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School of Communication

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## School Receives \$1 Million Gift!

The School of Communication will receive 20 percent of a larger \$5 million dollar gift to Western Michigan University from an anonymous donor. The donor, an alumnus who majored in industrial psychology and social science with a minor in personnel management at WMU, has funded the gift through a bequest, the proceeds of which will be distributed to the University after the donor's death.

According to Director Steve Rhodes, the School will use the gift for faculty retention. "We work very hard to hire outstanding faculty, and in turn, our faculty do excellent work as teachers and scholars. Having funds that will allow us to acknowledge this excellence is something we have never had," said Rhodes.

The School started a capital campaign three years ago to celebrate the beginning of its second century of excellence. The campaign was launched with a leadership gift of \$500,000 from alumnus Jack Clifford. Following, Mr. Clifford's gift, the School has received a number of additional gifts that helped the School reach its first milestone of \$1 million near the end of 2007. With this latest and most substantial gift, the School has reached its minimum goal for the campaign of \$2 million.

Given the early success of the campaign, the School has now set a new goal of \$3 million by the end of 2008. "Another million dollars in 2008 may be ambitious, but our efforts to raise funds for our current and future students is such an important endeavor, and we have so many wonderful alumni that, as the word of our efforts spreads, we are confident that we will reach our new \$3 million goal," said Rhodes.

To help reach this new goal, the School launched a new initiative called 1,000 @ \$1,000 – see page 3 to read about this exciting opportunity.

## Highest Alumni Honor

Jim Hickey was selected by the Western Michigan University Alumni Association to receive its most prestigious honor, the Distinguished Alumni Award. Jim was one of three 2007 recipients.

Jim, who earned a bachelor's degree from WMU in 1969, is a 27-year veteran of ABC News and has been an anchor and correspondent for ABC News Radio since 1995. He won a Murrow Award for the Best Use of Sound in the network radio division in 2005 and is a National Academy of Television Arts and Sciences Award nominee.

As ABC News Radio's national correspondent, Jim has reported extensively on the war on terrorism, and he was in the anchor chair for ABC News Radio's special coverage of the terrorist attacks on 9/11. Previously, he was a foreign correspondent for the ABC Television Network from 1980-1995 and covered worldwide news events for 10 of these years.

Jim's broadcasting career began as a freshman at WMU working for WIDR, WMU's campus radio station. He has been inducted into the WMU School of Communication's Alumni Academy and serves on the school's External Advisory Board. In 1999, the University granted Hickey an Honorary Doctor of Public Service degree.

Jim's selection to receive the university's most prestigious alumni honor marks the third School of Communication alumni in the last five years to receive the award – Jack Clifford and Roz Abrams were honored in 2003. Three other School of Communication alumni have also won this award: Tim Allen, Neil Smith, and Barbara Meiras.



# The Director's Page

## Second Century Capital Campaign

### *\$2 million and counting in scholarship and endowment gifts and pledges!*

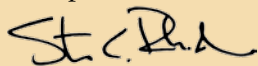
When I said we were going to try and raise a minimum of \$2 million to celebrate our second century, it was such a large amount, especially starting from zero, I did not expect to reach our minimum goal in just three years. Certainly the two major gifts of \$500,000 and \$1 million, had a huge impact, but all of the smaller and equally significant gifts are also starting to add up.

When I stepped in as Chair in 1999 of what then was the Department of Communication, fund raising was not on my radar, but alumni outreach was. As I considered what I could add to the excellent leadership the School had had in my tenure as a faculty member under our previous chairs Charles Brown, Richard Dieker, and Jim Gilchrist, I realized that one thing that we needed to do better as a School was to keep in touch with all of our wonderful alumni. So in 2000 we started to reach out to our alumni with our first newsletter, and events like our annual "Tailgate at the Tower" open house, and the formation of our Alumni Academy and External Advisory Board. Now we are finding that our alumni have responded by expressing a desire to give back to the School—some by speaking in classes, some by serving as mentors for current students, some by serving on our Advisory Board, and some by making a financial investment in the future of the School.

The idea of fund raising is something new for the School. Funds were something we received from the university, which received its funds from the state of Michigan.

Not any more! Today, the School of Communication faces an unprecedented financial challenge. In the 1970s, state funding accounted for approximately 85% of Western's general fund revenues; today, that has dropped to 42%. This significant decrease in state funding has had a direct impact on the School of Communication and, to continue to be one of this country's premier schools of Communication, we turned to our alumni and friends for their support. And they have responded.

Every gift is needed and much appreciated. For those wanting to make a financial investment now, we have created the 1,000 @ \$1,000 initiative. For more about this initiative, please read the article on page 3 entitled: "What Number Will You Be?"



Steven C. Rhodes  
Director, School of Communication

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*Sneak peek at some of the School's new spaces in Brown Hall...watch for more coverage in our next "communicator."*

# What Number Will You Be?

The year 2007 was the start of the School of Communication's second century as an academic unit at Western Michigan University. In 2005, to mark the coming of this significant event the School launched its first-ever capital campaign, The 2nd Century Capital Campaign: Honoring our Past, Embracing our Future, our Next 100 years!

"When the School of Communication launched its capital campaign in 2005 it was to secure long-term funding that will allow the School to continue the pursuit of excellence for its students and alumni well into its second century," says Angela Jacobs, School alumna. "Now we have added an exciting initiative as part of the campaign. This new initiative is called a 1,000 @ \$1,000 and I had the honor of being the first contributor! My question for all my fellow alumni is: 'What number will you be?'"

According to Director Steve Rhodes, "This new 1,000 @ \$1,000 initiative is designed to provide alumni with an opportunity to make a financial investment in the School as it enters the second century of excellence. The goal is to attain a gift of \$1,000 from 1,000 supporters. This can be done by giving or pledging the full \$1,000, or making smaller gifts of \$200 over five years."

All donors will receive special recognition on a "Wall of Thanks" in the School of Communication.

"The goal of the 1,000 @ \$1,000 initiative will be to build on the gifts the School received prior to this year as part of our capital campaign and to raise additional endowment-focused support. These contributions will help guarantee a bright future of the School of Communication" said Kyle Caldwell (B.A. '93, M.A. '95), member of the School's External Advisory Board. Caldwell went on to point out that "These financial investments will help elevate the School to national prominence, enable current and future students to garner the benefits we received from attending one of the country's top communication schools, and add value to our degrees as alumni."

All contributions to the 1,000 @ \$1,000 initiative will be combined into a single endowment that will support the teaching and research of the School, student scholarships to assist both graduate and undergraduate students, and enhance the School with improved facilities.

For more information please contact Steve Rhodes at: [steve.rhodes@wmich.edu](mailto:steve.rhodes@wmich.edu), or call (269) 387-3133.

# 1000@\$1000



What number will YOU be?

School of Communication  
Second Century Capital Campaign

## What number will you be?



communicator

School of Communication

## Our Second Century Capital Campaign

*Honoring the Past, Embracing the Future, the Next 100 Years...*



3

# Faculty News

## Gershon recognized with WMU Distinguished Teaching Award

Dr. Richard (Rick) Gershon, professor of Communication, was recognized as one of three recipients of the 2007 WMU Distinguished Teaching Award. This is the university's highest teaching honor and recognizes faculty for their dedication to their students and their instructional skills.



Rick, a faculty member since 1989, is the co-founder of the Telecommunications and Information Management program at WMU. He teaches courses in telecommunications management, law and policy and communication technology. His attention to students—taking time to meet and learn the names of every student even in large classes—inspired a former student to call one of his classes not just a learning experience, but the “Gershon Experience.”

“I believe Dr. Gershon embodies what every professor should strive to attain—the combination of true passion for the courses he teaches and the ability to encourage his students to work to their full potential,” another former student wrote.

And still another former student noted that, “Dr. Gershon is an amazing professor in and out of the classroom, and one who has a passion for what he teaches and a dedication to every single one of his students.”

Over the years, Rick's colleagues credit him with being a leader in his field and in the development of new graduate mass communication courses for WMU.

“He has a long and consistent record of teaching excellence and award-winning contributions to curriculum development. That record has had an impact locally, as well as nationally; thus, Dr. Gershon has made significant contributions to WMU's national reputation as a leader in higher education,” one colleague wrote in support of his nomination.

Rick has been honored for his teaching several times. He received the *Steven H. Coltrin Professor of the Year Award* from the International Radio and Television Society and the *Barry Sherman Award for Teaching Excellence* from the Management and Economics division of the Association for Education in Journalism and Mass Communication. In 2005, he was the recipient of the *WMU College of Arts and Sciences Distinguished Teaching Award*.

He holds a master's degree from the University of Vermont and a Ph.D. from Ohio University. He is a founding member of the International Telecommunications Education and Research Association and an award-winning author.

## Dr. Zack L. York (1913-2008)

by Robert L. Smith, Professor Emeritus, WMU School of Communication Adjunct Professor of Theatre and Music (\*abridged)

Dr. Zack York passed away quietly Monday evening, March 17, four days after celebrating his 95th birthday with several friends.

During his tenure at WMU he served as chair of the Department of Speech from 1953 to 1966 and as the first chairman of the Department of Theatre from 1976 to 1978, when he retired. In addition to teaching a variety of courses in theatre and oral interpretation, he directed and designed scenery, costumes and make-up for numerous student productions during his tenure at Western.



Dr. York's achievements and his impact on his students, the university and on the greater Kalamazoo community were recognized by his alma mater and by the Arts Council of Greater Kalamazoo. Although he was humbled by the honorary Doctorate of Fine Arts awarded him by the Western Michigan University Board of Trustees in 2003, he was much more thrilled by the establishment the same year of the Zack L. York Theatre Scholarship which is awarded to outstanding students enrolled in the Department of Theatre.

Throughout his university career he was active in a number of national, state and regional theatre and speech associations. He also is listed in “Who's Who in America.”

Memorial contributions may be made to the Zack L. York Theatre Scholarship Fund, in care of the Western Michigan University Foundation or to West Michigan Hospice.

\*For a complete biography of Dr. York's accomplishments, visit [www.wmich.edu/communication](http://www.wmich.edu/communication).

# Alumni of DISTINCTION

Visit our website at [www.wmich.edu/communication](http://www.wmich.edu/communication) for more detailed biographies.

## Five Inducted Into Alumni Academy

### Michael Betz

**B.S. '77 (Communication)**  
**M.A. '87 (Communication)**

Michael is a co-owner of ImageStream – Creative Communications, a full-service new media production company in Portage, Mich.. In



1975, he arrived at Western with an A.S. in Audiovisual Technology (honors) from Macomb College, and enrolled as a mass communication major. Graduating in 1977 (B.S., *cum laude*), he landed his first professional job in WMU's Television Services.

Convinced (partially by Michael) that corporate video had matured enough to be useful, Michael was hired in 1986 by Upjohn to establish and later manage its media center, create a global satellite communication network, and produce employee news programs.

Michael returned to Western in the 1990s to teach some of the same classes he enjoyed as an undergraduate. These eight years of part-time teaching remain one of his favorite jobs. Simultaneously during this period, Upjohn merged to become Pharmacia and Upjohn, then Pharmacia (and, today, Pfizer). Outsourcing and

downsizing became the corporate mantras. When told by senior executives that his entire staff was being "rightsized," Michael presented a plan to buy the building and equipment and, with two partners in 1999, founded ImageStream.

Today, Michael seems to be the only one surprised by ImageStream's impending 10th anniversary—thanks to a broad client base, including multinational corporations and a very favored cruise line. He greatly appreciates the continuing education his work provides, and he enjoys the warmth and comfort of a wonderful family, and an amazing wife.

### Barbara Hughey

**B.A. '54 (Speech, English)**  
**M.A. '81 (Interpersonal Communication)**

After earning her Bachelor of Arts degree from Western Michigan University in 1954, Barbara moved to Monroe,



Mich. where she taught English, drama, dance; directed school productions; and coached cheerleading. She was an active member of the Monroe Community Players, and performed in many of its pro-

ductions. Further, she established and directed the Monroe Junior Community Players.

Upon the completion of his Juris Doctor degree from the University of Michigan, Barbara married Richard Hughey, and the couple moved to Kalamazoo where Barbara taught English and Speech at "Old" Kalamazoo Central High School. Barbara was very active in several areas of the Kalamazoo Public Schools, and served on many committees.

The Hughey's active support of Western Michigan University began when they were students, and has continued over the years. Barbara was appointed to serve on the charter WMU Theatre Guild Board of Directors, and has served on that board for many years, and in many capacities, including president.

Both Barbara and Richard have been active fund raisers for the University, including the Department of Theatre. For their various joint efforts over the years, Barbara and Richard were named Honorary Members of the WMU Theatre Guild. Additionally, President Diether Haenicke named a Medalion Scholarship in their honor, and inducted them into the Academy of Volunteers. The highlight of Barbara's WMU involvement was the opportunity to teach, first in the Department of Theatre, and then for many years in the School of Communication.

# Alumni of DISTINCTION

## Earl M. Washington

**B.A., Speech Education '63**  
**M.A., Speech Education '68**

Earl earned his B.A. in secondary education, English, and speech; an M.A. in speech education and teaching; and his Ed.D. in educational leadership. He joined the faculty at Western Michigan University in 1968 as an instructor in English and speech and in 1970, became a professor of communication – a position he held until 1984. While teaching communication, his work emphasized teacher education, oral interpretation of literature, interpersonal communication, intercultural communication, and leadership.

From 1984 until 1988, Earl's administrative work included duties as director of the Black College Program, a program to recruit faculty at historically black colleges to come to Western to complete doctoral study. In 1986, he was appointed assistant dean in the College of Arts and Sciences, with responsibilities for budget, instructional equipment, faculty travel, space utilization, and other matters. In 1991, he was named the first director of the Institute for the Study of Race and Ethnic Relations. Later, he became director of the Black Americana Studies Program.

In 2000 Earl's professional

career was cut short when he was stricken with a cerebral cavernous angioma that affected his speech. He retired from Western as an Associate Professor of Communication and Black Americana Studies.

He and his wife Dianne reside in Kalamazoo for half of the year and Florida for the other half. Their son, Jason, lives near Grand Rapids, Mich., and their daughter, Tiffany, lives in Cumming, Ga. They have a granddaughter, Danyale Nabors-Washington and two grandsons, Jason and Joshua.



## Von Washington

**B.S. '74 (Sociology, minor: Communication)**  
**M.A. '75 (Communication)**

Von currently is director of the Multicultural Theatre Program at Western Michigan University and the Artistic director for Washington Productions, Inc., a theatrical/educational video company created by Von and his wife Fran.

Since graduating from WMU, Von has written, directed, performed in and/or supervised more than 300 theatrical projects, while working professionally in three performing arts areas: SAG, AFTRA, AEA. He has worked as an actor, playwright, teacher, director, and theatrical consultant at various theatres across the country,



## Five Inducted Into Alumni Academy

including the Missouri Repertory Theatre, The Meadow Brook Theatre of Detroit, The Los Angeles Theatre Center, The Kalamazoo Festival Playhouse, and The Epic Theatre, Civic Theatre, and The Whole Art Theatres of Kalamazoo.

Von has written more than 15 plays. During the last three years, Von completed *The Path to Everywhere*, *The Dream Tunnel*, and *When Freedom Came*, story theatre presentations dealing with the African American experience, for the Kalamazoo Regional Educational Service Agency (KRESA). Von's newest play, *Conspiracy* received readings at the Lorraine Hansberry Theatre in San Francisco and the New Federal Theatre in New York City. As a performer, Von has appeared in more than 40 commercials, industrial/feature films, and TV productions. Among those are a national television commercial for Apple Computers, and a guest starring role on the very popular Bill Cosby production of, "A Different World."

Recently he was presented the Community Medal of the Arts award by the Arts Council of Greater Kalamazoo. Von's newest play, *Conspiracy* received readings at the Lorraine Hansberry Theatre in San Francisco and the New Federal Theatre in New York City.

# Alumni of DISTINCTION

## Five Inducted Into Alumni Academy

### Anne Linsdau

B.A. '76 (Communication)

Anne is the Vice President of Human Resources with McCain Foods USA, Inc., which is the USA's corporate office of this global food manufacturer. With revenues of \$7 billion, McCain Foods USA, Inc. is a privately-owned, multinational leader in the frozen food industry.

After graduating from Western Michigan University in Kalamazoo, where she earned her B.A. in Communication in 1976, she went on to complete her Masters in Organizational Behavior and Industrial Relations at the University of Michigan in Ann Arbor.

Since college, Anne has worked in the human resource field starting with 16 years at Allied Signal Inc. Allied Signal is an often-cited example of a company that committed itself to world-class human resource and leadership practices. From 1978 to 1994, Anne played a significant role in the development of the highly recognized programs. Since 1994, Anne has held the top Human Resource position in industry-leading companies such as RR Donnelly, Fortune Brands and Merisant. Anne has expertise in the areas of staffing, change management, compensation and benefits, international human resources and labor relations.

Anne is on the Conference

Board Advisory Council of the Human Resource Planning Society.

She is also a member of the Human Resources Association of Chicago as well as the Society of Human Resources.



She sits on the Board of Directors for the Jeanette Rank Foundation which is a nonprofit foundation dedicated to providing educational assistance to disadvantaged women.

Anne and her husband, Walter, live in Lake Forest, Ill.

## Alumni in the News

### Kyle Caldwell, B.A. '91, M.A. '93

A new merger took place in 2007 between two nonprofit organizations, the Michigan Nonprofit Association (MNA) and ConnectMichigan Alliance (CMA). This merger produced a more powerful nonprofit organization throughout the state.

The merger took 18 months of planning, with the primary focus of the merged outcome remaining the same; to provide service, outreach and advocacy to Michigan's nonprofit organizations. The new merged organization, now under the name Michigan Nonprofit Association (MNA), will provide vital services to the state's nonprofit organizations. Alumnus Kyle Caldwell was named president and CEO of

the new company.

Kyle received his B.A. from the School of Communication in '91 and his M.A. in Organizational Communication in '93. He is a current member of the School's External Advisory Board and was inducted into the School's Alumni Academy in 2000. Along with his service on the School's External Advisory Board, Kyle serves on the board of numerous state and national nonprofit organizations, including the American Association of State Service Commissions, America's Promise, Alliance for Youth Trustees Committee, Voices for National Service, and the National Service-Learning Partnership.

### Norris Tweah, B.A. '03

Norris Tweah, who earned his bachelor's degree in Communication in 2003, and a master's degree in development administration from WMU's Department of Political Science in 2006, was chosen one of six Scott Family Fellows, a program run through the Center for Global Development. The program recruits young professionals to work for senior Liberian government officials with the goal of helping with reconstruction and development efforts. The six were chosen from among 230 applicants.

The grant program is conducted in cooperation with the Liberian government, and Liberian President Ellen Johnson-Sirleaf participates in choosing the assignments for the grant recipients.

In his role, Tweah is the chief of office staff and special assistant to the minister of information, Dr. Lawrence K. Bropleh. His work focuses on writing project proposals, press releases and attending meetings on behalf of the minister. He also helps develop communication strategies for the Liberian government and the Poverty Reduction Strategy and supervises all employees in the minister's office.





# Student

## Lambda Pi Eta in 2007

Thirty-three new members were inducted into the School of Communication's chapter of Lambda Pi Eta, the national communication honor society. The honor society recognizes students for their outstanding academic achievements and enhances their knowledge of and interest in the field of communication.

Nathaniel Abernathy	Alexandra Kaiser
Sarah Anderson	Jessica Krzesimowski
Rebecca Bakken	Jillian Kurtz
Janee Beville	Lok Yin Li
Halley Lynn Blythe	Eric Litaker
Krystal Bresnahan	Justin Mayle
Bethany Briolat	Dane Middleton
Jon Callender	Amanda Miller
Chi Man Cheng	Leslie Pawlak
Ashley M. Choker	D. Michael Reed
Trisha Craig	Katie R. Smith
Paul Joseph Fishwick	Megan Sommer
Erica Frappier	Marissa Staniec
Larissa Anne Friday	Raymond Venezia
Allison Gruner	Jacqui Volkmann
Kyle Herm	Alyssa Whitmore
Katherine Jarvi	

## Graduate Students Receive Awards

- Erich Sommerfeldt: All-University Graduate Research and Creative Activities Scholar Award—the highest graduate student award—sponsored by Western Michigan University's Graduate College
- Taryn L. Krohn: Outstanding Graduate Student Teaching Award sponsored by the Instructional and Developmental Division of the International Communication Association.
- Sarah Jones: Graduate Student Teaching Effectiveness Award for the School of Communication—sponsored by Western Michigan University's Graduate College.

## FILM STUDENT CHOSEN FOR CANNES FILM FEST

Jacob Durrett, a first-year Communication student, was chosen to attend the Cannes International Film Festival in a competitive work-study program called the *Student Program of the American Film Pavilion*. The program took place in May 2007 in the south of France.

Since 1989, The American Pavilion has been present at the Cannes International Film Festival, as a



*Jacob Durrett with mentor Dr. Jennifer Machiorlatti.*

central hub for many film professionals. It serves as a communication center for journalists, publicists, celebrities, filmmakers and many other important executives working in the profession.

The American Pavilion also has offered film students the chance to participate in its competitive student program for the duration of the festival.

Students selected for the program stay at Cannes and participate in education workshops, seminars, pitch sessions, discussions and screenings. Only about 140 students are accepted into the program each year, making the program highly competitive.

In high school, Durrett was the lead student videographer and independently studied film in his spare time. He founded his own film production company his junior year in high school, and started serving the community and school by providing his film expertise. Durrett also co-founded the Battle Creek Film Festival in the summer of 2006.

"Jake showed great passion for film and video from the first week I met him fall semester," says Dr. Jennifer Machiorlatti, associate professor of film, video and media studies. "He edited the final video of our alumni keynote speaker Ed Gordon, and he demonstrates such potential. This was really a once-in-a-lifetime opportunity for him. There were students from all the major film schools, many of them at the Master of Fine Arts level. I am proud that he is representing Western Michigan University."

# Awards

## School of Communication Recognizes its Outstanding Students

### School of Communication Award Recipients

#### 2007 School of Communication Scholars

*for excellence in the study of communication and overall academic excellence at Western Michigan University*

**Laura Henderson**  
**Corey Wright**

#### 2007 WWMT – Freedom Broadcasting of Michigan Scholarship

*for excellence in the study of broadcasting and overall academic excellence at Western Michigan University*

**Laura Henderson**  
**Justin Mayle**  
**Nathaniel Abernathy**  
**Jillian Kurtz**  
**Raymond Venezia**

#### 2007 Burke Endowment Fund Scholarship

*for excellence in the study of journalism and overall academic excellence at Western Michigan University*

**Zachary Reichard**  
**Corey Rhodes**

#### WMUK Scholarship in Radio

**Allison Gruner**  
**Caitlin Nunes**

#### Journalism Student Receives Award for Feature Writing

Congratulations to Santosh Rao who placed third in the feature-writing category as part of the Society of Professional Journalists' Mark of Excellence competition for Region 4, which includes Michigan.

He was one of only nine Michigan students who landed awards for their work. Santosh won the award for his news feature article, "Treating Cataracts."

#### Sell Selected as 2007 Presidential Scholar

The School of Communication named Christopher Sell, Organization Communication major and Lee Honors College student, as the School's 2007 Presidential Scholar.

In addition to being selected as the 2007 Presidential Scholar, Sell served as a research assistant for Dr. Chad Edwards and Dr. Autumn Edwards – an opportunity Chris says "helped jump started my own research project." Chris was awarded an Undergraduate Research & Creative Activities Award from the College of Arts & Sciences and Dean's Summer Research Thesis Grant by the Lee Honors College to fund his research film project.



Christopher Sell, School of Communication 2007 Presidential Scholar.

The project carried him across the country and into Canada interviewing accomplished professionals in numerous leadership roles. Chris hopes to show his documentary to the WMU community once complete. The transcriptions from the interviews will also assist him in his completion of his honors thesis under Dr. Chad Edwards.

Prior to the research project, Chris was awarded the Marion I. Hall Scholarship for Education by the College of Education as a sophomore, and the Dean's Scholarship as an incoming freshman. He was recently awarded a Siebert Travel Grant through the Honors College that will increase funding for his research film project. In his spare time, Chris is a Student Orientation Coordinator, First-Year Experience Seminar Leader, active participant of the Campus Activities Board, an associate at the Student Recreation Center, and he serves on the First-Year Experience Advisory Committee and the President's Student Advisory Council. Sell also volunteers his time as a Fall Welcome Week Ambassador and as a team leader for Young Life organization.

Chris graduated in December 2007. Eventually, he would like to be an administrator at the collegiate level.

# STUDENT ACTIVITIES

## Ethics Bowl Champs

Western Michigan University's Ethics Bowl team won its regional championship and headed to the national match in early 2008 in San Antonio.

WMU won the second Upper Midwest Regional Ethics Bowl, held at the University of Wisconsin in Madison. WMU was the only undefeated team in the competition and had the highest score of any of the 10 teams at the contest. WMU has yet to lose a round in regional competition.

The team's faculty sponsor is Dr. Sandra Borden, associate professor of communication and co-director of WMU's Center for the Study of Ethics in Society. The team is sponsored by the Center for the Study of Ethics in Society with financial support from Lee Honors College and the School of Communication.

WMU will host the Upper Midwest Regional Ethics Bowl on Nov. 15, 2008 in the Bernhard Center.



*Ethics Bowl team members (from left) Natalie Kaftan, Linda Munnelly, Shawn Myers, Chelsea Thompson, Jonathon Freye, and Joshua Thomas.*

## WMU'S TIM PROGRAM SHINES IN ITERA NATIONAL CASE STUDY COMPETITION



*The TIM team, from left, Colin Cady, Ben Krupp, Ryan Lasure, and Justin Knapp.*

The International Telecommunications Education and Research Association (ITERA) announced its 2008 National Case Study Competition. This year's case study involved designing the "campus of the future" at Cool University. The ITERA case study competition invites student project teams throughout the United States to develop solutions to applied problems involving communication and information technology.

Western Michigan University's Telecommunications and Information Management (TIM) program made the final round of three. Team members are captain, Justin Knapp; Ben Krupp, School of Communication; and Colin Cady and Ryan Lasure, Department of Business Information Systems (CIS program).

The WMU TIM project team was asked to analyze the structural requirements for the fictional "Cool University" and develop a blueprint for creating a technologically superior communications infrastructure. The primary objective is to enhance campus-wide technical communication and interactivity, as well as create a foundation platform that is capable of supporting future growth and expansion.

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

## Documentary Shown on Campus Inspires All to Forgive

Western Michigan University's School of Communication and the Center for the Study of Ethics in Society hosted the Kalamazoo public screening of the award-winning documentary "Forgiving Dr. Mengele," produced by WMU School of Communication alumnus, Bob Hercules.

The documentary tells the story of Eva Mozes Kor and her identical twin, Miriam, who survived the cruel experiments of Dr. Josef Mengele at Auschwitz. Now a real estate agent living in Indiana, Mozes Kor is publicly acknowledged for her forgiveness of Mengele, and all Nazis. The film unveils a story with much debate about the meaning of forgiveness and justice, with Mozes Kor in the center of the debate.

Hercules is a graduate of the School of Communication, and the owner of the Chicago-based production



and television company, Media Process Group. With help from Cheri Pugh, a film archivist at the WPA Film

Library in Orland Park, Ill., the film won the Special Jury Prize at the 2006 Slamdance Film Festival and the Crystal Heart Award at the 2006 Heartland Film Festival. The documentary was shown at Western Michigan University in the Fetzer Center to an overflow audience of students, faculty, and members of the Kalamazoo community.

This was the first such screening sponsored by the School. As noted by the School's Director, Dr. Steve Rhodes, "We hope this screening is the first of what becomes an annual event. We would eventually like to have our film/video festival showcase productions by our alumni and current students."

## Alumna Joann Keyton Lectures at WMU

Dr. Joann Keyton, a 1983 *summa cum laude* graduate of the WMU School of Communication's program with double majors in organizational communication and theatrical dance, was the School's 2007 Visiting Scholar. After attending Western, Joann earned her M.A. and Ph.D., from The Ohio State University, taught in Alabama, Texas, Tennessee, and Kansas before joining the faculty at North Carolina State University in 2007.

Across three field research projects about policy programs at local, regional, and state levels, Joann explored how the collaborative process both creates and reinforces public/private tensions. The focus of her research was to analyze a collaboration across two states, 16 counties, and more than 300 municipalities. The goal of the collaboration was economic development. Joann's research explained which communication processes and structures

worked and which did not.

Joann's public lecture was entitled "Uncovering Public-Private Tensions in Collaborative Process." During her lecture, Joann pointed to ways in which organizations use communication to position an objective as public when, in practice, the objective has private and strategic outcomes. She concluded that such tensions are revealed in individual frames of reference in meeting conversations when collaboration members discuss what is possible and what is ethical and in the processes used by collaboration members to reach their goals.

Joann currently is a Research Fellow in the Department of Communication at North Carolina State University. For more information about her research, contact her at: joann.keyton@ncsu.edu.

# ALUMNI SPOTLIGHT

Josh Rosen, B.A. Film, Video and Media Studies, 2007  
*Peace Corps Volunteer in Dagana, Senegal*

## What are you currently doing?

My service as a Peace Corps volunteer began September 2007, and will conclude in November 2009. I work in small-enterprise development, which means I try to help informal businesses expand their ideas or become better organized. I also have an interest in community development.

## How has your degree been of value to you?

What I think the most important thing that I learned in college is how to communicate with other people through the WMU and Kalamazoo community. Western Michigan is a great place to meet people not only from different places in the United States, but also from all over the world. If you take that opportunity to meet many people with different backgrounds, you will be on your way to becoming a more well-rounded person.

What has helped me a lot is taking some of the basic business classes, because when I got to my classes in the Peace Corps, I knew most of the material. All I really had to do was learn it all in French, which is an ongoing process.

I remember sitting in my first communication class at Western Michigan, thinking to myself "This



*Communication alumnus Josh Rosen  
"following his dream."*

is all common sense, why do I need this class?" After being in Senegal for a few months, I applied a lot of what I learned about nonverbal communication—things like the proximity you stand to someone, eye contact, the way you shake hands, although not the same as in the United States.

My first class at Western Michigan, even though seemingly insignificant to me, ended up making me a lot more conscious of how people interacted and helped me acclimate better. If you want to check out more in-depth stories or my experiences, my blog is <http://joshro.blogspot.com/>. Feel free to leave me a message on my blog.

## Recommendations for current students:

College is also a good time in your life to be idealistic rather than a realist, so take that opportunity to follow your dreams and do what you believe to be the right thing, whether you have support or not.

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