

Department of Communication communicator @ Western Michigan University

Fall 2003

Volume II Number 1

MISSION STATEMENT

The Department of Communication is committed to the research and advanced study of the art and science of communication in a way that integrates theory and practice.

In our scholarship and teaching, we seek to promote a culture that values diverse perspectives and emphasizes the ethical implications of communication.

Adopted by the Department of Communication Western Michigan University January 2003

—*Creating opportunities for professional development*

RESEARCH PARTNERSHIP MODEL INSTITUTED

In recent years, the need to “rethink the Ph.D.” has been given national attention across disciplines. In particular, research has demonstrated that graduate education should be changed to better prepare students for assuming multiple roles within their disciplines and in society.

Recently adopted changes to our graduate program call for creating opportunities for professional development and engaged scholarship that are embedded in the curriculum structure and advising process so that graduate students will be well prepared to assume multiple responsibilities as

citizen-scholars. Within their professional development, our graduate students will learn to conduct research that not only advances the communica-



Some of the department's research partners for 2002-2003.

tion discipline, but also addresses the needs of the community.

One such curriculum innovation, the Research Partnership Model, was initiated in the department this past year. The purpose of the program is to promote faculty and student collaboration on research projects.

Research partnerships

place faculty members in the mentor role and allow students the opportunity to experience various aspects of the research process.

Ideally, the students are involved with everything from conceptualization to publication of results.

Involvement in a partnership may be based on either assigned or voluntary participation. The department formally arranges assigned partnerships through an application process.

These partnerships usually involve graduate assistants and Thurgood Marshall Fellows; however, in the spirit of Western's mission as a student-centered research institution, partnerships set up between the student and the professor are open to graduate and undergraduate students alike.



Steven C. Rhodes,
Chair

Notes from the Chair

As you know, this is Western’s centennial year and everyone is focused on history. As you read “In Memory” on Page 3, you will know that with the passing of Charles Brown, our department lost a significant figure in its history. But with his passing, I can think of no better way to honor his memory than to create “The Charles T. Brown Memorial Fund for Student Enrichment.”

Charles was the founder of the department’s Center for Communication Research and chaired the department from 1965 to 1976. But most significant to the formation of this fund was Charles’ interest in research and mentoring the students to become communication scholars.

This fund will be directed toward student research, scholarship, and creative activities. In keeping with the life works of Charles and Western’s student-centered research perspective, funds will be used for student scholarships and to help prepare students to engage in scholarly projects that address the needs of the community. For example, student projects might link communication issues to profit or nonprofit organizations and address topics such as the effects of violence portrayed in the media on family values; how new communication technologies affect interpersonal relationships; conflict management styles, leadership styles, communication ethics, and their effects on quality interpersonal communication. Fund contribution information appears at the end of the article on Page 3.

As you can see elsewhere in this newsletter, the research activities of our students are an important part of our mission and worthy of our ongoing support and recognition. Our lead article on Page 1 described our newly initiated Research Partnership Model. The article on Page 4 describes the research activities of our undergraduate McNair Scholars and our graduate Thurgood Marshall Fellows. Pages 12 and 13 describe some of the awards our students have received for their work.

Given that this is the university’s centennial year, in this newsletter you also will find a brief overview of the history of our department. A more complete version of our history can be found on our website and in the College of Arts & Sciences publication of all of the histories of the departments in the college.

Writing a history is a monumental task—one that I see as a work in progress. As such, I would welcome hearing from any of our alumni and emeriti regarding information you would like to see included in the department’s history as we continue its development this year. We would also like to receive any photographs and artifacts you might have that we can add to the university’s archives.

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—WMU professor championed interpersonal communication

In Memory...

Charles T. Brown
1912-2003

COMMUNICATION WAS MORE THAN A ONE-WAY STREET TO CHARLES T. BROWN

The Western Michigan University professor, trained in the area of speech, was at the forefront of a movement away from teaching the discipline as merely public exhortation and debate and toward the kinder, gentler area of interpersonal communication.

“He was a tremendous influence, not only on a lot of his colleagues ... but certainly thousands of students,” said Robert L. Smith, who taught with Brown at WMU.

“I would say that his influence in terms of interpersonal communication and his approach to it and listening probably affects many more people around the country than we really realize,” Smith said.

Brown died of pneumonia July 29 in Newburyport, Mass., at the age of 91. He had lived in Massachusetts since 1998.

A speech and communication professor at WMU from 1948 to 1981, Brown was a widely published scholar who received many honors for his groundbreaking work.

In 1967, the WMU Alumni Association honored him with a Distinguished Faculty Award and in 1978 he became only the third WMU faculty member to receive the title of distinguished university professor.

He was head of the Speech Department, which became the Department of Communication Arts and Sciences under his leadership, from 1965 to 1976.

Brown co-authored books with Charles Van Riper, a renowned WMU speech pathologist, but his most well-known publication was the widely used textbook, “Monologue to Dialogue: An Exploration of Interpersonal Communication,” which he wrote with Paul Keller of Indiana’s Manchester College.

“He was probably the best listener I’ve ever known; he really knew how to listen,” Smith said.

“I used to tell him, ‘You’re a good man, Charlie Brown,’ ” Smith said, “and he really was a good man.”

Brown also was a loving husband, father and grandfather, said his daughter, Judith Wright, who remembers waking up to the smell of coffee that her father would brew before he would begin his daily ritual of writing.

“What he loved to do more than anything else on this earth was to teach and to write and to have dialogue,” she said.

Born March 22, 1912, in Braddock, Pa., Brown earned a bachelor’s degree from Westminster College, New Wilmington, Pa., and a master’s degree and Ph.D. from the University of Wisconsin.

He launched his career as a high school civics teacher and debate coach in Sharon, Pa., before joining the faculty of Florida Southern College, Lakeland, in 1940.

He served as a communications officer with the rank of lieutenant in the Navy during World War II, then returned to Florida Southern until 1947.

He and his wife, Martha, were married in 1936. She died in 1986.

Brown is survived by a daughter and son-in-law, Judith and Tony Wright of West Newbury, Mass.; a son and daughter-in-law, Charles and Diana Brown of Mobile, Ala.; six grandchildren; five great grandchildren; and a brother, John Brown of Bensenville, Ill.

After he retired from Western, Brown and his wife moved to Eureka Springs, Ark., building what they called their dream home in the Ozarks.

Memorial contributions may be made to The Charles T. Brown Memorial Fund for Student Enrichment in care of the Communication Department, Western Michigan University, Kalamazoo, 49008-5318.

*By Dave Person, Kalamazoo Gazette.
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News from the

DEPARTMENT

—*McNair Scholars*

UNDERGRAD PROGRAMS ATTRACT TOP STUDENTS TO COMMUNICATION DEPARTMENT

The Department of Communication is committed to having undergraduate and graduate programs that are attractive to students from underrepresented groups who can bring diverse perspectives to the department; and who upon graduation will add their unique perspectives and qualifications wherever they go.

Thanks in particular to the efforts of Dr. Mark Orbe, our ability to do this has been demonstrated over the years by our number of Thurgood Marshall Fellowship recipients and McNair Scholars. For example, we have had at least one Thurgood Marshall Fellowship recipient each of the last five

years. We had five Thurgood Marshall Fellowship recipients enter our program Fall 2002, and three more entered in Fall 2003.

We have had 13 McNair scholars as undergraduate majors in the last two years—and six of our faculty have, or currently are, serving as McNair Scholar mentors. In addition, Dr. Orbe was selected Mentor-of-the-Year for 2000-01. And Ora Stokes, one of our Thurgood Marshall Fellows, was selected as the Thurgood Marshall Program's outstanding graduate student for 2002.

This is an outstanding record and one we intend to continue.

McNair Scholars and Mentors

Mentor: Dr. Leigh Arden Ford
Tami Nelsen, "Communication Practices Within International and American Students' Friendships"

Mentor: Dr. Wendy Ford
Lana Escamilla Carroll, "A Qualitative Analysis of How Communication Relationships in the Workplace Predict Psychological Outcomes for Customer Service Providers"

Mentor: Dr. Paul Nwulu
Candace Dixon, "How African American Women are Portrayed in Successful Hollywood Films"

Mentor: Dr. Peter Northouse
Jonelle Ulep, "Medical Field versus Social Sciences: Two Disparate Approaches to Doctor-Patient Communication"

Mentor: Dr. Mark Orbe
Tammy Jeffries, "An Autoethnographical Exploration of Racial Identity"

Yatesha (Robinson) Welch, "How Multiethnic Families Communicate Identity to Their Children"
Erika D. Molloseau, "Public Address and Rowland's Structure of Myth: An Analysis of Reagan's Lebanon/Grenada Address"
Charisse Dennard, "Small Talk With My Sister: An Autoethnographical Study on Difficult Dialogues Between Young African American and European American Women"
Caressa Bryant, "The Difference Between Monoracial and Biracial Communication in the African American Community"

Mentor: Dr. Kathleen Propp
Deena (Sammut) Filstrup, "Managing Diversity in the Workplace: A Survey of Diversity Initiatives Implemented by Small- to Mid-Sized



Thurgood Marshall Fellows (from left) Shani Clark, Tami Nelsen, Dr. Mark Orbe, Ora Stokes, Deena Filstrup, and Felicia Sanders.

Organizations in Southwest Michigan"
Tonya Hernandez, "Marketing Your Organization in the 21st Century: Academic and Professional Definitions of Integrated Marketing Communication"
Ter'rece Walker, "Powerful vs. Powerless Language: How it is Measured"

DEPARTMENT OF COMMUNICATION

—An Historical Overview: 1906–2003

The Department of Communication was first formed as a supplement to Western State Normal School's teacher training curriculum. Courses in the Department of Expression, as it was initially called, were introduced in the school's 1906 catalog as electives for students in the Life, Graded School, and Rural School courses. What follows is a brief outline of changes and notable events until now. To learn more, access the department website at www.wmich.edu/communication.

1919 The Department of Expression renamed Department of Speech.

1921 Laura Shaw named first head of Speech Department.

1950s Broadcasting joins department.

1952 Zack York becomes department chair in 1952.

1958 Vice President Russell H. Seibert establishes Center for Communication Research and appoints Dr. Charles T. Brown as first director.

1960s Offerings within department become increasingly focused on intra- and interpersonal communication as a more scientific approach to communication and shift away from performing arts, public speaking.

1965 Charles Brown replaces Zack York as chair of the department. Speech pathology, audiology programs separate from Speech Department and become Department of Speech Pathology and Audiology.

1970 Department name changed to Department of Communication Arts and Sciences. First general master's degree in communication evolves into two master's programs—interpersonal communication and organizational communication.

1976 Faculty interested in performing arts separated from Department of Communication Arts and Sciences to form Department of Theatre.

1976 Dr. Richard Dieker appointed chair of department. Changes in curriculum include continued development of interpersonal communication courses, and addition of courses related to organizational communication.

1979 Dr. Shirley Van Hoeven replaces Dr. William Buys as director of graduate program and department expands organizational communication faculty.

1980s Film and television production and performance courses continue to grow as departmental emphases. Establishment of interdisciplinary public relations major.

1987 The Department of Communication Arts and Sciences becomes Department of Communication.

1993 Under direction of Dr. James Gilchrist, general Communication major dropped and six new majors added, bringing total number of undergraduate majors to seven.

1994 A new telecommunications master's degree program added.

1999 Dr. Steve Rhodes appointed chair. Dr. Leigh Ford appointed director of graduate program.

2002 Under Dr. Rhodes's guidance, doctoral program in Communication developed and is on its way through university committees for eventual acceptance by the Michigan Presidents' Council.

2003 Department working to create structure to become School of Communication within College of Arts and Sciences.

NEW Faculty & STAFF

INTRODUCING...



Regina Spellers, joined the department in 2002 as a visiting assistant professor of communication. She accepted a tenure-track position starting Fall 2003. Her research focuses on intercultural and organizational communication issues with emphasis on ethnicity, identity construction, womanist theory, and workplace diversity. She received her bachelor's degree in communication at DePaul University in 1990 and her M.B.A. in international marketing at the University of Bridgeport

in 1995. Dr. Spellers completed her doctoral degree in intercultural and organizational communication at Arizona State University in 2000. Previously, Dr. Spellers worked for Kellogg Co. in sales and currently maintains her own consulting firm, Eagles Communications Group.

Heather Addison joined the faculty in 2002 as an assistant professor of communication. A specialist in film, she formerly was employed as an instructor at Wayne State University and the University of Michigan-Dearborn. Dr. Addison teaches a wide range of courses in media theory, media criticism, film history, and media production. She received her bachelor's degree in English language & literature and mathematics, as well as her master's in English literature at Eastern Michigan University in 1990 and 1992, respectively. She completed her doctorate in film studies at the University of Kansas in 2001.



Marilyn Kritzman joined the department in July of 2002 as a faculty specialist. Although new to the department, Kritzman has been employed by WMU for 20 years. She currently serves as coordinator of undergraduate advising and internships, adviser for the forensics team, as well as teaching communication courses. Kritzman received her bachelor's in criminal justice from Northern Michigan University in 1980 and her master's in organizational communication from WMU in 1987.

THE INTERNET CONNECTION

Keeping up with the Communication Department is as easy as a click of your mouse at www.wmich.edu/communication. Find information on graduate and undergraduate programs, faculty, and alumni. In addition, the site provides links to additional university, local, and regional sites.

Most importantly, there is a page dedicated to our alumni. Through this site, you can join the Communication Alumni Association. We are interested in knowing about our alumni and this site allows you to provide us with information about your careers, moves, and lives that we can share with your former faculty and classmates.

Check out the website and let us know what you would like to see. Or better yet, send your bio and new address information to:
steve.rhodes@wmich.edu.

Faculty

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

R E T I R E D

GEORGE ROBECK,
ASSOCIATE PROFESSOR OF
COMMUNICATION

George Robeck served
on the faculty at Western
Michigan University
from 1968 to

2002. He
completed his
master's degree
in the School of
Journalism at
Pennsylvania
State Univer-
sity and earned
his doctoral

degree in communication
from Michigan State
University.

Dr. Robeck served
for 25 years as a faculty
adviser and member of
the board of directors for
the *Western Herald*,
WMU's student newspa-
per. Dr. Robeck also
acted as the Department
of Communication
internship coordinator
for 21 years and as the
adviser of the student
Public Relations Organi-
zation for several years.

While at WMU, Dr.
Robeck developed and
taught courses in inter-

personal communica-
tion, media studies,
public relations, and
nonverbal communica-
tion at both the under-
graduate and graduate
level.

He was and still is
very active in the com-
munity, working as a

public rela-
tions adviser
and volunteer
for several
nonprofit
organizations.
He continues
his work as

both a consult-
ant and a volunteer in
retirement.

Dr. Robeck received
the WMU Teaching
Excellence Award in
1981, the Lifetime
Achievement Award
from InterCom in 1995,
the Tony Griffin
Golden Word Award
from the Professional
Women Communica-
tions Association and
InterCom in 2001, and
WMU's College of Arts
and Sciences Service
Achievement Award in
2002.



A S S I G N E D

The Communication
Department continues to
make leadership contri-
butions to higher educa-
tion administration.

Dr. Wendy Ford has
joined former chair, Dr.
James Gilchrist, as an
associate dean in the
College of Arts and
Sciences.

Dr. Jennifer Ellis has
taken a one-year profes-
sional leave of absence to
serve as interim director
of the Center for Ac-
counting Business
Communication in the
Department of Account-
ing & Information
Systems in the College of
Business at Michigan
State University.

N O M I N A T E D

Dr. Paul Nwulu was
nominated for the video
and television feature
award at the Festival of
Pan African Cinema, for
his film, *Starting Over*,
which he both wrote and
produced. The film was

produced in Nigeria last
year and deals with
stigma and other issues
surrounding HIV and
AIDS.

Starting Over offi-
cially premiered in
Abuja, Nigeria, in July
2003. Following the
premiere, Dr. Nwulu had
several press appearances
including a live call-in
radio show and an appear-
ance on Kaakaki (a morn-
ing variety show and
Nigeria's equivalent of
Good Morning America).
He was also interviewed
by the BBC for its "Africa
Live" radio show.

Presently Dr. Nwulu
is involved in negotia-
tions with the Nigerian
Television Authority and
African Independent
Television (AIT) to air
the film on a nationwide
basis in Nigeria.



Dr. Paul Nwulu

Faculty H O N O R S

Hearit Receives Faculty Achievement Award in Teaching

Dr. Keith Hearit was the recipient of the 2003 Faculty Achievement Award in Teaching from the College of Arts and Sciences.

Dr. Hearit was one of three award winners among the entire College of Arts and Sciences faculty.

The teaching award recognizes outstanding teaching, including undergraduate and graduate teaching, mentoring, independent study, field work, laboratory work, thesis and dissertation advising, undergraduate and graduate advising, curriculum innovation, or any other areas where faculty work with students to promote learning. It also is based on an accumulated record of achievement as a teacher as well as comments from students. Awards are presented each year in teaching, research, and creative activity, or professional and community service.

As one student explained, "If there is a class you like going to each day, it is his [Dr. Hearit's]."



Dr. Keith Hearit makes a point to students in his classroom.

"I truly appreciate the kind and supportive comments that faculty and staff offered in endorsing my nomination," said Dr. Hearit.

He feels it is important to recognize teachers for their hard work in the classroom. "It has always been a goal of mine to win a university-sponsored award such as this."

He received a plaque at the dean's State of the College address and \$500 to use toward teaching, research or creative activity, travel or professional development.

"The money is nice but the recognition is more," he said.

Hearit also was awarded the Lambda Pi Eta Excellence in Undergraduate Teaching Award in 2000, which is a departmental award that recognizes excellence in undergraduate teaching.

Currently he serves as the department's Director of Undergraduate Studies and is the adviser for the student Public Relations Organization (PRO) and the department's honor society, Lambda Pi Eta.

LAMBDA PI ETA HONORS TWO



Diana Berkshire-Hearit



Dr. Peter Northouse

Lambda Pi Eta is the communication studies honor society of the National Communication Association. The purposes of the society are to recognize, foster, and reward outstanding scholastic achievement; and to promote and encourage professional development among communication professionals.

Every year Lambda Pi Eta recognizes excellence in teaching by having students select one full-time professor and one part-time instructor to receive recognition for their outstanding teaching.

Recipients for the 2003 Outstanding Teaching Awards were Dr. Peter Northouse and Diana Berkshire-Hearit.

Faculty

IN PRINT

SELECTED FACULTY PUBLICATIONS



"LEADERSHIP: THEORY AND PRACTICE," (3RD EDITION)
Dr. Peter G. Northouse
Dr. Peter Northouse has caught the attention of people around the globe with the third edition of his book *Leadership: Theory and Practice*.

He believes teaching leadership principles should be simple, and has found just the way to do that. He recognized that when it came to teaching leadership, a plethora of scholarly materials existed, but nothing summarized leadership theories in a clear way.

As a result, in 1997 he wrote, "Leadership: Theory and Practice" to meet that need and his book has gained national and international attention. Since then he has produced a third edition, which has been translated into several languages, including Chinese, Korean, French, and Arabic.

The book has been a best seller for Sage Publications and is being used in over 250 colleges and universities, including West Point Military Academy, and the Canadian Armed Services.

"My purpose is to explore how an understanding of leadership theory can inform and direct the way leadership is practiced," he said.

Marquita Flemming, acquiring editor for Sage Publications, said Northouse's book is so attractive to those who teach leadership because it clarifies complicated topics.

"Many colleges and universities are not sure how to handle teaching leadership, whether to couple it together with other courses, or have it as a stand-alone course," she said. "Many people like

the book because it presents the theories in an even-handed quality which ties real-world examples to the job environment. The self-assessment sections at the end of the chapters provide a good avenue for the students to stay in touch with what is happening in the classroom."

Northouse has updated his book to the third edition, which includes chapters on leadership skills and community leadership.

He says he remembers the day the Canadian Armed Services called him to interview him about the book and how it could be used in their operations training.

"They did a survey of all the leadership books, looking for one that they thought would be the best to give their generals," he said. "They are interested in how leadership theory can help improve the way work is done in the armed forces. I am thrilled that my book is what they were looking for."

Northouse has been at WMU since 1974.



"BUILDING DIVERSE COMMUNITIES:
APPLICATIONS OF COMMUNICATION
RESEARCH"

Edited by Trevy A. McDonald, T. Ford-Ahmed, and Mark Orbe

This text focuses on the concept of community and communication strategies used in diverse settings. The book is composed of qualitative research method-

ologies based on humanistic approaches. The studies included are applicable for scholars as well as students. The text features a chapter written by Dr. Orbe, as well as one written by Dr. Nancy Cornwell, a former Department of Communication faculty member.

Grant Activities

Motivating students through innovative techniques

CIVIL RIGHTS HEALTH GRANT

Dr. Mark Orbe, associate professor of communication, currently is completing a three-year grant partnership with the Michigan Department of Civil Rights.

Through this partnership, he has created a resource manual that will be used to assess the civil rights health of a community. The project has received interest from communities nationally and the office of Housing and Urban Development. A portion of the project was presented at the 2002 NCA convention in New Orleans.

Orbe took the position of project director in 1999. One of the major highlights of the project is that the research team was composed of students from various departments at WMU, including psychology, sociology, and communication. This provided a great opportunity for these students to be involved in the research process as well the potential to be published. The

project currently is being reviewed for publication in several journals.

The project, funded by Detroit Entertainment, L.L.C.,



Dr. Mark Orbe (left) discusses part of the grant project with student Keesha Warren in his office.

and the Michigan Department of Civil Rights, evaluated four areas within Michigan: Muskegon, Midland, Pontiac, and Kalamazoo County. The community-based evaluations of each location involved a variety of focus groups, public forums, and a review of existing reports. Based on the results of these events, an examination of how civil rights related to a variety of topics including fair housing, public safety, hate crimes,

economic development, and work force diversity was conducted. The civil rights health of the location was determined based on this process.

After the research team had analyzed all the information and determined the area's wellness, the information was presented to each location.

Currently, all of the research evaluations have been completed and the report for Kalamazoo County is the only one that remains to be presented. The *Civil Rights Health: Resource Manual*,

which contains all the instruments used to evaluate the health of the locations, will be made available to any community that wants to measure its civil rights health. The city or community need only employ a research team to conduct the analysis. The aim of this manual is to allow a community to assess its civil rights health and provide it with a standard that will allow it to gauge future growth in these areas.

more grants news

grants • grants • grants • grants

Communication in Nursing

Drs. Julie Apker, Wendy Ford, and Kathleen Propp received a \$107,900 grant from the Bronson Healthcare Group to conduct an in-depth study with Bronson Hospital entitled “Professional Nurse Communication in Health Care Teams.”

These projects identify the essential communication practices of professional nurses for optimizing their contributions to healthcare teams. Specifically, this two-stage study investigates communication practices, facilitators, and barriers of interdisciplinary communication,

as well as exploring the role of professional nurse communication in improving nursing outcomes.

The first phase of the study—focus group and individual interviews with healthcare team members—

gathered narratives about best practices in nurse communication. The data then were used to create an organizational survey that assessed the centrality of specific professional nurse communication behaviors from multiple healthcare team perspectives. The survey will be distributed to hospital employees in the fall, with a follow-up survey to be disseminated in early 2004.



From left, Drs. Julie Apker, Kathleen Propp and Wendy Ford.

Multi-Media Technology Support

As an extension of a project highlighted in Vol. 1 of this newsletter, Dr. Joseph Kayany has continued to work with nonprofit

organizations to further advance their ability to help themselves. Kayany’s current grant work evolved from technology workshops and expanded



Dr. Joseph Kayany

this year to a support program for technology mediated communication.

Dr. Kayany and other members of the team from the College of Arts and Sciences have worked on a call-in basis since

last fall. A grant from Kellogg Company funded this project, as well as the workshops highlighted in Vol. 1. Currently, Dr. Kayany and Dr. Rea, of the Haworth College of Business, continue to provide assistance to local nonprofit organizations when requested.

The Newsroom in the Classroom

With funding from the Ethics and Excellence in Journalism Foundation, Professor Sue Ellen Christian and Dr. Paul Nwulu are producing a video and CD-ROM set for use as teaching tools in Jour-



Professor Sue Ellen Christian

nalism classes. The video and CDs address important journalism topics such as ethics, diversity, writing techniques, and story ideas.

The hour-long video, designed for in-class use, consists of

several instruction modules. The CD-ROM provides material for assignments, class discussions, and story analysis.

Both the video and the CD-ROM are based on material from interviews with 16 reporters and editors from the *Kalamazoo Gazette*, the *Cincinnati Enquirer*, and the *Chicago Tribune*. Christian and Nwulu plan to complete the entire project by winter.



Dr. Paul Nwulu

Students

IN THE NEWS

AMERICAN HUMANICS

Through the generous donations of WMU alumni, 12 Communication students attended the American Humanics Student Association conference in Las Vegas in January. American Humanics partners with seventeen national nonprofit organizations like Red Cross, Big Brothers/Big Sisters of America, National Urban League, YMCA, YWCA, and many others.

Students attended workshops on grantwriting, learned how to start a nonprofit agency, and learned more about internships and career development. The following students attended the conference: Meghan Benson, Casey DeLong, Kirsten Grieser, Sarah Krueger, Paige Lewis, Danielle Peterman, Laura Peterson, Cheryl Switek, Marci Turowski, Amber Wackernagel, Bradley Wells, and Emily Wickland.

Attending the conference fulfilled one of the requirements for graduating with an American Humanics nonprofit leadership certificate. The American Humanics program is designed to prepare students for entry level professional positions in nonprofit organizations.

MAB BROADCASTING AWARD

Stefani Porolniczak, a public relations major, was awarded first place by the Michigan Association of Broadcasters (MAB) Foundation's High School and College Broadcast Awards Competition, in a competition designed to showcase talent in radio air time.

MAB received more than 400 entries and Porolniczak competed against 51 other students in aircheck, news, feature, sportscast or play-by-play, public service announcements, public affairs or talk show, and promotional announcements.

Porolniczak, known as "Weezie," may be heard weekends on 103.3-FM WKFR where she is a DJ. She also served as a promotional director for WMU's own station, 89.1-FM, WIDR in 2001 and 2002.

Presidential Scholarship Award

Loresa Mathias was shocked when she found out she had won the 2003 Presidential Scholarship Award.



"Dr. Rhodes came into my class and started talking about the award and I wasn't really paying attention and then he said my name. I couldn't believe it."

The Presidential Scholar Award is one of the most prestigious awards an undergraduate student can receive from the university. Only one award is given in each department and 45 students were nominated.

Mathias, a public relations major with a minor in journalism, graduated in April 2003. During her time at WMU, she completed two internships, one with the City of Kalamazoo and another with the Kalamazoo Department of Public Safety. She completed a sponsorship packet for Public Safety's new bomb robot, a 2002 Rotary Club luncheon presentation, and performed speech writing for Mayor Robert Jones and Public Safety Chief Daniel Weston.

Mathias is considering graduate studies in political philosophy, public affairs or persuasion theory. She plans to gain public relations experience in the public or private sector and would like to continue studying French and Spanish. Later she hopes to have a career in international public relations.

Mathias said she is very proud to be a WMU graduate. "You get a quality education because the professors have had real-life experience, have done extensive research, and have been published. The credibility of the faculty is excellent. They are involved, totally supportive, and approachable."

Student

Undergrad Research Awards, Freedom Broadcasting, Burke Scholarship

UNDERGRAD RESEARCH AWARDS

For the past five years, the College of Arts and Sciences Undergraduate Creative Activities and Research Program has supported undergraduate students' work in academic research. Each student is paired with a faculty mentor who facilitates research on a topic of interest in the student's academic field. Each participant receives a \$500 scholarship to be used for travel expenses, research supplies, or as a stipend. The following students from the Department of Communication were recognized for their work during the 2003 academic year.

- Charles Decker, a senior majoring in communication, wrote a research paper titled, "Gender Roles: A Semiotic Analysis of Professional Women on *Ally McBeal*." His faculty mentor was Dr. Mark Orbe.
- Kirstin B. Grieser, a senior majoring in public relations, conducted research on the role of apoloia, dissociation, and intercultural communication in the case of the U.S.S. Greenville. Her mentor was Dr. Keith Hearit.
- Molly Noonan, a senior majoring in public relations and journalism, conducted research that resulted in the development of a comprehensive public relations plan for the Department of Communication. Her faculty mentor was Dr. Steven Rhodes.
- Christopher Groscurth, a senior majoring in organizational communication and English with a practical writing emphasis, wrote a research paper titled, "The Ideological Values of 'Making Whoopie': A Semiotic Analysis of the Restrictive Coding and Commodification of Femininity and Masculinity of *The Newbywed Game*." His faculty mentor was Dr. Mark Orbe.
- Michael J. Postma, a senior majoring in organizational communication, conducted research developing a work-at-home program for a mystery shopping company. His faculty mentor was Dr. Mark Orbe.
- Candace A. Brunger, a senior majoring in broadcast and cable production, focused her research on analyzing cross-sex relationships from MTV's *The Real World* and the film *My Best Friend's Wedding*. Her faculty mentor was Dr. Mark Orbe.

Department Scholarships

FREEDOM BROADCASTING AWARDS

Four broadcasting cable production majors were recently awarded the Freedom Broadcasting of Michigan Award this past year. 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.

2002-2003 AWARD RECIPIENTS

Mary Badaluco
Bridget Cole
Jennifer Morris
Chad Wachtor

BURKE SCHOLARSHIP

The Burke Scholarship is 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.

2002-2003 SCHOLARSHIP RECIPIENTS

Larissa Chinwah
Christopher Dinick
Hoi Sin Lai
Courtney Pace
Stephen Surine

What's ON Happening CAMPUS

WMU celebrates its Centennial starting this fall. Along with celebrating the centennial, the Department of Communication will host the **16th Annual Midwest Organizational Communication Mini-Conference**. This conference gives graduate students the opportunity to present research projects and to receive feedback from a select group of scholars. Students and faculty from schools across the midwest will attend. The conference runs Oct. 4-5. For more information visit www.wmuminiconference.com.

In conjunction with the mini-conference, the department will welcome **Visiting Scholar, Dr. Kathleen Krone**, University of Nebraska. Dr. Krone will be on campus Oct. 2-5. During her visit she will present a university-wide keynote address on Friday, Oct. 3, entitled: "Stakeholder Turning Points in Community Consensus-Building." She will also be the keynote speaker at the mini-conference.

The department also will celebrate the third year of the formation of its **Alumni Academy**. The induction reception will be held the evening of Oct. 9.

The department's **External Advisory Board** will meet with the Department's Executive Committee from 9 a.m. to noon on Friday, Oct. 10.

Communication Day 2004 will be Wednesday, April 7.

COMMUNICATION DAY A SUCCESS

The Communication Department held its third annual Communication Day on April 2. Communication Day is open to all Communication and Journalism majors and minors as well as any student interested in exploring a communication-related career. The day was designed to address topics that students in the department would find informative and helpful such as finding employment after graduation, learning about internships, or how to make the most of advising sessions or job interviews.



Dr. Leigh Arden Ford congratulates a Lambda Pi Eta inductee.

Mary Jane Mapes, former President of the American Society for Training and Development and the Professional Speakers

Association of Michigan, presented the keynote address entitled "The Awesome Power of Communication." Mapes is a graduate of Western Michigan University and the department.

In addition to the keynote address, several other panels and programs were available throughout the day, including:

- Making the Most of Advising Meetings;
- Media-Related Careers and Related Career Options;
- Internship Options;
- Finding a Job After Graduation;
- How to Prepare For and Successfully Complete Professional Interviews;
- Careers in Public Relations; and
- Everything You Need to Know About Pursuing a Graduate Degree in Communication.

If you would be interested in presenting at the 2004 Communication Day, mark your calendar for Wednesday, April 7. Contact Marilyn Kritzman at (269) 387-3136 or marilyn.kritzman@wmich.edu for more information.



Tami Nelsen (left) and Felicia Saunders enjoyed a department reception.

THANKS

For Your Support

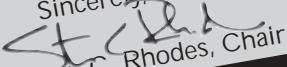
Dear Friend,

Thank you for your financial support! During the past year your dollars have helped us support undergraduate and graduate student research projects; given us an opportunity to hold our annual communication honor society and scholarship awards luncheon; and allowed us to purchase computers and equipment for the Communication Resource Center, among other activities.

Financial support from friends and alumni is greatly appreciated and investing in education is always fulfilling. For alumni it is a tangible way to express thanks and to support 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, this is an investment in employees of the future and brings a level of visibility in the community.

Your continued support will help the department help our students by generating additional funding that can be used for student scholarships, student and faculty research and travel, special equipment purchases, and special programming. Please consider a contribution using the convenient reply form at the bottom of this page.

Sincerely,


Steven C. Rhodes, Chair

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 below so we can update our database. Our goal is to stay in touch with you and follow your successes.

Return this form and any contributions you may wish to make to:
Western Michigan University
Department of Communication
1903 W. Michigan Avenue
Kalamazoo, MI 49008-5318

Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Home Phone: _____

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Year of Graduation: _____ Please tell us about your recent achievements and accomplishments.

- Yes, I am interested making a contribution to the Communication Department's student and faculty activities.
- Enclosed is my contribution of \$_____, payable to WMU Foundation.
- Please contact me directly at the home/business telephone number above to discuss my contribution.

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

Alumni *Distinguished*

Alumni Academy Inducts Three

The Alumni Academy is informally considered a department alumni "hall of fame." The purpose of this academy is to honor and recognize outstanding graduate and undergraduate alumni.

The second group of Alumni Academy inductees was honored at a ceremony on Oct. 12, 2002.

CARL H. BOTAN

Carl Botan graduated from Western Michigan University with a Bachelor of Science degree in Communication Arts & Sciences in 1970. After his studies at Western, Botan earned an M.A. in 1982, and a Ph.D. in 1985, both from Wayne State University. Currently, Botan is Associate Dean, Research and Graduate Programs, School of Communication and Theater, Temple University.



Carl H. Botan

Professor Botan is both a noted teacher and scholar and received the 2002 College of Arts & Sciences Alumni Achievement Award.

ROGER A. MATTENS

Roger Mattens received his M.A. in Communication Arts and Sciences from WMU in 1976. His professional career was devoted to public education, and he retired

from the Battle Creek Public Schools in 1999 after a 31-year tenure.

As a classroom educator,



Roger A. Mattens

Mattens taught courses in interpersonal communication, public speaking, performance and technical theatre, radio and television

broadcasting, debate and forensics.

Mattens has been honored for his leadership with the Michigan Association of Speech Communication Distinguished Service Award, the Michigan Speech Coaches Association Hall of Fame, the Kalamazoo College Pauline Byrd Johnson Award, the W.K. Kellogg Foundation Outstanding Educator Award, and the first Educator Emeritus status from the Battle Creek Public Schools.

Laurie A. Stewart

Laurie Stewart, CSP, Director of L.A. Stewart Presentations, is a nationally known public speaker and consultant. Stewart received her Bachelor of Science degree in Communication Arts & Sciences in 1984.



Laurie A. Stewart

Since graduation, she has established herself as a highly successful motivational speaker with a national reputation. With a focus on youth, education, and school/community climate, Stewart presents keynote addresses and conducts workshops for conferences, conventions, retreats, forums, and gifted and talented programs.

Stewart also does in-depth student council and student leadership training, conducts staff development programs, facilitates parent talks, and makes church youth group presentations.

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