Inside this issue:

- 2013 Distinguished Lecture Sneak Peek
- SoC Receives Research Productivity Accolades
- An Enlightening Study Abroad, in Scotland
- WMU Alumni Making Waves in Mainstream Media
The long summer days of relative quiet on campus seem a distant memory as the fall semester is off and running, running being the operative word in the School! Our 2012-2013 academic year was especially productive, and it looks like the 2013-2014 year will exceed last year’s accomplishments. In this newsletter you will find highlights of the past year that represent only a sample of the wide range of student and faculty accomplishments. You will read about the School’s participation in the life of the university and in the discipline. You also will get a preview of the coming year’s activities and some plans for our future.

In this issue we highlight our recent recognition as one of eleven MA-only communication programs in the country that equal or exceed the research productivity of doctoral programs. We are very proud of this distinction! Faculty research briefs illustrate the quality and quantity of the work our faculty produce, some with collaborators in the School or at other universities and with our undergraduate and graduate students.

As you review this Communicator, I believe that you will agree that the SoC sustains its reputation for excellence. That excellence will be under close examination over the next two years as the university will begin a beta test of an academic program review process in 2013-14 and a full review of all academic programs will be undertaken in 2014-15. As we approach these reviews, it is important to acknowledge that our school enrollments continue to be strong. This fall we have 980 students enrolled in our seven majors. This number is slightly below our five-year average of 1000 majors. With our graduate program, our two minors, and our contributions to general education, we remain one of the largest departments at the university and one of the most visible as a result of faculty research productivity and campus involvement. In short, as the academic program review and planning processes unfold, we are in a very strong position.

In the SoC our focus is on sustainability, reputation, and opportunity. In our next issue look for the specific ways we are enacting these goals.

Leigh Ford
9.23.2013
COMMUNICATION AND COMMUNITY LECTURE SERIES: KATE MCCALLUM

The School of Communication welcomes Kate McCallum (B.A. ‘80) as the featured distinguished speaker for the Fourth Annual Communication and Community Lecture Series, to be held on Oct. 9, at 5 p.m. in Brown Hall 2026.

Our Communication and Community Lecture Series serves the purpose of connecting professionals in the communication and media field with members of the School of Communication community in order to better examine the ideals of the School -- ethical awareness, leadership development, economic progress and civic engagement -- and how those professionals engage in real communication settings.

McCallum offers a unique and insider view of the television media industry, as she has extensive professional experience working for Universal Studios, Comcast On Demand, NBC and Western Sandblast Productions, in several producing and developing capacities before starting her own business in 2005, Bridge Arts Media LLC, through which she created and developed several IP properties, including a boutique music and arts label, The Art of Sound.

McCallum’s passion for the study of human potential inspired her to create the c3: Center for Conscious Creativity, a non profit think tank for socially beneficial storytelling and media creation, founded in 2004. Through her work with the Center, working together with an evolving creative collective, McCallum has produced several events dedicated to creating a better future through arts and media, including workshops, screenings, classes, concerts, a writers conference and an annual symposium.

McCallum is a Senior Fellow for the Society for New Communications Research, chair of the Global Arts and Media Node for The Millennium Project, a member of the Academy of Arts and Sciences, is a board delegate for the Producers Guild of America New Media Council, and holds an MA in Consciousness Studies from the University of Philosophical Research. McCallum often speaks on the transformational power of media and the arts, and will be focusing on integrating this topic for our series.

SOC TO OFFER 2014 STUDY ABROAD: ENGLAND

Plans for the summer 2014 study abroad program are already in progress, and the selected destination is Bath, England.

Sandra Borden, professor of communication (pictured below at Stonehenge), spent time in the summer of 2013 scouting out the locale and planning the logistics of the study. Borden plans to accompany students next summer during the program, which includes 52 hours of engagement, including pre-trip instruction, in-country classroom instruction with guest lecture, seminars, workshops, and cultural experiences. WMU has hosted previous study abroad programs in Bath, so students will have a line to support and networking within the city.

The study abroad program enables students to engage with a global community while gaining an understanding of media ethics and media culture in the U.K., as it compares to the U.S.

The study will be reserved for communication majors and minors with junior or senior standing, as well as M.A. students with a focus on journalism and film, video, and media studies.

Learn more about how the study abroad program engages WMU students in the global communications field on page 6.
The WMU School of Communication masters program outperforms Ph.D. programs in the same field that are ranked top 25 nationally, according to a recent review of communication scholarship by the Communication Institute for Online Scholarship.

The Communication Institute performed a study analyzing the number of scholarly journal entries published in over 140 journals, in over 100 years of publication. By attributing authorship by program, the Institute determined the mean research output for masters and Ph.D. programs, focused in communication across the nation.

The study shows that the average national Ph.D. communication program publishes, on average, about 300 scholarly journal entries a year, while most masters programs perform below that average.

However, the study also found that a small number of MA only programs publish at a rate exceeding the Ph.D. national average. WMU’s master of communication program not only joins the list of MA only programs publishing at this rate, but also joins an exclusive number of MA only programs that perform at the level of top 25 Ph.D. programs.

There are only 10 programs nationally that share this honor, including Cal State University at Long Beach, University of Delaware, Cleveland State University, University of Hartford, Illinois State University at Normal, DePaul University, University of Alabama at Birmingham, University of Arkansas, Wake Forest University, and San Diego State.

In recognition of the productivity of the masters program at WMU, the Communication Institute designated the program a Top Research Program.

**The Research Continues**

- **Dr. Leah Omilion-Hodges**, assistant professor, has recently been accepted to publish two articles on workplace culture women encounter in the field. Her research emphasizes the importance of context within workgroups as a determinant for the formation and maintenance of leader-member, peer, and team relationships and demonstrates the importance of rich peer relationships.

- **Dr. Jocelyn Steinke’s** current research focuses on the role of young women in science and the gendered workplace culture women encounter in the field. This research is discussed in her recent publication, “In Her Own Voice,” published in the *International Journal of Gender, Science, and Technology*.

- **Dr. Julie Apker** is working on a collaborative, qualitative study examining communicative stressors and conflict as contributors to nurse stress and burnout, exploring how stress and conflict are system-wide problems affecting nurses employed at large urban health centers.

- **Dr. Autumn Edwards** is conducting research on interpersonal communication in social media environments. Two of her current projects focus on the ways in which varying Facebook, Twitter, and Tumblr messages impact the interpersonal impressions we form of those who post them. Her recent work examining the impact of computer-mediated communication on the site RateMyProfessors.com was published in Communication Education, recently (in press, with **Dr. Chad Edwards**).

- **Dr. Adam Kahn’s** recent research examines how video game teams coordinate expertise. This fall, Kahn is working to set up the S.E.R.L. G.A.I.M.S. (Survey and Experimental Research Lab’s Game and Interactive Media Space) in Brown Hall, and his most recent work “Why We Distort in Self-Report: Predictors of Self-Report Errors in Video Game Play” was recently accepted by the *Journal of Computer-Mediated Communication*.

- **Dr. Sandra Borden’s** most recent research focuses on refining the Aristotelian framework for community journalism that she introduced in her award-winning book, *Journalism as Practice: MacIntyre, Virtue Ethics and the Press* (2007, Ashgate; 2009, Routledge).

- **Dr. Steve Lipkin’s** recent research is presented in his essay “Post 9/11 American Television Drama: 24 and Generation Kill as Melodrama,” which is currently in press for the University of Wales “Contemporary British Television” series, edited by Stephen Lacey, slated for publication in early 2014.
**Exploring the Meaning of Teaching**

Dr. Stacey Wieland is working with Danielle Lair, a colleague at the University of Michigan, Flint, to study the professional identities of faculty working in the schools of arts and sciences at universities.

Based on in-depth interviews with faculty from various institutions, this qualitative study explores the meaning that faculty derive from their work, what they see as the role of higher education, and how they came to see the purpose of education in the way they describe.

In addition to exploring the sensemaking faculty use to discern their role in the educational community, Wieland and her colleague are especially interested in understanding the ways that faculty experience and make sense of increasing pressure to vocationalize higher education in the liberal arts and sciences.

**Researching Robots**

Dr. Chad Edwards currently researches the perceptions of human-robot communication practices on social media websites.

In addition to his current research, Edwards’ most recent publication in Computers in Human Behavior (see sidebar for details -- co-published with Edwards, A., Spence and Sheldon) examines the perceived credibility of tweets about public health, comparing tweets originating from social media robots to those originating from humans.

Edwards is the current president of the Central States Communication Association, and planned the 2013 conference, the largest in CSCA history.

**Ethics Examined**

The Journal of Mass Media Ethics published an article in its summer 2013 edition highlighting the recent research of Sue Ellen Christian, an associate professor of journalism.

Prof. Christian wrote about “Cognitive Biases and Errors as Cause -- and Journalistic Best Practices as Effect.”

In addition, Prof. Christian’s article co-authored with a WMU colleague in anthropology that examines the ethical issues in the reporting and writing choices of author Rebecca Skloot in “The Immortal Life of Henrietta Lacks” will appear this fall in Zeteo, the journal of interdisciplinary writing.

**Profiling Indigenous Women Filmmakers**

Dr. Jennifer Machiorlatti, associate professor of communication, screened a 30-minute documentary titled “Matriarchal Voices: a story about the storytellers” at the University Film and Video conference in Orange, CA in August 2013.

This documentary project about Indigenous women filmmakers in North America profiles 6 filmmakers from Canada and the U.S. She is currently preparing the video for film festival submissions and is in post production on Episode 2.

Machiorlatti is currently in production on a Fetzer Institute (Kalamazoo, MI) funded web documentary short titled “Peace During War.” The film focuses on the experiences of two former gang members now working with youth to change the culture of violence and gang identity in urban areas. Several WMU students have been active on the documentary crew in positions of production manager, director of photography and editor.

See www.peaceduringwar.org for more information.

**Publications**

“Telecommunications and Business Strategy”  
(2nd Edition)  
2013

Dr. Richard Gershon

“Is That a Bot Running the Social Media Feed? Testing the Differences in Perceptions of Communication Quality for a Human Agent and a Bot Agent on Twitter”

Computers in Human Behavior  
(September 2013)

Dr. Chad Edwards and Dr. Autumn Edwards


Journal of Popular Television and Film  
(September, 2013)

Dr. Heather Addison

“Identity Research and Communication”  
(2012)

Dr. Mark Orbe
2012-13 Highlights

Faculty Awards and Accolades

Dr. Julie Apker, associate professor in the School of Communication, received a 2012 Graduate Student Advisory Committee Honorary Award for her work as a graduate instructor and advisor. The GSAC awards are given by graduate students, who are asked to nominate professors who provide support and services above and beyond what is required.

Dr. Steven Lipkin received a 2013 College of Arts and Sciences Research and Creativity Award for his ground-breaking work analyzing docudrama and his nationally award-winning screenplay Betrayals. Lipkin’s work models the blend of research and creativity.

Healthcare Innovation Lecture a Success

Is innovation always a good thing? That’s just one question guest speaker Dr. Jim Dearing answered when he visited the Communication and Community Distinguished Lecture Series this March.

Dearing examined the manner in which research influences day-to-day patient care and organizational aspects of large-scale healthcare, as well as the ways in which innovation can sometimes impede proper healthcare and medical practices.

The lecture focused on the concept of “learning organization,” and discussed possible improvements in the way care delivery is performed.

Dr. Dearing currently teaches and studies at the University of Colorado, among other diverse community roles.

Dr. Ruth Beall Heinig, professor emerita of communication, was recognized for her work in children’s theatre. Heinig was awarded the 2012 Orlin Corey Medallion Award from the Children’s Theatre Foundation of America. Heinig retired from the School in 1992.

Mr. Steve Kettner, adjunct professor in the School of Communication, with Michael Nassaney, professor of anthropology, received a Gold Award at the 2013 Aurora Awards for their documentary, Militia Master. Both professors produced the film while alumus David Tabor assisted as second camera operator. The film is being distributed state-wide for use in social studies curriculum.

New Faculty

Nathan Venske is the newest addition to the undergraduate advising unit. Nathan has a Master of Arts in Counseling from Oakland University and comes to WMU after working as an academic advisor at Oakland University, Nova Southeastern University and Indiana University.

Adam Kahn is a new Assistant Professor. He holds a Ph.D. in communication from the University of Southern California, where he also earned an M.A. in communication. Adam also holds a B.S. in computer science, a B.A. in history, and an M.A. in media studies, all from Stanford University.

Dr. Steven Lipkin, professor of communication, was recognized for his groundbreaking work analyzing docudrama and his nationally award-winning screenplay Betrayals. Lipkin’s work models the blend of research and creativity.

Adam Kahn is a new Assistant Professor. He holds a Ph.D. in communication from the University of Southern California, where he also earned an M.A. in communication. Adam also holds a B.S. in computer science, a B.A. in history, and an M.A. in media studies, all from Stanford University.

The new teaching assistants, from left to right: Katelyn Sandor (TA Mentor), Deirdre Zerilli, Bryanna Manning, Nate Swords (TA Mentor), Dana Borzea, Jacqui Volkman, and Brett Stoll.
Environmental Reporting
Students Launch Multi-Media Site Devoted to Climate Change

May 2013, students in JRN 4100 developed a new multi-media website, Climate Change/Community Change/You Change. This in-depth reporting collaboration broaches the topic of climate change by bridging the gap between global and local effects, effectively personalizing climate change.

The students, with student designer Leslie Russell, created an interactive Web space designed to both teach about the scale of climate change -- its effects and causes -- and introduce new and developing technologies involved in countering climate change, listing options for readers to become involved.

Communication Students
University Graduate Honors

2013 M.A. graduates Chrissy Gentile and Tabatha Roberts were honored at the university-wide 2013 Graduate Award Ceremony this spring for their respective work and dedication in the areas of teaching and research.

Gentile, who has started her Ph.D. program this fall at the University of Kentucky, was awarded the Graduate Research and Creative Scholar award for her work completed during graduate studies.

Roberts, who started her Ph.D. program at Southern Illinois University, was awarded the Graduate Teaching Effectiveness Award.

Both awards are considered high honors, as students must be nominated by staff, and inducted only after carefully reviewed consideration.

Exploring Scottish Identity and Freedom on Study Abroad

Over the summer, Cassandra Stagner, a senior FVMS major, spent time in Scotland as part of a study abroad program. In addition to taking courses in urban photography and Scottish film theory, Stagner landed an internship at Creative Stirling, a non-profit arts group. During her internship, Stagner helped the group complete a visual art project centered on the conceptualization of Scottish freedom.

Stagner worked with Creative Stirling during the preparation and opening of Freedom Versions II, a visual art exhibit focused on what Scotland might look if independent.

Stagner also worked with Ice Cream Architecture, completing a visual art installation called The Rope Factory. The installation, which was five months into completion when Stagner joined, was created by tying ropes around nets suspended on scaffolding and represented the 71 countries playing in the Commonwealth Games, an international multi-sport event.

Stagner, depite her busy schedule, also took to the countryside, hiking out the back door of her university into Ochil Hills, searched surrounding metropolitan areas for vegetarian cuisine, went zip-lining and adventure climbing in the Highlands, and continued to sharpen her urban photography skills on the streets of downtown Edinburgh, where she often documented culture and street life in her blog, TheArtofTheLowerStory.WordPress.com.

Stagner has returned to her studies and is looking forward to commencement in Spring 2014.
School of Communication 2012 Alumni Academy Inductees

**DR. JAMES MULCRONE, B.A. ’76, M.A. ’82**  
(pictured above, right) is a Director of Research Services at Maritz Research, one of the 20 largest market research firms in the world. Mulcrone’s reputation in Maritz rests on his knowledge of the marketplace and ability to interpret data and extract meaningful insights that are communicated via reports and presentations. In 2007, he received “The Standing Ovation President’s Award” given by Maritz, LLC (the parent company of Maritz Research).

During his 30-year career, Mulcrone has established, designed, managed, conducted and reported research globally for automotive clients, working with nearly all automobile manufacturers selling in North America. Other clients include: Michelin and Bridgestone, National Car Rental, and Navistar International Truck and Bus, Caterpillar, Xerox, Grainger, John Deere, and Marriott. His areas of expertise include market segmentation, brand image, and brand positioning research and consultation.

Mulcrone has also been active in the Detroit chapter of the American Marketing Association, serving on the Board for 10 years and as president in 2002-03. He has served on the School of Communication External Advisory Board since 2000. In his free time, he chooses to contribute volunteer hours to his community.

**CARLEEN MYLNAREK CRAWFORD, B.A. ’70, M.A. ’99**  
(pictured left, on left) is Vice President of Marketing and Communications for Pine Rest Christian Mental Health Services, the largest freestanding provider of comprehensive mental and behavioral health services in Michigan.

In addition to leading development of strategy and planning for marketing and communications for the entire organization, she is responsible for managing corporate branding, marketing, internal communication, public and media relations and crisis communications.

Crawford’s 25-year work history includes management positions in broadcast media, health care and higher education. She launched Crawford Communications in 2003, providing public relations, marketing, and communications counsel to a diverse client base consisting of insurance, manufacturing, professionals, nonprofit agencies and municipalities, along with health care.

Crawford has been an active volunteer in the community, recently serving as President of the Board of Directors for GROW (Grand Rapids Opportunities for Women) from 2008-10, and also serving the Grand Rapids Area Chamber of Commerce Leadership Grand Rapids program.

**DR. NANCY A. BURRELL M.A. ’74**  
(pictured below, center) is a Professor of Communication at the University of Wisconsin-Milwaukee. Burrell joined the faculty at UW-Milwaukee in 1989 and became the founder and program director of the campus Mediation Center in 1995.

Her research centers on managing interpersonal conflict in family, organizational and educational settings. She has edited several books focused on issues in interpersonal communication, classroom instruction and media effects that synthesize quantitative research through meta-analysis and has multiple book chapters, journal articles and conference papers to her credit.

Burrell administers the Graduate Certificate in Mediation and Negotiation at UWM. She has trained more than 1,000 mediators for the state of Wisconsin and helps design and evaluate mediation programs.

Burrell has presented conflict management seminars and workshops for 20 years and she conducts mediation for the U.S. Postal Service and Department of Justice.

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Alumni Highlights & News

Winning the Job
Bryan Paas (B.A. ’12) knows what it’s like to get a job the hard way -- in order to receive his new position as the Prep Sports Reporter for the Columbia Daily Tribune, he had to enter a write-off.

After receiving the email from the Tribune, explaining the parameters of the contest, Paas had to rush to cover the assigned football game, interview the coaches on both sides, two players from the winning team, and hand in a box score with the article, by midnight that evening.

“I woke up the next morning to the sounds of screaming and laughter,” he says. “My article had been published. It was the only article that wasn’t from a staff member or a contributing writer from Jefferson City.”

To receive the job, Paas had bested five graduates from the University of Missouri, one of the top-ranked colleges for journalism in the nation. That was May of 2012, and Paas has since continued to expand his career and geographic horizon.

Paas now works as the Sports Editor of the Peru-Tribune, as well as an assistant men’s basketball coach at Goshen College in Goshen, IN.

Dr. Nancy Greer-Williams (M.S. ’97, M.A. ’01), assistant director for community based health research at the University of Arkansas, developed a new educational digital video series, Straight Talk, to educate the general public on common health issues of concern in low income communities.

Recent graduate Holly Deal (B.A. ’11) has received a new position as copy editor at the Times Herald, in Port Huron.

Indira Bahner (B.A. ’92) currently works as a social justice coordinator at the YWCA of Seattle, WA, where she leads an anti-racism training, focused on helping staff develop their perspectives and understanding of race.

Terrece Walker (B.A. ’02) is now the senior publicist at Black Entertainment Television.

Filmmaker’s Debut on PBS
Nationally renowned documentarian and filmmaker, Bob Hercules (B.A. ’79), celebrated the release of his film, Joffrey: Mavericks of American Dance in December of 2012.

Joffrey was featured on “American Masters,” a PBS special highlighting influential arts and culture innovators, throughout the history of America.

When Hercules attended WMU, he worked as a disc jockey at WIDR and wrote for the Western Herald. He also worked under Stu Dybek and Arnie Johnston, an experience that he says shaped him to be the writer and director he is today.

WMU Alumni LZ Granderson (B.A. ’96) continues to make waves on ESPN and CNN through his work as a television commentator and journalist.

Granderson, a Detroit native who decided to attend WMU after an admissions advisor recruited him, cites his experience at the University as transformational, and a major turning point in his life.

Granderson’s TED talk, “The Myth of the Gay Agenda,” was recently recognized by The Guardian as one of “20 Online Talks That Could Change Your Life.”

Thought-Provoking Talk T.V.
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Tell Us Your Story! The School of Communication wants to know what you’ve been up to since graduation! Tell us your story, including degree and graduation year at leigh.ford@wmich.edu

Like us on Facebook! www.facebook.com/comwmu
Thank You

To the following financial supporters of the School of Communication, we express our deepest gratitude for your generous contributions from July 1, 2012 to June 30, 2013!

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A very special thank you to Sage Publication, for their gift of $10,000 to the Peter and Laurel Northouse Leadership Scholarship Fund. Sage has made a commitment to contribute $10,000 a year for three years to honor Dr. Peter Northouse and his work in leadership studies.

How Has Your Support Helped?

We are very grateful for the support of our many loyal alumni and our faculty, emeriti and friends. These are just some of the activities these generous donations supported in the past year.

- Four students received 2013-2014 scholarships of $1000 each from the Roslyn Abrams Endowed Fund.
- A faculty member received support for travel to Great Britain from the George and Louise Robeck Endowed Fund.
- The Robeck Fund also supported the purchase of a flat screen television for use in the Survey and Experimental Research Lab (S.E.R.L.).
- Funds from the Director’s Endowed Fund were used to support the 2012-2013 Communication and Community Distinguished Lecture, presented by Dr. James Dearing.
- The Clifford Media Center Endowed Fund supported the installation of new data projectors in the School lab classrooms in Brown Hall.
- Donor funds supported graduate student travel to present research at regional and national conferences.
- The Peter and Laurel Northouse Leadership Scholarships were awarded to four students for the 2013—2014 academic year.
We continuously look for ways to advance the research and instructional goals of the School of Communication to meet the needs of our faculty and students in the 21st Century (our second century!). Just a few of the ways you can help us achieve those goals are described here.

Putting the capstone on the Leadership 100 Endowed Fund

NEED: Each year in the School we face budgetary limitations. We are good stewards of the funds we have but often must delay a project or deny an activity or a student/faculty project because we have insufficient funds in our regular budget. The funds generated by the Leadership 100 may be used at the discretion of the Director of the School of Communication and with the approval of the School Executive Committee. These “multipurpose” monies provide support for the kinds of activities that assist faculty and students with research and travel or allow faculty to complete a creative project with students or a myriad of activities that help advance the reputation of the School.

GOAL: At the time of this writing 85 supporters have committed to a gift of $1000 or more to the Leadership 100 Endowed Fund. Our goal is achieve the commitment of 15 more School of Communication alumni to join this Leadership group. To become a SoC Leader connect here to our Giving page and pledge your support. As a SoC Leader you may provide your support in payment increments or may pledge the full amount.

All Leaders will be recognized on our Leadership 100 Wall of Thanks in the Clifford Media Center in Brown Hall.

Please contact Dr. Leigh Arden Ford if you’d like to learn more about the ways you can get involved in the School and help us meet this important goal.

Student Scholarships

As the costs of college increase, more students are seeking scholarship opportunities. Several of our named School of Communication scholarships reward academic excellence and/or leadership and communication skills. If you’d like to support the various existing scholarship funds in the School of Communication connect to our Giving page here.

If you are interested in establishing a student scholarship such as a scholarship targeted to freshmen who compete in the WMU Medallion competition or a scholarship targeted to students in the School who would like to participate in our Study Abroad experience, please contact Dr. Leigh Ford.

What’s Next?

In October the School of Communication will announce a very special giving opportunity. Look for an email/website announcement in mid-October.

Support the WMU School of Communication

Two ways to contribute. Please:

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