomenal Women of USI and the Community.”

Communications Department faculty members were also honored this semester. Dr. Leigh Anne Howard, Associate Professor of Communication Studies, was named recipient of the Sydney L. & Sadelle Berger Community Service Award. Dr. Gael Cooper, Professor of Public Relations, was honored for his students’ work with the American Red Cross Southwestern Indiana Chapter, based in Evansville. Dr. Cooper was named one of 24 local “Heroes.”

Dr. Karen Bonnell, Professor of Communications, was appointed to a one year term on the American Association of University Women Career Development Grant Panel. She also received the 2011 Darrel Bigham Historic Southern Indiana Faculty Engagement Fellowship Award for a third installment of “Snapshots of Southern Indiana,” a 30-minute television program used to promote tourism in southern Indiana.

As we come to an end of an exciting school year we are looking forward to Fall 2011. We will welcome a new faculty member, Dr. Patricia Ferrier to our Journalism faculty. Dr. Ferrier returns to USI from Austin Peay State University in Clarksville, Tennessee.

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

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New Milestone for The Shield

By: Meghan Seibert

[The Shield](#) held its own ribbon cutting ceremony and open house for its new office space during the grand opening celebration of the new University Center expansion on March 3. Alumni, University faculty, staff and students were all invited to attend the open house.

When asked why she wanted The Shield to have their own celebration Erin Gibson, advisor to The Shield, said, "I wanted the staff to feel the importance of the milestone that was added to the 40+ year history of The Shield, and how fortunate The Shield was to be granted with such a large space for production of the paper."

Alumni expressed their excitement to see some of their work displayed in the office, including the paper's first issue, *The Spartan Shield*. Gibson said alumnus and former Editor-in-Chief Jim Beck was surprised and thrilled to see *The Shield* issue that he donated hanging in the office, which covered the 1992 plane crash into the Drury Inn and JoJo's restaurant in Evansville, Ind.

Architects from Holzman Moss Bottino, who designed University Center East (UC East), were fascinated by the first issue of *The Shield*, because its cover was a picture of the construction of the original Rice Library, which became the building they were working on.

The Shield also hosted a Rock Paper Scissors tournament during the open house. The tournament drew a large crowd of students into *The Shield*'s newsroom. The tournament allowed *The Shield* to become involved and build a relationship with USI students. The winner of the tournament, Obie Okolocha, won an iPod Nano.

The new 1,900 square feet office includes a newsroom, sales and marketing office, conference room with kitchenette and private offices for the editor-in-chief and faculty advisor. Alumni are welcome to visit *The Shield*, which is located in the lower level of UC East in room 0227.



Editor-in-Chief Zach Evans and The Shield Advisor Erin Gibson cut the handmade *Shield* ribbon at *The Shield* ribbon cutting ceremony on March 3, 2011. Photo by Jimmy Pyles.





USI Student
Attends
Conference in
Washington, D.C.

By:
Zachary Goldman

When USI senior Zac Goldman submitted his Fall 2010 research paper to professor Dr. Zachary Henning, he imagined he would never work with the project again. Little did he know that his work with the research paper was just beginning.

At the suggestion of Dr. Henning, Goldman submitted his paper “Corporate Communication: An Analysis of Organizational Communication and the Impact of Peer Relationships” to the 102nd annual Eastern Communication Association (ECA) Conference in Washington D.C. After a lengthy review process, the officials of ECA informed Goldman in January that his paper was accepted. He was to present his paper at the conference in April.

Goldman said, “I was really excited when I discovered the news. I was happy to know they actually found my research interesting and professional enough to invite me to such a great conference. I had to thank Dr. Henning for his great help in pushing me to apply and seeing it through.”

Goldman was even more elated when he applied and was accepted for the USI Endeavor Presentation Award. The Endeavor department gave him full sponsorship for the trip, allowing him to represent the University of Southern Indiana.

The conference, Communication and Power: From Classrooms to Politics, was held at the Key Bridge Marriott April 13-17. Although the conference had been in existence for over 100 years, Goldman was privileged enough to present in the first undergraduate portion that the ECA had ever hosted. Former ECA president Richard Kent explained, “We have always been intrigued at the scholarly work that many undergraduates have to offer, so it was nice to finally allow some of them to showcase their abilities.”

An estimated 965 communication scholars attended the event. Goldman was the only student to represent USI this year, but Professor Dr. Henning hopes more will follow his example and apply for next year’s conference.

Goldman said, “The whole weekend was amazing. I certainly suggest it to any student. I was able to meet some amazing people who opened a lot of doors for me through networking and was still able to have a great time. I am truly thankful for everyone who helped me along the way.”



USI Senior Zachary Goldman and Professor Dr. Henning at the ECA Conference in Washington, D.C.

From Students to Interns

By Sara Bealor

Throughout the Fall 2010 semester, Mary Beth Reese's service learning class applied public relations techniques to benefit the Evansville Association for the Blind (EAB), a not-for-profit organization dedicated to assisting the disabled and disadvantaged persons, particularly the visually impaired. The goal for the service learning class was to enhance the student's learning process while providing a valuable service to the community. From the course, three students gained internships with the organization for the Spring 2011 semester.

Sara Bealor, a Public Relations and Advertising major, signed up for 150 hours to earn three credits while Nicole Foerg, a Communications major, and Jenna Perjak, a Public Relations major, signed up for 50 hours to receive one credit.

Each student had their own project to focus on for their position. Bealor worked alongside Kitch & Schreiber to construct a brand new website for the organization. Foerg developed a Speaker's Bureau to assist the organization with public appearances. Perjak developed public service announcements and client testimonials for the website.

While the students gained field experience and a thirst for civic responsibility, their awareness of current societal issues increased. The students' perspectives of diverse corporate issues were enhanced by critical thinking skills. Professional skills such as organization, time management, and leadership were also developed in achieving success.

"I am so thankful for interning with EAB. Not only did I gain credible material for my resume and portfolio, but I also gained professional skills that I will take with me in my future endeavors," said Bealor.

"As an intern at the Evansville Association for the Blind, I have learned so much, not just about the organization, but about myself, the professional that I am striving to become, and perhaps most importantly, about what it is like to work for an organization that I believe in," said Foerg.

"I've really enjoyed the opportunity to intern at EAB. It has not only given me the opportunity to expand my knowledge of the everyday responsibilities of a PR practitioner, but also given me the satisfaction of donating my time to a not-for-profit organization," said Perjak.

Not only did the students benefit from the first-hand experience, but also the university and community. USI and EAB created a partnership that promotes ethics of service and civic participation, reinforcing community strength.



Sara Bealor (left), Nicole Foerg (center), and Jenna Perjak (right), present their work at the EAB board meeting.



A Friend of the Community By Kelsie Busby

Dr. Leigh Anne Howard, an associate professor of Communication Studies at USI, has chosen to represent USI through community-based educational projects. Ten years ago, Dr. Howard wanted to find an organization in the Evansville area in which she could help enhance the community and her students. The Boys and Girls Club was the perfect fit.

The Boys and Girls Club began operating in December of 1957. The club focuses on providing programming and services to the most at-risk kids in the community. The club currently has four sites in Evansville. The newest and largest site is located at Bellemeade Park. This site typically receives the most attention and therefore receives the most volunteer help. Dr. Howard and her students helped at the Fulton Square Unit on Dresden.

Dr. Howard and her students focus on literacy issues by providing creative, drama-based activities to help with reading comprehension. Some of the activities include role playing, acting out literature and storytelling.

"I love watching the children get excited about the activities, watching them want to perform and move around," said Dr. Howard. Once or twice a month this enthusiastic group travels to the Fulton Square Unit of the Boys and Girls Club for an hour each visit.

On Monday, February 7, 2011, Dr. Howard received recognition from the Boys and Girls Club for her work at the Fulton Square Unit. The Friends of the Evansville Boys and Girls Club Award was presented at the annual dinner for the board of directors.

When asked how receiving this honor has impacted her, Dr. Howard humbly replied, "This unit is smaller than its counterpart and receives less attention. As of right now we are the only outside community group that volunteers at this unit. I am hoping that by being given this award it will draw awareness to this unit and provide it with some much needed attention."

Dr. Howard has seen many of the children from the club that she has worked with in the past and many of her students come back to the club and volunteer. "It is very common to see my students become involved with the club even after the semester ends. I have had some students urge their sororities and fraternities to volunteer at the club for philanthropy," said Dr. Howard.

This group of students led by Dr. Howard, approaches these children as role models by showing them respect, and instilling the idea that each and every child is unique.



Dr. Howard participates in activities with children and students.



Alumni Offer Guidance to Communication Students

By: Nicole Foerg

The Communication Studies Connection was recently named the National Communication Association's 2010-2011 Chapter of the year. In building on that foundation of achievement, the Professional Development Committee, chaired by Jill Underhill, hosted the second annual Careers in Communication panel on Thursday, April 21.

Last year, the panel featured professionals in the communication field from high profile companies such as Vectren and Mead Johnson. This year's panel featured equally high-profile companies, including St. Mary's Health System, Konecranes, and Ivy Tech Community College. But what set this already exceptional panel apart was the fact that all of the panelists are alumni of USI's outstanding Communication Program. Their familiarity with the Communication program, and the challenges it offers allowed the panelists to provide attendees with an insightful look at professional life post-graduation.

Bill Groves is the Corporate Services Manager of Workforce and Economic Development at Ivy Tech Community College. He highlighted the importance of networking, and gave sound advice by mentioning, "Get involved! Not only is it a great way to get out there and be involved in the community, but you never know when 'knowing somebody' might count."

Donnie Boston is the Sales Manager for Konecranes, an industry-leading group of lifting businesses that offers a complete range of advanced lifting solutions to many different industries worldwide. As a sales manager, Boston is also involved in the hiring process at the Evansville branch. When speaking about what he looked for on resumes, he commented about the service aspect, "Everyone applying for whatever job has relevant work experience and job skills. When I see a resume, I really notice the ones that have some kind of community service listed on them. It can be something as small as volunteering at a humane society once a month. But it's that effort that I notice, that really makes the difference."

Erica Schwartz is the Outreach Liaison for St. Mary's Health System here in Evansville. And aside from being a graduate of USI's Communication Program, she is also a member of the first group of students admitted to the brand new Masters of Communication degree program at USI. She talked about how excited she was to be learning and really thinking about communication as a grad student. "My company does tuition reimbursement. So, for every A I get, they pay for the entire class. This makes you work that much harder to get that A. If you can get a job that does that, and lots of places do, I would recommend it. It's worth it, not just for them, but for you too," said Schwartz.

Philip Parker, Director of the Office of Career Services and Placement at USI was among the audience members that evening. He seemed pleased with the information that the panelists were saying and echoed an emphasis the panelists made about professional self-presentation and interviewing. Parker noted that in a recent survey, employers ranked resumes of recent college graduates as the best written. This only further highlighted the value of a degree in communication.



University of Southern Indiana Radio Station Wins Five State Awards

By John M. Morris

The University of Southern Indiana radio station The Edge has won another five state awards. The Edge (WSWI 820-AM, WPSR 90.7 FM-HD2, theedgeradio.org) won three first place and two third place awards in five categories in the Indiana Association of School Broadcasters (IASB) College Competition.

The first place award winners were: Mick Joest (Evansville, IN) in the Radio Spot Production, Lauren Hayes (Terre Haute, IN) in Radio Newscast and Robyn Scott (Bargersville, IN) in Radio Copywriting. The third place award winners were Lauren Hayes in Radio News Report and Mitch Mullis (Evansville, IN) in Radio Sportscast.



Edge recently won three national awards, two in student spot production and one in faculty long-form audio.

The IASB college competition is open to all Indiana colleges and universities. This competition follows the national Broadcast Education Association competition in which The

2011

Indiana Association of School Broadcasters College Competition

First Place Radio Spot Production - Mick Joest

First Place Radio Copywriting - Robyn Scott

First Place Radio Newscast - Lauren Hayes

Third Place Radio Sportscast - Mitch Mullis

Third Place Radio News Report - Lauren Hayes

2011

Broadcast Education Association (National Awards)

Award of Excellence Faculty Long-Form Production - John Morris

Second Place Student PSA, Promo or Commercial - Mick Joest

Honorable Mention Student PSA, Promo or Commercial - Jeremy Luman

2010

College Broadcasters Inc.

Best Promo - Mick Joest

Best PSA - Matt Meeler

Best DJ Finalists - Big Easy and Jones



Alumna Making a Big Splash in Southern California

By: Jazmine Kellum

The University of Southern Indiana's Department of Communications has an impressive history of producing many prestigious and successful alumni and Michelle Stuliff-Ma is proof.

Ma is a native of Long Beach, Calif., where she lived with her grandparents. Upon graduating from high school Ma went on to attend a semester at California State University, Long Beach. At the time, Ma's father was living in Loogootee, Ind. and when she came to visit him she quickly made many friends and fell in love with the natural beauty and easy living that southern Indiana has to offer. A few months later Ma found herself a student at USI.

One of the first instructors Ma met at USI was Robert Jeffers. "He was a total comedian, but an extremely effective teacher because he could connect with each of his students through his humor," said Ma. Even though it has been years since her stint at USI, Ma still uses many ideas she learned while a student at USI.

"Throughout my career in Marketing, Advertising, Public and Media Relations I have utilized the knowledge I obtained from the courses I took while I was at USI including Writing for Broadcast Media, Contemporary Public Address, and Special Events and Promotions," said Ma.

Upon graduation Ma returned to the Los Angeles area where she found work as the Manager of Marketing and Public Relations for the city of Long Beach's tourist board. "I chalk that first job up to an awesome portfolio prepared as part of the requirements in the USI Communication's program," said Ma.

Ma went on to work for the California Association of Realtors as their marketing manager, before she enrolled in school again. "I had become interested in public policy and administration from my time working in Long Beach, and really wanted a long-term career where I was serving the 'greater good,'" said Ma.

Building on her bachelor's degree from USI, Ma graduated from California State University Long Beach in 2004 with her Master's of Public Administration (MPA).

Today, Ma is the director of Marketing, Public Relations, and Governmental Affairs at Coastline Community College in the 'real OC', Fountain Valley, Calif. "I've been at the college for more than six years and I am very proud of what my team and I have accomplished," said Ma, "We've revamped the college's branding, launched a new logo and slogan that resonates with today's audience, increased the overall awareness of the college, and we've gained millions of dollars worth of media attention."



Michelle Ma leads a press conference to announce the naming of Coastline's newest building, the Le-Jao Center.



Ma is an alumna who is excelling in a field where many employees and recent graduates are falling victim to the economic struggles that are facing Americans today. But, she has a few tips for communications majors looking for success in today's job market.

“ Many people study communications with the goal of working at a famous advertising agency in Los Angeles, but when they get there they feel like a small fish in a very big sea,” said Ma.

Ma believes that the key in today's job market is to know what environment you personally thrive in, and also have the ability to wear many hats.

“Instead of working at an agency, my career has included positions where I am viewed as the one go-to person for all marketing and PR projects, and I like that,” said Ma, “ I enjoy wearing many hats and, when you do so successfully, there is more job security. It's harder to get rid of a big fish,” she joked.

SHIELD AWARDS

<u>Place</u>	<u>Category</u>	<u>Student</u>	<u>Winning Entry</u>
4th	Best Overall News Paper		
1st	Display Ad	Eseniya Matvelieva	Voice your opinion
1st	Non-Deadline News Story	Chance Ford	An inconvenient fee
1st	Opinion Column	Dani Palmer	Kids? No, thanks.
1st	Sports News Story	Kely Monroe	New policy will protect athletes
2nd	Sports News Story	Shield Staff	USI honors memory of Lewis
2nd	Entertainment Column	Adam Poulisse	'Toy Story 3'
2nd	Breaking News	Zach Evans	Browning's legal journey finally ends
2nd	Special Issue	Shield Staff	Transportation Issue
3rd	Special Issue	Shield Staff	Transitions
3rd	Sports Photo	Jimmy Pyles	Lego robot
3rd	News Photo	Jimmt Pyles	CJ Trotter
3rd	Front Page Design	Shield Staff	Dec. 2 Issue
3rd	Sports Column	Kelly Monroe	Save an athlete or yourself
3rd	Sports Feature Story	Caty Haskins	Love, Set, Match
3rd	Home-page Name Plate Design (web)	Shield Staff	