



Fall 2004

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School of Communication

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School of Communication communicator

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University

Fall 2004

Volume III, Number 1

—*Name Change Approved; New Curriculum Developing*

IT'S OFFICIAL! DEPARTMENT BECOMES SCHOOL OF COMMUNICATION

On behalf of all the students, alumni, faculty, staff, and emeriti, it is a pleasure to announce that the Board of Trustees for Western Michigan University gave its unanimous support at its June 30, 2004 meeting to change the name and status from Department of Communication to *School of Communication*, effective July 1, 2004.

The new name—School of Communication—helps to express the size and complexity of the programs and provides a level of visibility and recognition that will have numerous benefits: student and faculty recruitment; supporting accreditation efforts for journalism and public relations programs; alumni development; and outreach development for internships, research opportunities, fund-raising, and service learning opportunities, to name a few.

This marks the fifth name change for the department in its 98-year history. The department was first formed in 1906-07 as a supplement to Western State Normal School's

teaching training curriculum. Its first name was the Department of Expression. During the 1918-19 academic year, the Department of Expression was renamed the Department of Speech. In 1970, the department changed its name from Department of Speech to the Department of

changing nature of the department, its programs, and philosophy. This latest change acknowledges the strengths, raises the prestige, and accurately reflects the quality, size, and complexity of the department as it enters the 21st century.

Although the change became of-

School of Communication



Western Michigan University

Communication Arts and Sciences. In 1987, the name was changed and shortened to the Department of Communication. This change reflected a growing emphasis in the department on the breadth of the communication discipline.

In 2004, the department became a School of Communication within the College of Arts and Sciences. Over the years, each of the name changes has been a reflection of the

official July 1, 2004, the official celebration of the change took place in a ceremony during the "Tailgate at the Tower" alumni open house on Saturday, Oct. 16, as part of the 2004-05 Homecoming activities.

Members of the department—oops, school—wish to thank all of you for the contributions you have made, are making, and will continue to make on behalf of the school, its programs, and especially its students.



Steven C. Rhodes
Director

Notes from the Director

In spite of the windy, rainy, chilly weather, the School of Communication name change celebration — “Tailgate at the Tower”—was great fun and a success! Held on Homecoming morning, Saturday, Oct. 16, 2004, the event was initiated to bring Communication alumni and students together to celebrate the change in name from Department of Communication to *School of Communication*.

Our plan was to meet in a tent outside Sprau Tower for a tailgate/open house before WMU’s homecoming football game, and celebrate the name change, complete with a ribbon cutting and unfurling of a banner with our new name. Great idea, right? Everything was in place for a fun party—tent, food, drink, balloons, flowers, photographers, alumni, faculty, emeriti, students—but we couldn’t control the weather. It was rainy...REALLY rainy, and cold, so despite the tent right outside the building, at the last minute, wiser heads prevailed and inside we went.

The lobby of Sprau Tower never looked (or felt) better! The new College of Arts & Sciences Dean, Tom Kent, and a member of the WMU Board of Trustees, Sarah DeNooyer, were on hand to cut the ribbon on the banner with the new name and add to the celebration. Lots of students (our new undergraduate student association, COMMA, really helped out with the event’s logistics), alums (there were WIDR alums; *Western Herald* alums; communication and journalism alums from the ’60s right through 2004), old and new friends, and colleagues and families had a great time.



From left, School of Communication Chair Dr. Steve Rhodes, trustee Sarah DeNooyer, School of Arts & Sciences Dean Tom Kent and COM student Ryann Larkin prepare to unveil the banner.

If you missed this year’s event, there WILL BE A NEXT YEAR! Now that we’ve created this event to celebrate the name change, we plan to make “Tailgate at the Tower” an annual event that brings us all together. Mark this year’s Homecoming date, Saturday, Oct. 22, 2005, on your calendars, and plan to join us! We have it on good authority that the weather will cooperate, but even if it doesn’t we’ll just move in to Brown Hall and celebrate! We’ll stick to the same location—Sprau Tower/Brown Hall quad—and time 10:30 a.m. to 12:30 p.m.

Hope to see you there.

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NEW Faculty/Staff

Dr. Jennifer Machiorlatti

Dr. Jennifer Machiorlatti joined the faculty as an assistant professor at the start of the fall 2004 semester.



Dr. Machiorlatti received her M.A. in 1990 from Michigan State University and her Ph.D. in 1996 from Wayne State University. She will be teaching in the areas of media and cultural studies, video/media production, media writing, film studies, communication and social justice, and intercultural communication. Her research and media art/production interests include documentary, aboriginal/

first nation and native media, environment and communication, gender and communication, and feminist media.

Dr. Machiorlatti has published essays on women and film, aboriginal media, and popular culture in *The Michigan Academician*, *A Leadership Journal - Sharing the Vision*, *The Journal of Film and Video*, and *The South Atlantic Review*. Her chapter, "Children, welcome to your past' Native and First Nation Film and Video as the Enunciation of Interdependence" appears in the *Ethnic Media in American* book series.

Dr. Rebekah Farrugia

Dr. Rebekah Farrugia is an assistant professor of Communication at Western Michigan University. She joined the faculty in 2004. Dr. Farrugia received her Ph.D. from the Communication Studies Department at the University of Iowa. Her area of expertise is media studies. She will be teaching a broad range of courses in media theory, production, and



criticism. The courses she has taught recently include freedom of expression, communication & cyberspace, introduction to radio production, and introduction to digital video production. The focal point of her research interests are the intersections of gender, technology, popular music, and cultural production. Her current research project is a study of women who DJ and produce electronic/dance music. She also engages in media production and most recently created a short documentary piece about producing electronic media.

Jon Vander Meer

Jon Vander Meer is the new director of the Communication Resource Center in Brown Hall effective January 2004. Vander Meer has an M.A. from Western Michigan University in Instructional Technology and Librarianship.



He began his career with Western as the instructional laboratory supervisor with the College of Education in the Educational Resources Center. Vander Meer helped establish what now is known as "Micros and More" and was instrumental in the success of Project EXCITE (EXpanding with Computers and Information Technology) through the Office of Instructional Development at the university.

Most recently Vander Meer was assistant director for customer service in telecommunications with the WMU Office of Information Technology. He has taught courses in instructional development, photography, media for educators, technology for elementary educators, and developed and taught an online course in emerging technologies through Extended University Programs.

Faculty

A N N O U N C E M E N T S

Retirements

JoNina Abron

After 13 years of service at Western Michigan University, associate professor of Journalism, JoNina Abron, decided it was time for a change. She decided to retire from teaching and return to her previous life as a professional working journalist. Abron said she is looking forward to being the boss of her own writing and editing business, where she will use her extensive experience to help edit book manuscripts, and write articles for organizations.

Michael Finn

After 15 years of service, Michael Finn retired as the WMU Department of Communication's supervisor of the Communication Resource Center (CRC).

Before coming to Western, Finn completed extensive coursework in video and audio production, had 12 years

experience in commercial broadcasting, served as an assistant manager of a theater in Denver, and worked in admissions for eight years at a regional hospital. He also was a technician in the resource center at Kellogg Community College before being hired to supervise WMU's Communication Resource Center.

Tom Sill

After 36 years of teaching for the Department of Communication at Western Michigan University, Dr. Thomas Sill closed his grade book for the last time when he retired at the end of the Fall 2003 semester.

After receiving his Ph.D. from Southern Illinois University, Sill came to WMU in 1967 as a member of what was then called the Department of Speech. Over the years he taught courses in public relations, interpersonal communication, and organizational communication for the Department of Communication.

Awards

Distinguished Service

Mark Orbe received a 2003 distinguished service award for his mentoring of students and faculty of color. The award, titled "Outstanding Mentor," was presented by the African American Communication and Culture Division/Black Caucus at the annual meeting of the National Communication Association.

Lambda Pi Eta Outstanding Teacher

Every year Lambda Pi Eta, the School of Communication's honor society, recognizes excellence in teaching by having students select a professor to receive recognition for his or her outstanding teaching. Recipient of the 2003 Outstanding Teacher Award was **Dr. Heather Addison**.

Outstanding Book Chapter

Regina Spellers received a 2003 "Outstanding Book Chapter" award from the African American Communication and Culture Division/Black Caucus at the annual meeting of the National Communication Association for her chapter entitled "The Kink Factor: A Womanist Discourse Analysis of African American Mother/Daughter Perspectives on Negotiating Black Hair/Body Politics."

Roy Beck, 1928-2004

Roy A. Beck, associate professor emeritus of communication at Western Michigan University, died May 1, 2004 in Kalamazoo. He was 76.

Roy retired in 1992 after more than 24 years at WMU. During his tenure, he taught classes in broadcast journalism, radio programming, semantics, and interpersonal communication. He came to WMU in 1967 as business manager for the University Theatre.

Previously, he had served as head of the speech and drama department at Illinois State University's campus high school.

A Missouri native, Roy earned a bachelor's degree from Southeast Missouri University and a master's degree from Southern Illinois University.

What's ON Happening CAMPUS

—Visiting Scholar Dr. Kathleen Krone Keynotes Conference

Mini-conference Hosts Students, Faculty, Researchers

Western Michigan University welcomed graduate students and faculty from around the country in fall 2003, at the 16th Annual Organizational Communication Mini-Conference. Entitled, “Expanding Our Horizons: Looking toward a bright future in organizational communication.” The conference created an opportunity for graduate students to present their latest research ideas and to receive feedback from professors and fellow graduate students.

Visiting scholar Dr. Kathleen Krone gave the keynote address, “Trends in Organizational Communication Research: Sustaining the discipline, sustaining ourselves,” welcoming all the attendees.

Her keynote address tracked a diverse set of trends in organizational communication, recognizing that most research is problem-centered. “Students should conduct research that is consistent with their values, because the choices of what they study and how they study, will help sustain the discipline of organizational communication,” Krone said.

Krone, an associate professor of communication at the University of Nebraska, said the conference was a wonderful opportunity for students and faculty to come together and get acquainted as a network of researchers to better the progress of organizational communication as a whole.

Attendees at the mini-conference heard from 20 graduate researchers, only a portion of the conference’s 80 participants. According to Steve Rhodes, director of Western’s School of Communication, stu-

energy on each individual presenter,” said Rhodes. “The format creates a supportive environment for exploring the organizational communication research projects of our graduate students.” This was echoed by Dr. Jennifer Butler-Ellis, who organized the conference. “The

mini-conference environment provided a relaxed atmosphere where students and faculty alike were free to ask questions and form new relationships. The graduate students espe-

cially get a lot out of this format—it is also a great place to network,” said Butler-Ellis. “I’ve received a lot of positive feedback (from the students) and interest in other students’ research.”

St. Louis University in St. Louis will host the 2004 Organizational Communication Mini-Conference.



Attendees to the Fall 2003 Annual Organizational Communication Mini-Conference pause for the camera.



“Students should conduct research that is consistent with their values, because the choices of what they study and how they study, will help sustain the discipline of organizational communication,”

—Visiting scholar, Dr. Kathleen Krone

dents benefit more from smaller conferences like these because the format provides more time for questions and answers and interaction between presenters and members of the audience. “The format of a mini-conference provides a concentrated gathering of scholars, and it is beneficial to be able to focus our

What's **ON** Happening **CAMPUS**

—*Best Attendance Yet at Annual COM Information Event*

COMMUNICATION DAYS 2004

Students attending Communication Days 2004 found plenty of programs to attend. Twenty-two informational sessions were available on April 7 and 8 for Communication students and any student interested in exploring a Communication-related career.

“We’ve had great attendance for all of the sessions and we’ve gotten a lot of positive feedback from students,” said Ryann Larkin, a senior majoring in Organizational Communication. Ryann was one of the students who spoke at the “Everything you wanted to know about a Communication degree, but were afraid to ask” session.

General topics for the two days included the following:

- Interviewing
- Study Abroad
- Resume Writing
- Careers in Journalism
- Professional Networking
- How to Find an Internship
- Developing a Career in Radio
- Career Exploration
- Developing a Career in Television
- Careers in Nonprofit Organizations

For those interested in specific career paths, sessions were held on careers in journalism, radio, television, nonprofits, public relations, pharmaceutical sales, and telecommunications.

Communication Day is open to all Communication and Journalism majors and minors as well as any student interested in exploring a Communication-related career. Several hundred people were in attendance this year making it the most successful yet.

Communication Day 2005 will be officially held on April 6; however, the 2005 activities will kick off on April 4 and 5 with presentations by the School of Communication’s 2005 Visiting Scholar, Jack Fuller, President of Tribune Publishing. Anyone who has an interest in attending and/or participating in any Communication Day 2005 programs may contact Steve Rhodes by email at: steve.rhodes@wmich.edu.

PLAN NOW TO
ATTEND
COMMUNICATION
DAYS 2005
APRIL 4-6

—*14 Awards Presented to Alumni from Seven Departments*

PROFESSOR FOR A DAY REVISITS PAST, ADVISES STUDENTS

On Sept. 15, the Western Michigan University School of Communication presented fellow graduate Kyle Caldwell with the Professor of the Day award as part of the University’s second all-school Black Alumni Reunion.



Kyle Caldwell

The reunion was part of WMU’s Centennial Celebration, and was created to recognize African-American alumni and their accomplishments in both the school and the community. The hosts—the WMU Alumni Association and the Onyx Society—organized a weekend full of events and programs aimed at promoting interaction between the students and alumni.

Fourteen Professor of the Day awards were presented to alumni from seven departments, including economics, biological sciences, and the Haworth College of Business. Caldwell received the award from the School of Communication for his success in his career as executive director of the Michigan Community Service Commission (MCSC), his many volunteer activities, and his mentoring of students.

WMU Communication Faculty Receive Funds for Research Projects

Dr. Paul Yelsma is part of a team of researchers that was granted funding in 2004 to expand the National Child Traumatic Stress Network through community treatment and services centers. The transdisciplinary team of researchers from Western Michigan University is associated with the Children’s Trauma Assessment Center. Dr. James Henry (social work) is the principal investigator. The total grant to all parties, including the WMU team members, was funded for \$400,000 per year for four years by the Substance Abuse and Mental Health Services Administration to carry out their research on alexithymia, an emotional disorder often found in children.

Yelsma has conducted his own research on alexithymia for over 10 years, and has described the disorder as a person’s inability to properly communicate emotions to other people.

“The difficulty of adequately communicating emotions affects some people more than others,” said Yelsma. “We now know that people with severe tendencies of not being able to express themselves appropriately in relationships often are abusive, feel alone, and alienated.”

The team’s research is based upon completing three goals. Throughout the four years Yelsma will be trying to put together an instrument to measure

alexithymia in children ages 4-14. Other researchers will be divided between the other two goals, one of which will be to train the counselors at the Children’s Trauma Assessment Center to recognize the disorder in their patients. Researchers also hope to develop a program to help children with the disorder cope and eventually break through their communicative barrier.

NATIONAL SCIENCE FOUNDATION AWARDS \$290,000 GRANT

Dr. Jocelyn Steinke, associate professor of Communication; Dr. Maria Lapinski, assistant professor of Communication; and Dr. A l e t t a Zietsman-Thomas, assistant professor of Physics received a \$290,000 grant from the National Science Foundation (NSF) for a two-year research project designed to teach critical thinking about stereotypical portrayals of women in the media and about women in science, engineering, and technology (SET).

Steinke, Lapinski, and Zietsman-Thomas, along with a team of graduate research assistants, began work on the research project this fall. The project titled, “Assess-

ing Media Influences: Effects of Media Literacy Training on Middle School-Aged Children’s Perceptions of Women in Science, Engineering, and Technology” is being funded by the program in Research on Gender in Science and Engineering in the Directorate of Education and Human Resources at NSF.

This research project addresses the critical need for greater participation of women and other underrepresented groups in SET. Despite recent increases in the participation of women in SET, women still are underrepresented in several fields. While a number of factors at home and in schools are likely to play a role in the underrepresentation of women in SET, this study focuses on the role of broader cultural factors, specifically the potential influence of the media, as socializing agents that can affect children’s perceptions of women in SET and their attitudes toward SET and SET careers.

The project has three main objectives: 1) to assess the influence of media literacy training on middle school-aged children’s ability to recognize stereotyped media portrayals of women scientists, engineers, and information technology professionals; 2) to assess the influence of media literacy training on their perceptions of women in SET; and 3) to assess the influence of media literacy training on their attitudes toward SET and SET careers.



Student

Presidential Scholar, Freedom Broadcasting, Burke Scholarship

SCHOLARSHIP RECIPIENTS NAMED FOR 2003-2004

DEPARTMENT/PRESIDENTIAL SCHOLARS

Each year departments nominate undergraduate students for WMU's Presidential Scholar Award. Nominated students are automatically recognized as Department Scholars. The criteria to become a Department Scholar are: senior class standing, general academic excellence, academic and/or artistic excellence in the department's program, and general intellectual and/or artistic promise.

The 2003-2004 Department Scholars included Glen Dillon, Michael Glassco, and Kristen Stiff.

In addition to being named a Department Scholar, Andrea S. Heidtman of Skandia, Mich., was named a Presidential Scholar in

Communication for 2004. Heidtman's primary areas of undergraduate academic inquiry were interpersonal communication and Africana studies. She conducted research on the depiction of racial stereotyping in cartoons and its effect on the developing sense of self in children.

Another communication research project she conducted dealt with the development of gender and its effect on the sex-role expectancy. On two separate occasions, she has served as an intern in the Africana Studies Program, where she assisted Dr. Benjamin Wilson with manuscript research and helped coordinate the Minifest Expos in 2001 and 2002.

Heidtman is remaining at WMU to pursue a master's degree in Communication.



Andrea S. Heidtman, 2004 Presidential Scholar and daughter, Aداisha.

FREEDOM BROADCASTING AWARDS

Four broadcasting and cable production majors were awarded the Freedom Broadcasting of Michigan Award in 2004. This award is presented annually to one or more outstanding communication majors pursuing studies in television broadcasting. Selection is based on the individual's area of study and his or her academic achievement.

2003-2004 AWARD RECIPIENTS

ROBERT (SCOTT) EVANS
LAUREN KNOLL
JOHANNA BLANCHARD
GREGORY KRISTOPIK

AMERICAN HUMANICS

Through the generous donations of WMU alumni, five Communication students were selected to attend the 2004 American Humanics Student Association Conference. Attending the conference fulfilled one of the requirements for graduating with an American Humanics nonprofit leadership certificate. The American

Humanics program is designed for entry level professional positions in nonprofit organizations.

2003-2004 PARTICIPANTS

MEGHAN BENSON
ELIZABETH BENDURE
DOUGLAS MASLANKA
DANIELLE PETROS
BRADLEY WELLS

BURKE SCHOLARSHIP

The Burke Scholarship is awarded based on an individual's area of study and his or her academic achievement in Journalism. It is awarded to one or more students each year.

2003-2004 RECIPIENTS

ANDREA BOGOS
FREDRICK COSTELLO

PHI BETA KAPPA

Phi Beta Kappa, the nation's oldest and largest academic honor society, was founded on Dec. 5, 1776. For more than 200 years, the Phi Beta Kappa Society has pursued its mission of fostering and recognizing excellence in the liberal arts and sciences. The society's distinctive emblem, a golden key, is widely recognized as a symbol of academic achievement. Candidates are nominated

Student

Graduate Student Awards, Undergraduate Research Awards, WMU-AAUP
SCHOLARSHIP RECIPIENTS NAMED FOR 2003-2004

for election by their chapters and cannot apply for membership.

2003-2004 INDUCTEES

KORIN ISOTALO
JENNA MARIE KEEDY
JESSICA STAPLES
ZACHARY WALSH
LINDSAY KARTHEN
DANIELLE PETERMAN

KLEINER/WMU-AAUP MEMORIAL SCHOLARSHIP

Angela Hughes received the A. Robert Kleiner/WMU-AAUP Memorial Scholarship for the 2004-2005 academic year. Hughes is interested in student affairs and campus ministries, has been a resident assistant, active in residence life, and was an orientation student leader for the Admissions Office. Hughes also has received the Martin Luther King Jr. Cultural Diversity Scholarship.

The Kleiner Scholarship is sponsored by the Western Michigan University Chapter of the American Association of University Professors. It honors the memory of Mr. A. Robert Kleiner, an esteemed labor attorney who provided exceptional counsel and assistance to the WMU-AAUP for many years. The scholarship is awarded to an undergraduate or graduate student who has interest or experience in the field of collective bargaining/labor relations.

GRADUATE STUDENT AWARDS

Each year the Graduate College recognizes graduate students throughout the university for outstanding teaching and outstanding scholarship. For the 2003-04 year, Chris Groscurth received an All-University Scholars Award for his research activities and Ginny Gregory received a Department Graduate Teachers Award for her teaching effectiveness. Both Groscurth and Gregory graduated in 2004 with master's degrees in Communication.

KALAMAZOO GAZETTE INTERNS

Each semester, WMU journalism students compete for one of two internship positions reserved at the *Kalamazoo Gazette*. The interns are often given the same assignments as full-time staff writers, covering police, courts, city hall, features, and business, and getting their stories on Page One.

SPRING 2004 INTERNS

ANDREA BOGOS
NICK PINCUMBE

UNDERGRADUATE RESEARCH AWARDS

The College of Arts and Sciences recognized undergraduate student scholars with its annual "Celebration of Research and Creative Activities" reception. The reception culminated a week-long celebration of the college's research and scholarly traditions by

honoring many of the college's brightest undergraduate scholars for their studies in varied academic disciplines. This year eight students were recognized from the School of Communication.

ANDREA BOGOS

PROJECT TITLE: "HIGH SCHOOL STUDENT NEWSPAPER AND TOPICS OF DIVERSITY"
 FACULTY MENTOR: MS. SUE ELLEN CHRISTIAN
(see feature story on page 10)

KATHLEEN BOUSAMRA

PROJECT TITLE: "TRAINING SESSIONS FOR ADULT LEARNERS"
 FACULTY MENTOR: DR. KATHLEEN PROPP

ANGELA HUGHES

PROJECT TITLE: "INTERSECTIONS OF MULTIPLE IDENTITIES: FIRST GENERATION COLLEGE STUDENTS"
 FACULTY MENTOR: DR. MARK ORBE

KORIN ISOTALO

PROJECT TITLE: "CONFLICTING MESSAGES, PART TWO"
 FACULTY MENTOR: DR. MARK ORBE

SCOTT EVANS AND KEVIN JONES

PROJECT TITLE: "CONTINUITY OF PARKS: VIDEO DOCUMENTARY"
 FACULTY MENTOR: DR. HEATHER ADDISON

AMBER MITCHELL

PROJECT TITLE: "ADULT LEARNING PENTATHLON AND DELIVERY SKILLS WORKSHOP"
 FACULTY MENTOR: DR. KATHLEEN PROPP

STUDENTS & ENGAGED SCHOLARSHIP

—“*Knight Life*,” edition part of Student Newspaper Diversity Project

STUDENTS WORK WITH HIGH SCHOOL JOURNALISM CLASS

Beginning in January 2004, Western Michigan University undergraduate Journalism majors Tiffani Blake and Andrea Bogos helped student writers at Kalamazoo’s Loy Norrix High School publish an edition of their student newspaper, *Knight Life*, as part of a Student Newspaper Diversity Project.

Blake and Bogos received \$500 awards from the College of Arts and Sciences Undergraduate Research Award Program to work on the project under the guidance of Journalism professor Sue Ellen Christian. Together they



From left, Professor Sue Ellen Christian advises Andrea Bogos (left) and Tiffani Blake in their work with Loy Norrix High School journalism students.

advised a class of 15-18 high school journalists, and helped them compose a publication on the diversity issue of their choice. The newspaper was published in a special section of the *Kalamazoo Gazette* entitled, “Common Ground.”

Blake and Bogos helped the Loy Norrix students “find story ideas, gather sources, and make tough decisions on sensitive issues like racial diversity,” Christian said. “Students are pleasantly surprised to read something in their school paper with some weight to it,” added Christian. “They’re (the high school students) not afraid to tackle tough issues, and this gave them something to write about other than what music to play at prom.”

Blake and Bogos gathered research on how the students reacted to their presence, and how they think the project helped the students connect to their community. After working at Loy Norrix once a week for 10-12 weeks, they were required to present their research findings to the WMU College of Arts and Sciences.

Sophomore Studies First Generation College Students

Angela Hughes, a sophomore Communication student, received a \$500 College of Arts & Sciences Undergraduate Research Award to work with Dr. Mark Orbe to learn more about the challenges of being a first-generation college student (FGC).

Hughes, a FGC herself, gathered information and facilitated focus groups with minority FGC’s at Western. According to Orbe, her research will help us gain a better understanding of how students at WMU deal with the pressures and obstacles of being the first in their family to attend college.

“We’re looking to provide insight into a new area of communication research,” said Orbe. “(From the research) we hope to come up with an applied concept on how WMU can adapt their strategies to help their FGC’s.”

Hughes worked with Betty Dennis from the WMU Center for Academic Support Programs to organize focus groups of minority FGC’s with a grade point average of 3.5 or better. She used focus groups and asked participants to describe their college experiences from how they got into college, to what obstacles they’ve encountered, and where they went for help. Hughes said she hopes to use this opportunity to learn about the research process, while picking up useful advice from students with similar experiences to her own. “Nobody in my family went to college,” noted Hughes, “so the more I learn from my research about what people do in college the more it will help me know where I’m going.”

THANKS

For Your Support

Dear Friend,

Thank you for your financial support! During the past year your dollars have helped us support undergraduate and graduate student research projects; helped sponsor students to attend the American Humanics Conference in Las Vegas and the Annual Student Radio Conference in New York, and supplemented scholarships, among other activities. In addition, financial support from friends and alumni helped us to hold our first ever "Tailgate at the Tower" Alumni Open House.

For alumni, financial support of the School of Communication is a tangible way to express thanks and to help provide continued activities for the next generation. For emeriti, in addition to supporting activities for current and future students, it is an opportunity to stay connected. For corporate donors, it is an investment in the employees of the future.

Your continued support will ensure the School of Communication's progress now and in the future. Please fill out the form below and send it with your contribution to Western Michigan University, School of Communication, 1903 W. Michigan Avenue, Kalamazoo, MI 49008-5318.

Sincerely,



Steven C. Rhodes, Director

SUPPORT THE WMU SCHOOL OF COMMUNICATION

Enclosed is my gift of \$_____, payable to WMU Foundation for the School of Communication.

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I am a(n): Communication Graduate Friend of the School of Communication Other

Contributions to the Western Michigan University Foundation are tax deductible.
You will receive a receipt for your contribution.

STAY IN TOUCH _____

Even if now is not the right time for a financial contribution, we want to hear from you. Please complete and return the form above so we can update our database. Our goal is to stay in touch with you and follow your successes.

Alumni of DISTINCTION

Three Inducted Into Alumni Academy

Three new alumni were inducted into the School of Communication's Alumni Academy at the school's third annual Alumni Academy Induction Reception in October 2003. The reception showcased the accomplishments of three outstanding alumni, Kyle Caldwell, Jack Clifford, and Morris Davenport. Kyle Caldwell and Jack Clifford also were selected as College of Arts and Sciences Alumni Achievement Award recipients.

Kyle Caldwell

Kyle Caldwell completed his undergraduate degree in Communication in 1991 and a Masters in Organizational Communication in 1993 from Western Michigan University. Since graduation, he has worked extensively in the area of volunteerism while serving as Executive Director of the Michigan Community Service Commission (MCSC).

During his tenure with MCSC, he helped to build a team that expanded the organization's budget to \$7.5 million in federal and \$2 million in state support, and developed a comprehensive statewide partnership — the Connect Michigan Alliance, which helps organize community plans for volunteerism.

Morris (Mo) Davenport

Morris Davenport has risen to become senior coordinating producer in ESPN's remote production department, overseeing the day-to-day administration of ESPN and ESPN2's production of college football, professional

golf, and other sports.

Davenport is a two-time Emmy winner for his work on animation (also ESPN's first Emmy) and the development of the technology on the famed "1st and 10" line used in football. He currently serves on the board of Camp Focus, a group designed to build the self-esteem, leadership, sports, academic, and etiquette skills of fatherless boys between the ages of eight and 15. In early 2003, Davenport was ranked as one of the country's 100 most influential minorities.

Jack Clifford

Jack Clifford received his BA in Communication in 1956 and was one of the students who helped create Western's campus radio station WIDR-FM.

Though semi-retired, Clifford currently serves as a consultant to major broadcast corporations including Ziff-Davis Publishing, Belo, ABN, AHN and TVFN; is active in the community through



**Kyle
Caldwell**



**Morris
Davenport**



**Jack
Clifford**

the Clifford Family Charitable Foundation; is a guest lecturer at numerous universities; and has received a variety of cable TV industry awards.

In 2001-02, Clifford was inducted into the Silver Circle Society of the Rocky Mountain Southwest Chapter of the National Academy of Television Arts & Sciences (NATAS). This society recognizes individuals with 25 years or more of experience within the Rocky Mountain region for their significant contributions to the region and the broadcast industry. Nominees come from engineering, editing, production, photography, news, promotions, and sales, as well as the educational broadcast journalism arena.

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