



University of Southern Indiana's

EAGLE CALL



Department of Communications Alumni Newsletter

Spring 2012

Letter from the Chair



Wayne Rinks Ph. D
Communications Dept. Chair

It has been an award winning semester for students in the Department of Communications!

Our student-run newspaper, The Shield, earned 16 awards at the Indiana Collegiate Press Association (ICPA) conference including third place for Division II Newspaper of the Year. Students earned four first place awards, three second place awards, and nine third place awards.

At the Broadcast Education Association (BEA) Festival of Arts, students from The Edge Radio earned multiple awards with Program Director Kayla McCarty taking third place for Air Personality and third place for PSA, promo or commercial.

Faculty member John Morris, General Manager of The Edge, received an award of excellence for his feature video package about a youth group's trip to assist with

relief efforts after the Joplin tornado.

The Communication Studies Connection received recognition for its "Careers in Communication" program from the National Communication Association. You can read more about these accomplishments in this issue of Eagle Call.

Dr. Karen Bonnell has been named interim director of the Master of Arts in Communication program. She has also been selected to chair the University Athletic Council.

In January, Communications administrative assistant Elna Mattingly retired after more than a dozen years of service to the department. Her vacancy has been filled by Kathy Oeth, who was most recently employed as the administrative assistant in the Liberal Arts main office.

Our department will have a new computer lab conveniently located in the Liberal Arts Center ready for use by fall semester. This much needed teaching lab will greatly benefit our students.

Five students in the Master of Arts in Communications program finished their coursework and more than 100 undergraduate majors were eligible to participate in spring commencement exercises. The spring ceremonies, held on campus for the first time in 21 years, provided a wonderful opportunity for families, friends, and alumni to visit the USI campus.

I personally invite you to visit campus and particularly our facilities in the Liberal Arts Center. Have a great summer and stay in touch,

J. Wayne Rinks Ph. D
Communications Dept. Chair

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Designed by: Morgan McClain

Copywriters: Communication students

Faculty advisor: Mary Beth Reese

Editor: Kathy Oeth

IASB Awards

By: Reghan Wetzel



Serena Jones (left) and Kayla McCarty (right) were awarded 2012 IASB Awards. Both students are employees of the campus radio station, Edge Radio.

Five USI students received top recognition in the 2012 Indiana Association for School Broadcasters Awards. Students from all over the state of Indiana submit radio, television and video pieces that they consider their best, most relevant work. Entries are submitted into a variety of categories from air personality to videography. The winners of each category are determined by a panel of judges at the University of Indianapolis.

As students with a passion for radio and television, this award acknowledges their talent and creativity. Serena Jones, news director for the university sponsored station, Edge Radio, was awarded 2nd place in news reporting. She describes the award as not only great for her resume, but great for the station.

Her 90 second spot compared male and female enrollment statistics from colleges in the U.S. today. Jones expressed that she feels “very, very lucky” to be able to be a part of a successful and progressive radio program. Jones encourages

students from any major to get involved with the radio station as an outlet for their creative work.

As an employee of the station she is responsible for assigning stories and producing a five minute news spot that airs every morning at 8 and 9. After Jones graduates next year with a degree in social work, she plans to get her master’s degree and continue to pursue radio. “It is like an art to me,” she said.

Another Edge Radio employee, Production Director, Kayla McCarty, was recognized as 3rd in radio spot production. In her position, she reviews, produces, and edits anything that the station airs. For her submission piece she chose a 60 second promotion for the USI Study Abroad Program, with copy written by Megan Belcher.

McCarty chose USI because of its RTV program, although she is also earning a degree in Spanish. “You can get involved right away,” she said. In a career where experience is critical for success, this opportunity is priceless. After she graduates she aspires to hold a management position in radio.

Graduate Jeremy Luman was awarded 1st place in radio spot production. He is currently working with the U.S. Consulate in Spain.

Sophomore, Tyler McClure represented USI’s television department at the IASB awards. He was awarded 3rd place for his entertainment video entitled “Revenge: A Quest for Love Lost”. McClure directed and co-wrote the video with USI graduate Jared Kinkade. The video was produced at the SETV 12 studio facilities on campus.

Sarah VanVorst received 2nd place for her 30 second radio spot written in the writing for broadcast media class. VonVorst credits her professor, John Morris for giving her ample opportunity to experiment with several different copy writing techniques along with his great feedback.

Communication Studies Connection

National Winner



By: Dale Howland

There is a little-known club on the University of Southern Indiana campus which has something to offer to every student on campus. The Communication Studies Connection (CSC) is a student-run organization which is a National Communication Association student club.

The CSC focuses on helping students gain more knowledge and experience in the area of professional communication. According to Sabrina Smith, CSC President, "Communication skills, both oral and written, are one of the most important skills that employers look for in potential employees, as well as when considering candidates for promotions."

For two years in a row, the USI CSC has been awarded the National Communication Association's Chapter of the Year Award. The award is judged based on a portfolio submitted to the Association by the member clubs. The portfolio includes things such as visibility on campus, contributions to

the communication discipline, community involvement and service, and professional development of the organization's members.

CSC President Smith states, "Zach Henning, advisor for CSC and assistant professor of communication studies is very passionate about making sure that members of the CSC are gaining valuable, real-world, marketable skills and that the organization is successful in all its undertakings." Smith is also quick to highlight the involvement of other communication studies professors in the activities the organization sponsors over the course of the academic year.

Each year, the Professional Development Committee organizes a "Careers in Communication" event. The event features graduates from USI's Communication Studies program discussing opportunities and challenges, as well as the day-to-day activities in prospective careers.

For more information, you can visit the CSC Facebook page at <http://www.facebook.com/#!/>

Communication Studies
Connection



PRSSA Pre-Professional Organization

By: Paige Popham

Public Relations Student Society of America (PRSSA) experienced a successful year as an organization in 2011-2012. PRSSA had more than a 200 percent increase in membership.

Of the seven universities affiliated with PRSSA in Indiana, USI's chapter had the largest presentation at an Indianapolis event, Half Day with a Pro, sponsored by PRSA Hoosier Chapter. Half Day with a Pro gives PRSSA students an opportunity to job shadow a public relations professional in the Indianapolis area. Of the 101 students in attendance, USI's chapter had the largest presence with 19 students.

PRSSA's community event this year was a clothing drive that PRSSA hosted for Greek Life which donated over 7,500 clothing items, double the number from last year, to Salvation Army, Goodwill and Aurora.

PRSSA is the largest pre-professional organization in the country. PRSSA has more than 300 chapters and 10,000 members. The students are provided with professional development, networking and exclusive scholarship opportunities.



PRSSA students and faculty member Mary Beth Reese, attended PRSSA Hoosier Chapter meeting in Indianapolis, Indiana. Students met with professionals during the Half-Day with a Pro.

Howard leads pilot trip to New Lanark Scotland



Students Celeste Mandley, Chelsi Carter Grove, and Christina Taylor will accompany Professor Leigh Anne Howard to New Lanark, Scotland to conduct research in areas related to Historic New Harmony and New Lanark, research British service learning and volunteerism and the impact of study abroad. This pilot trip is in preparation for the spring 2013 trip to New Lanark.

New Lanark is a restored 18th century cotton mill village in southern Scotland less than one hour from Edinburgh and Glasgow. It is connected to USI's Historic New Harmony through the life and work of Robert Owen, one of the founders of the community experiment in New Harmony.

If you would like to learn more about the experiences of the students during their visit to Scotland read their blog at <http://usinewlanarkscotland.blogspot.com>.

Jeffers leads European Cathedral experience

Students enrolled in LIBA 497 Cathedrals Summer I will travel to Europe with Bob Jeffers, advertising instructor, as part of the course curriculum. Studying about cathedrals is a more complete learning experience than merely reading about them; experiencing the cultural environments of England, France, and Italy provides insights into values, customs and lifestyles different from our own.

Another outcome of the European tour is that students will understand and appreciate their own cultures better...and those same students will become more confident in themselves, knowing they can function successfully in a variety of situations and environments with a variety of persons. Want to see the Cathedrals and students in action? Follow us via our blog, produced daily, or at least occasionally, from the many sites we explore at <http://jefferseuropeusi2012.blogspot.com>

Service Learning

A student's reflection

By: Jacob Evans

Have you ever been completely unaware of the existence of a not-for-profit organization? That was me, until I enrolled in a service learning class and my whole semester revolved around that organization.

My name is Jacob and I am a public relations and advertising major at the University of Southern Indiana, enrolled in the public relations strategic writing course with Professor Mary Beth Reese. Going into this online course I expected it to be like any other distance education course, not real involved, but enough work for me to learn the necessary material. Professor Reese made sure this wasn't the case, which I am thankful for today because I have acquired a real understanding what public relations and strategic writing is all about.

When I began the class and started researching the organization, I almost felt guilty for not already knowing of them or being a supporter. The Indiana Coalition Against Sexual Assault (INCASA) exists to provide education, advocacy, and support to professionals, communities, and survivors regarding sexual violence in Indiana. Sexual assault is a violent crime of power and domination that can be perpetrated against all persons, and the healing of victims cannot be separated from the healing of society. <http://www.incasa.org/>.

So the class began with researching the topic of sexual assault, researching the organization, conducting informal surveys, completing an analysis of the organization's strengths, weaknesses, opportunities, and threats (SWOT), developing tactics, and writing web content. Students immersed themselves in the process of writing a comprehensive strategic public relations plan for INCASA.

At the close of the semester the client critiqued student presentations and the strategic public relations plan. Once again real experience, with a real organization that affects the lives of survivors of sexual assault.

What I really enjoyed about the class was that I was able to ask questions of an experienced professional, someone who also knew what it was like to be a student. I am grateful to alumni who return to the university to share their knowledge and their experience, said Jacob Evans.

This service learning process was almost like an internship experience. The client, Indiana Coalition Against Sexual Assault (INCASA) was an unknown entity initially. Erik Scheub, director of media and public relations with INCASA and a graduate of the University of Southern Indiana with a Bachelor of Science degree in public relations and advertising, shared information about the organization, answered questions, and spoke on campus.

From my perspective, service learning is a great opportunity for all students. I was able to see the influence of my work in the real world, and I worked with a real client with real challenges. I am now just one of the many university students that experienced real opportunities, with real experience.

A special thanks to Erik Scheub and INCASA for providing this opportunity.

For more information about distance education at the University of Southern Indiana visit <http://www.usi.edu/distance/center.asp> For additional information about service learning opportunities visit <http://www.usi.edu/servicelearning/students/>.

The Shield wins at Indiana Collegiate Press Association

The Shield earned 16 awards at the Indiana Collegiate Press Association (ICPA) conference at Ball State University, including 3rd Place for Division II Newspaper of the Year.

Students earned four 1st place awards, three 2nd place awards and nine 3rd place awards. In addition to the awards, two USI students and Erin Gibson, shield advisor were elected to one-year terms on the ICPA board. Justin Law will serve as Vice President of Small Newspapers, Kristen Scheller will serve as Vice President of Advertising, and Gibson will serve again as a Faculty Adviser to the board.

Here are the individual award winners:

1st Place:

Kayla Ehrie, In-Depth Story: "Just a Typo"

Jimmy Pyles, Sports Photo: "Davis's Dunk"

Kelsey Turner, Features-Page Design: Oct. 20, 2011 Feature Page

Adam Poulisse, Entertainment Column: "'Scream 4' satirizes new horror to audience's delight"

2nd Place:

Danielle Norris, Non-Deadline News Story: "The Price of Convenience"

Jimmy Pyles, Illustration: "Going green with coffee beans"

Jimmy Pyles, Pull-out or Wrap Section: "Play Ball"

3rd Place:

Staff, Division II Newspaper of the Year

Staff, Single Issue: Sept. 29, 2011

Jimmy Pyles, News Photo: "Building Awareness"

Jimmy Pyles, Special Issue: "Play Ball"

Jessie Hellmann and Shannon Hall, News Feature Story: "Help"

Ryan Howe, Entertainment Feature Story: "Summer class gets bird's eye view"

Jimmy Pyles and Kelsey Turner, Overall Design:

Oct. 20, 2011 issue

Jessie Hellmann, Non-Deadline News Story: "Sex offender to speak on campus"

Kristen Scheller, Design of Black-and-White Display Ad: "Zesto"



National Student Advertising Competition



USI participated in the District 6 National Student Advertising Competition held in Southfield, MI. The presentation team was Alyssa Hicks, Jamie Haynes, Kelsey Ziliak, Paige Popham and Chelsea Ivy. Other team members included Leah Spivey, Laura Everest, Kelsey Roach, Melissa Roach, Lacy Rhea and Tyler McClure. The team finished sixth in its track which had Grand Valley State winning the track. The USI team finished with more points than Notre Dame University, Indiana University, and Purdue University - West Lafayette.

Asgedon selected for Global Internship

My name is Kidan Asgedom and I'm majoring in Radio-TV and French at USI. I was raised in Indianapolis, but my family is originally from Eritrea, located in the Horn of Africa region. This is my fifth year at USI, and I'll be graduating next year. I'm excited to be going to India this summer as part of the Global Engagement Initiative. USI offers global internships providing students a chance to learn about different cultures.

I'll be in India for one month, along with three other USI students. I'll be in the capital city, Delhi for a week, then in Jaipur and Agra. I look forward to working with the local people on community development projects.

I'll be introduced to new cuisine, and learning some of the languages. I'll be blogging, sharing my experience and a little bit of India. Here is the link to my blog: www.kidanasgedom.blogspot.com