



Links

Connecting Alumni, Students and Faculty

Wittenberg University
Department of Communication
Newsletter

2013

From the Alumni Liaison

Shelly Gregory ('13)

I hope this issue of Links finds you doing well and putting your Wittenberg educations to great use! *Links* always reminds me how fortunate I am to be a part of this amazing community of learners. It also inspires me and excites me about the next chapter of my life because I know I will be in good company with the hundreds of stellar Communication alumni!

As my senior year draws to a close, I want to thank each and every one of you for the opportunity to work with you as Alumni Liaison and Director of Publicity, but also for your continued passion and dedication to this amazing place. Your interest in what is happening in the Department of Communication and willingness to share updates on your life is truly incredible. All of you are superstars, and I've enjoyed getting to know about each and every one of you.

Lastly, I want to say a special "thanks" to Dr. Broz for her contributions to *Links*. We have collaborated on this newsletter and worked together for two years now. She has helped me immensely with this project but more importantly, she has helped me gain valuable life experience that I will take with me when I leave this place. Thank you for all you do, Dr. Broz!

Another thank you to the amazing writers who have contributed to this issue. They have each been a joy to work with and serve as a reminder that teamwork matters.

Before I go, I want to introduce you to the next Alumni Liaison and Director of Publicity, Ciara Colvin. Ciara is a rising sophomore with interests in writing and media. Ciara has been eager to start her new role and has also been an immense help to me with this issue of *Links*. I know you will enjoy working with her as much as I have.

Thanks again, everyone. And remember, keep an open heart and open mind, and pass it on.



Ciara (left) and Shelly (right)

Links Staff Writers

Alissa Armstrong ('13)

Kristi Burkitt ('13)

Ciara Colvin ('16)

Amanda Dabrowski ('13)

Julia Devine ('14)

Liz Guyer ('13)

Jenny Klose ('15)

Charidy Murphy ('13)

Regina Gasser ('14)

Kelcie Webster ('14)

In This Issue...

Page 2 <i>Professors and Alumni Attend NCA Conference</i>	Page 23 <i>Feature: Zoe Lamberson ('08)</i>
Page 3 <i>Feature: Shari Jayawardhana ('06)</i>	Page 24 <i>The Experience at Comic-Con</i>
Page 4 <i>Feature: Natalie (Sobonya) McAllister ('04)</i>	Page 25 <i>Feature: Melissa Crosby ('07)</i>
Page 5 <i>Feature: Jenna Montali ('12)</i>	Page 26 <i>Communication Majors Honored at Spring Convocation</i>
Page 6 <i>Feature: Sarah Gearhart ('06)</i>	Page 27 <i>Feature: Kristen (Sheerer) Gebhart ('03)</i>
Page 7 <i>Feature: Justin Howard ('05)</i>	Page 28 <i>Feature: Nishant Makhija ('12) and Emily Shaw ('11)</i>
Page 8 <i>Spring Break in the Deep South with Dr. Waggoner</i>	Page 29 <i>Feature: Erin Steinberg's ('11)</i>
Page 9 <i>Dr. Smith's Encyclopedia Project</i>	Page 30 <i>A Note from the Department Chair, Dr. Broz</i>
Page 10 <i>Lambda Pi Eta: The Communication Honorary</i>	Page 31 <i>Laurels in Communication</i>
Page 11 <i>Senior Honors Theses</i>	Page 32 <i>Comm Majors Studying Abroad</i>
Pages 12 - 13 <i>Communication Leaders and C.A.B.L.E.</i>	Page 33 <i>Feature: Kent Montgomery ('12)</i>
Pages 14 - 17 and 20 - 21 <i>Alumni News and Notes</i>	Page 34 <i>Integrated Media Corps</i>
Pages 18 - 19 <i>Liberal Arts in Action: A Celebration of Learning</i>	Page 35 <i>Internships by Comm Majors</i>
Page 22 <i>Feature: Tyler Hall ('12) and Shelly Gregory ('13)</i>	Pages 36-37 <i>Faculty Awards and Accomplishments</i>
	Back cover <i>Congratulations, Class of 2013!</i>



"Like" Wittenberg University Department of Communication on Facebook!



Follow us on Twitter @WittComm!



Check out the videos on our YouTube channel, WittComm!

Faculty & Alumni in Orlando for the National Communication Association Conference

by Shelly Gregory ('13)

2

Drs. Catherine Waggoner and Katie Warber attended the 2012 National Communication Association conference in Orlando, FL from November 17 - 20. The conference serves as a great networking opportunity for those in the field of Communication studies, as well as a chance to present research.

Warber presented with colleagues Dr. Jessie Fox and Dr. Jeremy Osbourne on their findings about the new dialectical tensions in relationships because of Facebook technology.



Keeley Buehler ('08), Dr. Cathy Waggoner and Dana Makstaller ('12).

soon. But undoubtedly, the best part of the trip is reconnecting with former students.

"It was great seeing Witt students that I've taught now attending NCA," said Warber. "This was the first year I saw my former students as grad students."

Former students in attendance included Dana Makstaller ('12), Katie Nemeth ('10), Keeley (Buehler) Hunter ('08), and Dr. Laura Russell ('04). "Seeing students is great, but it's odd to be old enough to have your students be professors," said Waggoner. "But I really get a sense of pride from seeing students. They're so fun to be with."

"Waggoner and I had a few proud moments at this conference," added Warber. "It's like watching your babies grow up and fly." The Wittenberg Department of Communication was well-represented at the 2012 NCA conference. For more information on the conference, visit www.natcom.org.



Alumni Katie Nemeth ('10) and Dana Makstaller ('12) with Dr. Katie Warber.

According to Warber, the research is about how online and offline identities have become more difficult to navigate.

Waggoner chaired a session with fellow prominent researchers in the field of gender communication, including Drs. Julia Wood and Bonnie Dow. The session was a continued discussion from last year's conference about feminism and how to live as feminist scholars in the field of Communication.

"I also gave a paper on Mississippi research about class and place and how those intersect at the Shack Up Inn," said Waggoner. "I talked about the notion of signifying looking at how irony is played out in race and class." Waggoner also made research breakthroughs on her latest book project about Mississippi, which she hopes to have completed

Health Communication and the United Nations: Shari Jayawardhana ('06)

by Ciara Colvin ('16) and Kelcie Webster ('14)

3

Not every recent graduate can say they are working their dream job. But Shari Jayawardhana ('06), is one of the select few. A Communication major with a Sociology minor, Jayawardhana currently works for the United Nations, specifically with a UNICEF-funded program where she teaches people in rural parts of the country about health and hygiene practices.

"It was a childhood dream of mine to be a part of the UN and work towards alleviating poverty in my community," said Jayawardhana, originally from Sri Lanka. The inspiration for her dream job came from listening to different guest speakers at her high school who worked for the UN at the time. Due to her strong English writing skills, Shari was the one chosen from numerous applications the UN had received.



Jayawardhana is the Communication and Reporting Officer for the United Nations Project Services (UNOPS). This organization is an engineering firm that constructs roads, hospitals, bridges, and schools in the post war region in Sri Lanka.

Through her education at Wittenberg, Jayawardhana has learned the value of teamwork.

"We don't have the skills and the experience to do all the work but if we work as a team together towards a common goal, we are able to accomplish more than we set out to achieve," she said.

Jayawardhana utilizes her Communication background and Wittenberg experiences on a regular basis, but her journey to attend Wittenberg is an unconventional one. For most students, the decision on the university they will attend is their own, but for Jayawardhana, the decision was her parents'.

"If we work as a team together towards a common goal, we are able to accomplish more than we set out to achieve."
-Shari Jayawardhana

"My brother was first sent to Wittenberg followed by me. We were both seventeen, we did not want to be just a number in a university, individual attention was important to us," she said.

Her time at Wittenberg was nothing but great and memorable. In addition to her studies as a Communication major and Sociology minor, she was active in extra-curricular activities. Jayawardhana was a member of the American International Association, where she served as Program Director and Vice President. She was an Orientation Assistant (OA) for international students, and she even wrote for the campus newspaper, the *Torch*.

Post-graduation, she attended the University of Queensland in Australia and obtained two Master's degrees in Public Health.

Jayawardhana's current plans are to travel and to continue writing about topics that interest her, while passing on her Witt light to others.

Marketing Career Professionally and Personally

Rewarding: Natalie Sobonya McAllister ('04)

4

by Charidy Murphy ('13)

Natalie Sobonya McAllister ('04) is a Senior Account Manager at Global Prairie, an integrated marketing and communication agency that was founded a mere five years ago. Natalie started with Global Prairie when it was only 9 months old and has seen the company grow exponentially from just a few team members to \$20 million in billings and 80-plus team members with offices in Cleveland, New York, Kansas City, Fort Worth, Denver and Washington, D.C.



According to Natalie, when she had her interview with the founder of Global Prairie, she excitedly showed him the portfolio she had spent hours assembling that showcased the work she had done at her previous job; however, to her surprise, she noticed that he wasn't exhibiting a particularly positive response to what she was presenting to him. Thanks to what she learned in her Wittenberg communication classes, Natalie didn't despair—instead she took her interviewer's non-verbal cues into consideration and simply switched up her approach. Instead of explaining the outcomes of her previous work, Natalie began highlighting the processes and strategies she employed that led to those great outcomes. It is Natalie's opinion that it was her ability to "read" her interviewer that led her to make that one slight change in her language which, ultimately, helped her land her dream job because she was able to take a so-so interview and end it "on a spectacular note."

Regarding whether she has found that her Communication training has given her an edge in her work, Natalie says, "Absolutely — with a Communication degree as [my] foundation, I think [I] have a unique ability to see projects and challenges as custom opportunities to put forth solutions that are less focused on one particular pathway, but rather agnostic to channel. [In an agency, this] proves invaluable to clients looking to you for a solution."

As a Wittenberg graduate, Natalie is naturally eager to pass on her light to others. Happily, since Global Prairie also embraces a culture of doing "good in the world," she has found an opportunity to do just that. For the past three years Natalie has chaired of the Global Prairie Summer Internship and she is also one of three of Global Prairie's "Philanthropy Champions." Natalie loves the fact that Global Prairie established the Global Prairie Charitable Foundation, through which the company annually gives 10 percent of its profits to its favorite causes. She is also excited that the company has established individual foundations for each of its team members which allow them to "fuel their [individual] philanthropic passions."

Thanks to Natalie's ability to mix the work she loves along with her spirit of giving, the future looks bright for this Communication alumna!

*"With a Communication degree as my foundation, I think I have a unique ability to see projects and challenges as custom opportunities."
—Natalie Sobonya McAllister*

Google+ Jenna Montali ('12) = Success

by Shelly Gregory ('13)

5

It's hard to find someone more passionate about Google+ than Jenna Montali ('12). Montali's special connection to the social medium began during an intense Communication Leaders case study that focused on improving the overall marketing strategy for Google+. The case study showcased Montali's marketing prowess, as she was hired to Google's Community Partnerships Team in Chicago shortly after graduation.

"My main goal is to partner with the top nonprofits, get them on Google+ and integrate Google+ into their organization's overall marketing strategy," said Montali.

She loves that she gets to engage on a deeper level with organizations and really educate them on Google+ tools that can increase and improve their business. But those who know Montali know that engaging with people on a deeper level is her strong suit, which is exactly how she networked for her position.



Jenna and her fiancé Aaron Moore ('12) after a half marathon they ran in Chicago.

"I can't state enough how important networking is," she said. "I am the product of networking, which is building meaningful relationships in a strategic way. I can't thank Karen Reynolds or the Communication Leaders program enough!"

While at Wittenberg, Montali was the Class of 2012 President, an Admissions Office intern and tour guide, and Swim Team Captain, along with being actively involved in Communication Leaders and pursuing a double major in Communication and Psychology.

"Being busy at Witt definitely helped me develop the skills to multitask and manage my time in the real world," said Montali. "I once heard a quote that said, 'If you ever need something done, ask a busy person to do it.' It's totally true! There is a reason busy people can get it done!"

For now, Montali wants to stay at Google for a few more years to gain valuable experience at the company. From there, she can see herself possibly in sales or moving into a leadership role at another company.

"I'm all about more women in leadership roles in the business world," added Montali.

Her advice to current students is to take advantage of every opportunity at Wittenberg and to form relationships and keep them strong even after graduation. She also encourages students to never forget to say "thank you."

"Send an actual thank you note via mail. Saying thank you for someone's time and resources never hurts and is always appropriate."

*"I can't state enough how important networking is. I am the product of networking."
—Jenna Montali ('12)*

Writing as a Passion and a Career:

Sarah Gearhart ('06)

6

by Ciara Colvin ('16)

Sarah Gearhart ('06) took advantage of all the opportunities that came to her. While Wittenberg wasn't her first pick for a university, she decided that she wanted to pursue cross-country running and Witt happened to be a great fit.



While at Wittenberg, Gearhart continued to discover and take advantage of the many extracurricular activities that Witt has to offer. In addition to cross-country, Gearhart ran track for two years, served as Vice President of her class, wrote as a staff writer for *The Torch*, wrote for the Office of University Communications, served on the Build a Better Wittenberg committee (BABW), and was the founder of the annual *Links* newsletter you are currently reading.

Despite her involvement, life after college wasn't the easiest for Gearhart. She discovered how much responsibility it takes to apply for jobs as well as balancing interviews during senior year.

Gearhart's latest accomplishment was landing an 18-feature in-depth series appearing in USA TODAY Sports (print and online). Shown here is one of those features, from May 2013.

"My first job out of college was a complete blessing. I was hired as an assistant editor for a sports performance magazine, which transpired into a media company and I was eventually promoted to associate editor," said Gearhart.

Gearhart then landed her current role as a senior producer for "USA Today High School Sports" five years after she got her first job. She says her Communication major and Writing minor are put to good use every day.

Gearhart is content in her current profession, but she would like to end up transitioning into more feature writing, one of her greatest passions.

"Dr. Smith, Karen Gerboth, and D'Arcy Fallon all had a tremendous impact on my development as a writer. I couldn't have been gifted with better mentors. Take advantage of all the resources Wittenberg has to offer," Gearhart offered as advice.

Wittenberg has taught her to always keep her curiosity hungry and thirst for knowledge never satisfied. She plans to come back to Wittenberg and visit, to help give current students a glimpse of what their future can offer.

*"I couldn't have been gifted with better mentors. Take advantage of all the resources Wittenberg has to offer."
-Sarah Gearhart*

Starting a Theater Takes a Little Improvisation:

Justin Howard ('05)

by Amanda Dabrowski ('13)

7

Justin Howard ('05) took a single improvisation class here at Wittenberg as an underclassman, and that was where it all began. Currently, Howard owns Black Box Improvisation Theatre in Dayton, OH.

After graduation, Howard spent a number of years in sales before getting involved with improvisation in Chicago. Then, he and his wife moved back to Dayton to start the Black Box Theatre in July 2012. Black Box specializes in long-format improv, taking audience suggestions and turning them into an hour-long show that is one hundred percent improvised.

The suggestions act as more of a catalyst than the actual content of the show. Howard shared that if the audience suggested using the word "chair," they would perform about back pain rather than setting up or building chairs. Black Box is not stand up, and is not a play, it is somewhere in the middle.

Behind the scenes is sometimes as improvised as the shows themselves.

*"It's hard to quantify the value of communication."
-Justin Howard*

"An average day could be anything," said Howard. There are usually meetings, classes and tasks that need to be accomplished, so Howard stays busy. The most challenging part of his job is getting people to attend shows. Howard says his typical audience is about 40 people total, ages ranging from 25-35, and they're typically college educated.

Learning how to analyze communication and look for meaning behind what people say and why they say it has been a great help in his line of work.

"It's hard to quantify the value of communication," said Howard about the value he places on interacting with clients and audience members.

Howard admits that life after college is hard for everyone, but advised not to give up. He said to keep fighting against the current and remember that there are people out there changing the world; that people from Wittenberg are changing the world. He believes that through comedy the Black Box Theatre is achieving that. Having light, he is passing it on to others.



From left: Caitlin Bennett, David Michaels, Justin Howard



From left: Justin Howard, Caitlin Bennett, David Michaels, Sean Golden ('06 English)

Fixin' to Help in the Mississippi Delta.

Dr. Waggoner's Unforgettable Spring Break

8

by Shelly Gregory ('13)

For the second year in a row, Dr. Catherine Waggoner and her sister Laura Egley Taylor have chaperoned a group of Wittenberg students on a trip to the Mississippi Delta for a spring break service trip.

Students from Wittenberg teamed with students from Northwestern College and worked with Cary Christian Center for the week, completing projects such as mural painting and preparing soil for planting season.

Students who participated in the trip this year included: Katie McLaughlin ('14), McKenzie Hopkins ('14), Sarah Royal ('15), Kate Egolf ('16), Michele Milligan ('14), Leigh Hastings ('13), Anna Jackson ('15), Ogechukwu Anoliefo ('13), Michelle Pettit ('16), Moses Mbeseha ('13), and Heepke Wendroth ('13). Alumnus Tyler Hall ('12) served as a trip leader.

"It was great to renew friendships made last year, both at Cary Christian Center and with the Northwestern College group, many of their students from last year returned," said Waggoner.

To learn more about their service work, visit their blog at <http://fixintohelp.blogspot.com/>



"Having grown up in the Delta, I understand very well the tremendous need that exists there. It's one of the poorest areas in the U.S. I also know that the people are fabulous, and I wanted to share my love for them and the Delta with students."

-Dr. Catherine Waggoner

A Project of Heroic Proportions: Dr. Smith Publishes Encyclopedia Set

by Shelly Gregory ('13)

9



For the past three years, Dr. Matthew Smith has been writing and co-editing his latest publication, *Icons of the American Comic Book: From Captain America to Wonder Woman*. The books are a two-part encyclopedia set with entries that include approximately 5,000-word descriptions of 100 comic book icons.

"They are definitely not instruction booklets," said Smith. "But they are different from other encyclopedias because we focus on the word *icon* and what really stands out about comics."

Smith wrote entries on Batgirl, Comic-Con, Green Lantern, Jack Kirby's Fourth World, and more. This project is Smith's 6th book and his 3rd edited book set with co-editor Randy Duncan. He is already planning the next publication, which will be a 2nd edition of *Power of Comics*.

"We're working with Paul Levitz, the former president of DC Comics, for this 2nd edition," said Smith. "Paul's been rewriting the history chapters which is exciting because he's been an eyewitness to everything." The next edition of *Power of Comics* is slated to be finished in January of 2014.

"It's really impressive the quality of people we've worked with," said Smith. "We've had the opportunity to work with scholars from around the world and renowned people in the comic industry. Contributions to this book have come from the people who MADE comics."

In addition to the publication, this spring brought news that Dr. Smith's 2011 book *Critical Approaches to Comics: Theories and Methods* had won the 2013 Peter C. Rollins Book Award in Sequential Art/Comics and Animation Studies, sponsored by the Southwest/Texas Popular Culture and American Culture Association.

To celebrate both accomplishments, the Department of Communication hosted a campus-wide reception in Founders, complete with superhero capes.

Congratulations, Dr. Smith!



Scholarship and Service.

Lambda Pi Eta Communication Honorary

10

by Shelly Gregory ('13)

On February 21, 2013, five students were inducted into Wittenberg's chapter of the national Communication honorary, Lambda Pi Eta. The induction speaker, Maribeth Sheehan Mahoney, spoke about the importance and significance of community spirit and volunteerism.



Right: The five newest members of Lambda Pi Eta, from left: Swati Shivshankar ('13), Julia Devine ('14), Chelsea Rockwell-Ashton ('13), Beth Thomas ('13) and Charidy Murphy ('13).



Left: The entire Wittenberg chapter of Lambda Pi Eta. Right: Guest speaker Maribeth Sheehan Mahoney, President of Sheehan Brothers Vending in Springfield.

Alumni, we want to hear from you!

One of the most common questions the faculty in the Department of Communication get asked by prospective students and majors is, "What can you do with a Communication major?" We like to answer that question by handing them this newsletter and inviting them to explore the many different interesting and fulfilling things our wonderful alumni are doing with their degree.

But we need your help! Please send us your news about where you are and what you're doing! We also appreciate photos – from your wedding, of your baby, at your job, etc. Please send all of your updates, especially your current mailing address, to our Alumni Liaison, Ciara Colvin ('16) at wittcomm@wittenberg.edu for inclusion in the Alumni News and Notes section of next year's issue of "Links." Keep in touch!



Pop Culture Artifacts Draw Critical Scrutiny in Students' Honors Thesis Research

by Shelly Gregory ('13)

11



Trevor Grandy's ('13) honors thesis research takes a critical look at the television program *Spongebob Squarepants*.

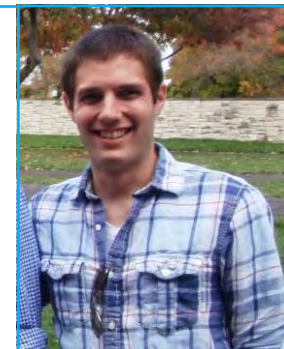
Spongebob's creator, Stephen Hillenburg, is a former marine biology instructor who fell in love with drawing animation. The earth sciences references throughout the show are a unique characteristic that sets Hillenburg's work apart from the rest.

As a Geology and Communication double major, Grandy wanted to combine both his love of the sciences with his love of media criticism.

"My hope is that people take interest in the strangeness of my topic and at least read about the geological concepts that are portrayed in the show," said Grandy. "Audiences may be able to draw a better understanding of heated environmental issues like global climate change and the dangers of off-shore oil rigs."



Grandy encourages others to "Watch *Spongebob*! It's educational."



Will Krueger ('13) has been working with Dr. Cunningham examining a group of Diesel clothing ads from 2007. The ads feature exotic locations from around the world that are transformed by global warming, specifically a flood. Krueger's research hinges on the idea of a jeremiad, or threat of destruction used as a purifying force leaving behind the righteous, who in this case, are all white.

"I really hope that people will see that we need to be more careful and more critical of media and their messages," said Krueger. "This Diesel ad campaign won a few awards when it first came out and that just goes to show that people saw the message as shocking and comic without realizing what message the ads truly carried."

Krueger was initially hesitant to do a thesis during his senior year, but now he encourages others to participate. "It's truly been an experience that I believe more students should consider doing," said Krueger.



The Communication Departmental Honors Program provides outstanding Communication majors the opportunity to conduct independent, in-depth research over the course of two semesters, in addition to their coursework for the major. Students who successfully complete this program receive recognition on their academic records and in the commencement program.

The Final Act:

Communication Leaders 2012 – 2013

12

by Liz Guyer ('13)



The 2013 Communication Leaders at JP Morgan Chase in Chicago. From left, back row: Shelly Gregory, Kailee Kratoville, Meagan Steed, Liz Guyer, Kelsey Dimar, Jane Tsivitse, Jess Batanian, Karen Reynolds. From left, front row: Alissa Armstrong, Kirstie Hansen, Swati Shivshankar, Kristi Burkitt, Erin Harte, Dr. Katie Warber.

12 women, 2 case studies, and 1 amazing trip to Chicago. It sounds like the latest reality TV show, but it was an actuality for the 2012-2013 Communication Leaders. Through a year of professional development, the group has learned a lot and been given opportunities to network through site visits to places such as Cincinnati Children's hospital, WKYC News in Cleveland, Leo Burnett Advertising and Google.

The Communication Leaders program was designed to help seniors transition out of college through building life skills and professional development. The ladies have had the opportunity to get advice from corporate working women on topics such as work-life balance, financial planning, and even professional wardrobe do's and don'ts from Dr. Broz.

"It's not like other classes where it's a set agenda/curriculum we have to go through," said Jane Tsivitse ('13). "We get to discuss what is on our minds and learn what we need to learn for post-graduate life."

During the fall of 2012, the Comm Leaders created an Alumni Network, established on LinkedIn, to connect Comm Leaders past and present in one platform. Their spring 2013 case studies were assigned from Leo Burnett, a global advertising agency, and Google, the company behind the search engine. The Comm Leaders visited the Windy City in April to present their case studies to the companies.

"It's been the best experience of my college career."

-Liz Guyer

The group has learned from each other throughout this experience. "We learn all about group dynamics and working with other people towards one goal, something we will undoubtedly face in our careers," said Jess Batanian ('13).

The group unanimously agreed that Chicago was their favorite memory, but late night group bonding runs a close second. Overall, the women gained confidence in themselves and their ability to enter the working world.

The Next Chapter:

C.A.B.L.E. 2013 – 2014

by Julia Devine ('14)

13



C.A.B.L.E. members at their first site visit with Wilt Public Relations. Back row from left: Dr. Matthew Smith, Nicolette Lyons, Katie Murphy, Lindsay Janney, Francine Murzynski, Matt Pfouts and Tyson Agler. Front row from left: Dr. Wendy Gradwohl, Julia Devine, Regina Gasser, McKenzie Hopkins, Chloe Tippman, Ashley Brake, Kelcie Webster and Melanie Wilt, CEO of Wilt.

The Communication and Business Leadership Experience (C.A.B.L.E.) is a group of 11 students selected for their demonstrated on-campus leadership, and their potential for future professional leadership in their chosen careers.

The group is adapted from the Communication Leaders program with one major difference being the addition of Business students as well. Allowing students with differing departmental perspectives, experiences, and knowledge has truly given C.A.B.L.E. a unique opportunity to build on the success of the Communication Leaders. Additionally, C.A.B.L.E. is advised by Dr. Matthew Smith from the Communication Department and Dr. Wendy Gradwohl from the Business Department, whose combined leadership further enriches the academically mixed nature of the program.

During this past spring semester, C.A.B.L.E. was tasked with completing a case study prepared for the group by the Communication Leaders. This case study had two main components: first, a challenge for C.A.B.L.E. to raise \$2,000 in order to help fund the program in the future, and secondly, a project which involved converting the Communication Leaders' LinkedIn page into a page for C.A.B.L.E. The group has begun to raise the money, and by doing so is creating connections with businesses in Springfield and elsewhere. The LinkedIn project has served the same purpose: by connecting with not only communication, but also business professionals through this website, C.A.B.L.E. is expanding its network beyond the borders of Wittenberg.

The C.A.B.L.E. program has two main components: a classroom-based learning experience, and opportunities to gain knowledge first-hand about expectations in the professional world. C.A.B.L.E. is a two-credit class, and meets once per week. These weekly meetings often feature guest speakers from the Communication and Business departments, but have also featured people such as Wendy Smiseck from Career Services and Springfield's Mayor Copeland. This classroom component is incredibly enlightening for C.A.B.L.E. members, and has helped prepare the group for the opportunities they have had to visit various businesses. C.A.B.L.E. has formed connections within Ohio's borders through site visits to places like Wilt, TEKsystems, and Nationwide Insurance. These visits have truly served as "field trips," as they have exposed the group to the inner workings of fields within the professional realm of communication and business-related professions.

This fall, C.A.B.L.E. will visit IBM (Cincinnati) and Coca-Cola (Atlanta), among other sites. They will network with alumni and present their research on case studies.

"I've already learned so much about myself and my career goals from the C.A.B.L.E. program. I look forward to what the fall semester holds."

-Julia Devine

2003

Todd Dillon lives in St. Louis, MO and works as a content strategist and project lead for Integrity, a digital agency. He says that he has done lots with his Comm major in the areas of marketing, advertising, and digital media.

Kristen (Scheerer) Gebhart opened NuStart, a medical weight-loss clinic, last November. (See feature on p. 27)



Jennifer (Stacy) Bradley is the Principal of The Buffkin Group, a retained executive search firm that recruits executives for marketing, technology, healthcare, and media companies. Jennifer married Bryce Bradley of Nashville, TN in 2010. She recently completed a 200-mile relay in Portland last summer and have coached volleyball for the past 7 months.

2004

Nina (Kuhar) Fox married Tom Fox ('05 Witt grad) in 2009. Their daughter Avery turned one year old in May 2013. Nina is a Customer Care Representative for White Knight Engineered Products and Tom is an Outside Sales Representative for John Deere Landscapes. They reside in Charlotte, NC.



Erin (Bonner) Kennedy was promoted to Lead Market Research Analyst for Alliance Data. She and her husband David reside in Columbus, Ohio. She gave birth to their first child, Charlie, on August 13, 2013.

Jennifer (Likavec) Lantz married Brian Lantz on June 23, 2012. She is National Director at Tax Projects Group, LLP. The couple resides in Lakewood, OH.



Natalie Sobonya McAllister works at Global Prairie, an integrated marketing communications company. (See feature on p. 4)

2005

Aubrey (Anderson) Davis has been living in rural Rwanda and working as External Relations Coordinator for Partners in Health (PIH), a Boston-based non-profit healthcare organization that provides high-quality healthcare to the poor. There, she did fundraising, communications, and media relations; she organized and hosted visitors including politicians, dignitaries, and celebrities. She was recently relocated to Boston, where she continues to research and writes content for the PIH website, and ensure media coverage of their work. She and her husband Matt have a daughter, Evangeline, who was on December 6th, 2012.



Emily (Figel) Armstrong is an Instructional Designer and Assistant Vice President at The Huntington National Bank in Dublin, OH. She recently completed her Master's in Business Administration from Ohio Dominican University and achieved a 4.0.

2005, continued

David Fleenor completed his M.A. in Instructional Design from Roosevelt University in Chicago, IL. He received an award for best Master's project from his college and carried the Gonfalon banner during graduation, which indicated the highest individual level of academic achievement for the college. He currently works at Agate Publishing as an Instructional Designer.



Scott Olmsted is Sponsorship and Event Manager for Rocky Mountain Events. He was recently recognized as Event Director of the Month.

Jake Rollefson received a Master's in Media Studies from the University of Wisconsin and is currently an Account Executive with AdColony.



Jacob Thomas married Sarah Yuskewich ('05) on May 11, 2013 at St. Andrews Catholic Church in Upper Arlington, OH. He is Director of Aviation at D0media, a privately held tech company.

2006



Jessica Fisher has worked at Modern Medical, Inc. since September 2007. She is currently the Manager of Purchasing and Home Health departments, helping coordinate services for Worker's Compensation patients. She recently purchased a house in Clintonville, where she lives with her dog Lucy.

Lisanne Grant is a doctoral candidate in the Department of Communication at the University of Kentucky, with a focus on Health Communication.

Sarah Gearhart is a Senior Producer for USA TODAY High School Sports. She recently completed the San Diego Half Marathon and the inaugural Nike Women's Half Marathon in Washington, D.C. (See feature on p. 6).

Emily Hiscar is the Assistant Director of Marketing and Sales at the Xavier University Department of Athletics, where she also is pursuing her MBA. She is also running the Flying Pig Half Marathon on May 5th.



Shari Jayawardhana is a Communication and Reporting Officer for the United Nations Office for Project Services (UNOPS) in Sri Lanka (See feature on p. 3).

Heidi Mowrey is currently working as a contracted RN for Athens City Schools working with their diabetic students and work as a home health nurse as well. Heidi is attending Wright State University for her school nurse licensure and looks forward to pursuing her dreams of merging nursing and communication.

Phil Steffes and Sarajane (Stofac) Steffes ('09) welcomed their first child, Brielle Harper Steffes, on July 28, 2013. (See photo on p. 17)

2007

Rachel Dunn is Marketing Manager at the American Medical Association in Chicago, IL.

Bridget (Saba) Swartz is the Store Director for Sephora in Toledo, OH. She and her husband Justin celebrated their five-year anniversary this past July. They have a two-year-old son named Brady.



Jerrod Swanton works at Oxiem Brand Interactions in Springfield, OH as a Search Specialist doing Search Engine Optimization and Marketing.

2008



Caitlin (Augustus) Shumaker is Events Manager at Dayton History. She coordinates higher-profile events and manages the department which rents venues for private and public events at historical sites across Dayton. She is married to Jordan Shumaker, and they have a 14 month old daughter, Aela. They live in Springfield, OH.

Jocelin (Baker) Dean is the Marketing Associate and Apparel Program Specialist for Logos@Work in Dayton, Ohio. She married Nick Dean on July 6, 2013. They have a daughter named Sophia.



Kelly Eggers currently works as a Human Resources Generalist for Dow Jones & Co. and the *Wall Street Journal*.



Sarah Fetters is Assistant Director of Athletics Media Relations at Mississippi State University in Starkville, MS.

Serge Thebaud is working in guest services at the Waldorf Astoria Naples hotel.



2009



Jessica Bailey is currently living in Southwest Michigan working as a funeral director and embalmer for Starks and Menchinger Funeral Home. She graduated from Cincinnati College of Mortuary Science in September of 2012, passed the National Boards for Funeral Service test in April 2013, and took the State of Michigan Funeral Director Test in May 2013.

Carmine Cesario works as an Inside Sales associate for Rehrig Pacific Logistics in Kenosha, WI. He manages all day-to-day transactions of their brokerage network nationwide, handles pricing requests for brokerage opportunities and negotiates service pricing.



2009, continued

Kristian (Kovacs) Grizzell is a Program Developer at Greenleaf JTS, Inc. She celebrated her first anniversary with husband Zach Grizzell, and the couple recently purchased their first house and adopted their second dog.

Erin McBride is an associate in the Business Department at the Cleveland office of law firm Ulmer & Berne, LLP. She earned her J.D., *cum laude*, from Cleveland-Marshall College of Law, and passed the bar exam in July 2012.

Sara McKinniss is Marketing Communications Strategist for ODW in Columbus, OH.

Ken Njihia lives in Nairobi and works for TBWA - Kenya, a branch of the larger TBWA Advertising Agency, as a Digital Strategist. He helps promote the development of digital, social media and mobile advertising in Africa.

Keith Pfeffer was sworn into the Ohio State Bar in November 2012 and now has a license to practice law in the State of Ohio. He is a Contract Negotiator with the United States Air Force.



Sarajane (Stofac) Steffes is a Relocation Project Leader at National Church Residences. She and Phil Steffes ('06) welcomed their first child, Brielle Harper Steffes, on July 28, 2013.

Lukas Treu married Wittenberg graduate Erin Meredith ('09) on December 31, 2011. He is Content Architect at AKHIA Public Relations.

Kathleen (Graham) White is a Marketing Services Leader for Gordon Food Services in Springfield, OH. She is in the process of completing her MBA at Capital University and recently bought her first house with her husband, Brandon White ('08 Witt grad).



2010

Jennifer Dick earned her Juris Doctorate from Capital Law School in Columbus, OH in May 2013.



Katherine Fernholz is the Alumni Relations Coordinator at Nazareth Academy in the western suburbs of Chicago. She is pursuing graduate study in fundraising management.

Gretchen McIntosh completed her M.A. in Arts Policy & Administration last fall as an Isabel and Lawrence Barnett Fellow at The Ohio State University. She is pursuing her Ph.D. in Cultural Policy & Arts Management also at OSU as a graduate teaching associate. She plans to graduate in May of 2015.



Anna (List) Morris graduated with a M.A. in Communication from Edinboro University in December 2012. She works at The Ohio State University as Advancement Officer for the Honors & Scholars Center, where she is responsible for coordinating all communication and alumni efforts.



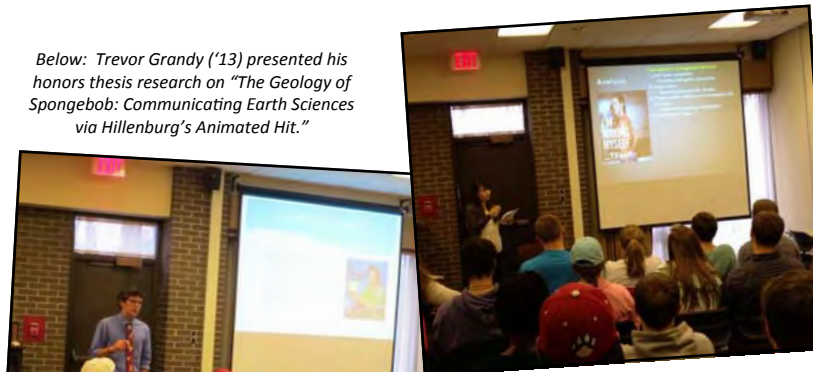
The Leo Burnett case study team from Communication Leaders presented their final product, "revolve" in preparation for the trip to Chicago.



Comm major Atsuko Utamaru ('13) and Comm minor Lauren Houser ('13) presented their research as part of a panel on stereotypes and personhood.



Will Krueger ('13) presented his honors thesis research on "The Purification of Earth: Apocalyptic Narratives and Whiteness in Climate Change Rhetoric."



Below: Trevor Grandy ('13) presented his honors thesis research on "The Geology of Spongebob: Communicating Earth Sciences via Hillenburg's Animated Hit."



Above: Atsuko Utamaru ('13) presented her research on "Gender Stereotypes Portrayed in Nike's Advertisements."



Below: Jordyn Baker ('14) presented her research on "Fighting for Change: The Ideologies of Conflict in Popular Television Shows."



Above: Matt Pfouts ('14) and Erin Harte ('13) presented their independent case study project "Commopolitan: Communication Theory Meets Pop Culture."

Liberal Arts in Action: A Celebration of Learning

The 2013 Celebration of Learning was Wittenberg's first-ever campus-wide celebration of academic excellence. An extension of last fall's inauguration of the University's 14th President, Laurie M. Joyner, Ph.D., the series of events included more than 130 student-led panel sessions, posters, presentations and performances from April 10— 13.



The Integrated Media Corps interns presented their work, complete with video, photo and audio highlights from the athletic and other Witt events they covered this year.



The Google case study team from Communication Leaders presented their project "It's an Online World" in preparation for the trip to Chicago.



Megan Conkle ('14) presented her research on "Jill Stein versus Big Politics: A Woman's Place in Minor Party Discourse."



Below: Alissa Armstrong ('13) presented her research entitled "Point of Attack: Examining how Ethos is Communicated and then Attacked with Effective Enemy Construction."

2010, continued



Katie Nemeth received her M.A. in communication in May 2013 from the University of Cincinnati. She was a recipient of the Judith S. Trent Graduate Research Award. Katie currently works as Campaign Manager for Cincinnati City Councilwoman Yvette Simpson and as Academy Assistant at the Cincinnati Ballet.

Andrea Young lives and works in Dayton, OH at a local florist. She is also starting a position as a veteran volunteer with VITAS Innovative Hospice Care.

Caitlin Welsh is pursuing a Master's in Higher Education with a 30-hour certificate in International Education at Kent State University. As a graduate assistant, she helps coordinate the graduate assistantship process and provides support for her advisor's research and program activities.

2011

Meredith (Berzins) Level is Co-Executive Director of the Children's Rescue Center in Springfield, OH. She was married on March 3, 2013.



Heather DeSantis is an Account Coordinator at RMD Advertising. She also serves as President of the Junior Committee, a young professional group for people living in Columbus Ohio to raise awareness and funds for Alzheimer's Disease. She helped start this group, whose month events include meetings, volunteering at a local nursing home, and happy hours.



Kristin Komar is an Implementation Analyst for the Marketing Department at Blue Cross/Blue Shield in Chicago, IL.

Tarah Pike is living in Atlanta working for the 4 Diamond Loews Atlanta Hotel. She was recently promoted from Front Desk Agent to Conference and Catering Assistant.

Erin Steinberg works at WKYC in Cleveland, OH, where she lives (See feature on p. 29)

2012

Tyler Hall married Leigh Hastings ('13 Witt grad) on June 8, 2013. They reside in Springfield, OH.

Nishant Makhija is a Broadcast Producer with The Ohio State University. He works on outreach and production of the radio program, "Youth Beat Radio," which airs on 98.3/102.1FM on Monday evenings at 7:30pm. (See feature on p. 28)

Jenna Montali works at Google+ on the Community Partnerships Marketing Team, focusing on nonprofits. She got engaged to Aaron Moore ('12 Witt grad) this past summer and is planning a wedding in Weaver Chapel next fall. She lives in Chicago. (See p. 5)



2012, continued

Kent Montgomery is a Digital Media Marketing Specialist for The Naked Lime in Dayton, OH. His band, The New Old-Fashioned, recently released their first album. (See feature on p. 33)

Amber Reyes is an Integrated Marketing Consultant Manager for Univision in Hartford, CT. She is a member of the Big Brothers, Big Sisters mentorship program and was nominated for The Best Digital Sales Idea at the Local Broadcast Sales Conference in New York.

2013

Alissa Armstrong is working at Farmer, Lumpe & McClelland, a strategic marketing and communications company specializing in agriculture in Columbus.

Jessica Batanian is attending graduate school at Michigan State University, studying Sustainability and Environmental Education.

Kelsey Dimar is attending DePaul University to study Public Relations and Advertising.

Christina Gilene is working for the Cincinnati Reds Community Fund.

Trevor Grandy is an Environmental Consulting Assistant with Indiana Wellhead (Springfield) and Greenskeeper at the Springfield Country Club. In October, he will leave for Australia to work in the mines and travel. (See feature on p. 11)

Shelly Gregory is a Social Media Specialist with Robert Rothschild Farms in Urbana, OH. (See story on p. 22)

Kailee Kratoville is working at Exel Logistics in Human Resources. She lives in Columbus, OH.

Will Krueger accepted a post-grad internship focusing on video production and marketing with Taylor Automotive Group in Perrysburg, OH. (See feature on p. 11)

Emily Mills is working for the City of Dublin as The Volunteer Resources Intern

Johnathan Reynolds is attending the University of Dayton for Higher Education Administration and Student Affairs.

Swati Shivshankar is in Business Development for the San Francisco-based company Runway, which provides space for start-up companies in Silicon Valley. She does marketing, accounting and administrative work, as well as seek out new clients, partners and investors.

Meagan Steed works at the Dayton branch of Life Connection of Ohio, a non-profit organization that promotes eye, tissue and organ donation. She visits local high schools to educate students on organ donation before they receive their driver's license.

Beth Thomas is the Marketing Assistant in the Athletics Department at Bradley University in Peoria, IL.

Atsuko Utamaru works at Expedia as a Market Associate in Osaka, Japan.

Sticking Around Springfield.

Tyler Hall ('12) and Shelly Gregory ('13)

22

According to a June 17, 2013 article in the daily local newspaper, the *Springfield News-Sun*, “a brightening economy and better job prospects may be helping Ohio stem the loss of young adults and the much-dreaded brain drain.” This article featured Shelly Gregory, a 2013 Wittenberg Communication alumna, on the front page of the newspaper. She is a social media specialist for Robert Rothschild Farm in Urbana.

Amidst statistics and discussion of Ohio college graduates, and why more are choosing to stay after graduation, the article notes that Gregory focused her job search locally because she wanted to stay in the community that invested so much in her. “I’m a local girl. I love Ohio, and I love the region.”



Gregory was featured in the June 17, 2013 issue of the *Springfield News-Sun*

Just two months later, Gregory was again featured in a local publication, this time alongside fellow Wittenberg Communication alumnus Tyler Hall ('12). This article, which appeared in the local business-focused magazine *Springfield B2B*, highlighted the college graduate trends in Springfield and Clark County in particular. The author writes that Hall fell in love with Springfield during his time at Wittenberg, and goes on to say, “thanks to several internships, Wilt PR was waiting with a full-time job for him after graduation.”

Hall says, “I think for the right people, this town gives them a great opportunity to stretch their wings.” And internships are a great way to begin that process, as Hall’s path suggests. The article goes on to note the significant role that Wittenberg’s Susan Hirt Hagen Center for Civic and Urban Engagement, where several Communication majors have interned, has played in connecting students to this community in meaningful and valuable ways.

Interestingly, despite the migration of graduates out of Ohio in recent years, an overwhelming majority of Wittenberg’s class of 2011 has remained in Ohio, according to the



Hall and Gregory were featured in the August 2013 issue of *Springfield B2B*

Springfield B2B article. And many students who leave after graduation find themselves heading back this way in search of more affordable housing, a break from larger city life, and other features that make Springfield attractive.

Comm Major and Getting Involved Are Great Prep for Law School: Zoe Lamberson ('08)

by Kelcie Webster ('14) and Ciara Colvin ('16)

23

The moment Zoe Lamberson ('08) set foot on Witt’s campus, she felt right at home. She majored in Communication with a double minor in History and Africana studies. In addition to academics, Lamberson was a Chi Omega, active in helping Dr. Rosenberg conduct a fundraiser for his summer service trip to Lesotho, in addition to other odd jobs.

“During the summer of 2006 I went to Lesotho and during the summer of 2007 I went to Denmark and Amsterdam on a month-long study program,” said Lamberson. In 2007 she also helped Dr. Rosenberg plan the first Survivor Wittenberg fundraiser.



After graduating from Wittenberg in 2008, Lamberson went to The Ohio State University Moritz College of Law. “Law school had always been a possibility but it wasn’t until my senior year that I started considering it more seriously. I’d always been interested in legal things, so I guess you could say it seemed like a relatively good option,” said Lamberson.

During law school she studied abroad in England at Oxford University, during which time she got to take a lot of weekend trips to other countries. She graduated in May 2012.

She is currently working as an Assistant County Prosecutor for Fairfield County. Her job includes prosecuting felony crimes on behalf of the county, participating in two felony jury trials, and arguing a case of the Fifth Circuit Court of Appeals.

Lamberson credits her success to the people she met along the way and the importance of making good connections, as well as her Wittenberg education.

“I would not be where I am today if it were not for the great professors, both at Witt and at OSU Law, who I got to know and were so willing to speak on my behalf or otherwise help and support me,” said Lamberson.

Looking back, she realizes that her experiences at Wittenberg are a highlight of her life. “I loved the people, the professors, the campus. Witt was a small, friendly school, and every time I went out, I would meet someone new.”

Her advice to current Wittenberg students is to stay focused and get involved.

“I would not be where I am today if it were not for the great professors, both at Witt and at OSU Law, who I got to know.”
-Zoe Lamberson

Studying Pop Culture for Credit:

The Experience at Comic-Con

24

by Regina Gasser ('14)

Can you name three captains of the Starship Enterprise? Did you like the *Walking Dead* as a graphic novel before it became a television show? Is your dream to go to a place where all the fandoms are represented? Then this trip is for you. For the 8th consecutive year, Dr. Matthew Smith led a group of students to the pop culture and comics center of the world: Comic-Con International.

Those who are accepted into this summer field study travel to San Diego, California for the opportunity of a lifetime. Each person completes an ethnographic study of his or her own design on the culture present at Comic-Con, including but not limited to fans of videogames, cosplayers, and even merchants featured at the Con. Since this is a pop culture and comics event, students have gotten the chance to see celebrities such as the Doctor, Matt Smith (from *Dr. Who*, not Wittenberg) and the cast of *Game of Thrones*, as well as many other great pop culture icons. Students in this program are encouraged to attend panels, walk the convention floor, and truly immerse themselves in the exciting world of Comic-Con. In what other program can you let your nerd flag fly, while simultaneously completing a research project and earning credit?



Joking around at Comic-Con.



The 2013 Experience at Comic Con students.

From July 17 — 21, 2013, ten undergraduate and graduate students from Wittenberg and elsewhere participated in The Experience at Comic-Con and saw all there was to see, with Dr. Smith as their guide.

In the past, students in this program have looked at everything from “Browncoats,” or the fans of the Sci-Fi Western *Firefly*, to the volunteers who help run the whole convention. On the last day of the convention, students present their preliminary findings, generated from their own original research, at a

panel through the Comics Arts Conference, the academic side of the Con. The student projects completed through this field study have been assembled into an anthology titled *It Happens at Comic-Con: Ethnographic Essays on a Pop Culture Phenomenon*, which will be published this fall.

For more information about this annual field study, visit www.powerofcomics.com/fieldstudy

Media Studies, Market Research, and Managing

Communications: Melissa Crosby ('07)

by Jenny Klose ('16)

25



Crosby, second from left, celebrates TargetCast's 10th anniversary at a day camp retreat.

With an interest in market research after graduation, Communication alumna Melissa Crosby ('07) found her niche working as a Research Analyst for the media agency TargetCast tcm (total communications management) in New York City.

After graduating from Witt, Crosby attended graduate school at the Newhouse School for Public Communication at Syracuse University, where she received her M.A. in Media Studies. There, she developed her passion for research, specifically how audiences connect with television shows. Her thesis project focused on the website *Votefortheworst.com*, which encouraged *American Idol* viewers to vote for whom they believed was the worst candidate. She set out to discover “why people watch television shows they may not necessarily like” and found out that in their own way, they are some of the biggest fans of the show, even if their intentions were not what the creators had in mind.

Following graduate school, Crosby moved to NYC (where she currently resides) and landed a position as research assistant for an advertising agency. She is currently a Research Analyst at the media agency and her job consists mainly of primary research for existing clients and new business pitches. The agency plans and buys advertising space on both traditional and digital media outlets. Crosby works with a small research team that gathers information for their clients, such as when the company can engage their target audience and which form of mass media they should use to reach this audience. Some of the agency's clients include Pfizer OTC products, the travel websites Expedia/Hotels.com, and television networks AMC and TV Land.

Her recent projects include studying demographics of the desired audience for AMC's new series, *The Killing*, and researching the public opinion on a new fighter plane program for Lockheed Martin. She enjoys the thrill of rapidly collecting research for the pitches to her project management team.

When reflecting on her graduate school coursework, Crosby remembers how “In nearly every class, I felt I had a leg up on my peers because I had learned much of the material being covered at Witt.” She advises communication students to take advantage of any internship opportunities as well as the professors who “very much want to help you succeed.”

“In nearly every class, I felt I had a leg up on my peers because I had learned much of the material being covered at Witt.”
—Melissa Crosby

Communication Majors Earn High Honors at the 2013 Honors Convocation

Alissa Armstrong ('13) and **Shelly Gregory** ('13) were awarded the highest honor in our department, Laurels in Communication. (See feature on p. 31.)

Jordyn Baker ('14) was awarded the Alma Mater, the highest honor bestowed on a junior woman at Wittenberg. **Julia Devine** ('14) was a finalist for Alma Mater.

Kirstie Hansen ('13) and **Meagan Steed** ('13) were recognized for membership in Alpha Kappa Delta.

Alissa Armstrong ('13), **Julia Devine** ('14), **Trevor Grandy** ('13), **Shelly Gregory** ('13), **Erin Harte** ('13), **Kirstie Hansen** ('13), **Kailee Kratoville** ('13), **Will Krueger** ('13), **Charidy Murphy** ('13), **Chelsea Rockwell-Ashton** ('13), **Swati Shivshankar** ('13), and **Beth Thomas** ('13) were recognized for their membership in Lambda Pi Eta, the Communication honorary.

Lisa Berman ('13) and **Kelsey Dimar** ('13) were recognized for membership in Tau Pi Phi.

Julia Devine ('14) was recognized for membership in Mortar Board.

Megan Conkle ('14) and **Beth Thomas** ('13) were recognized for membership in Gamma Sigma Alpha.

Julia Devine ('14) and **Trevor Grandy** ('13) were recognized for membership in Phi Beta Kappa.



Alma Mater finalist Julia Devine (left) and Alma Mater winner Jordyn Baker (right).



Some of the Communication majors recognized at Honors Convocation. From left: Stephanie Davis, Shelly Gregory, Trevor Grandy, Swati Shivshankar, Beth Thomas, and Alissa Armstrong.

Jordyn Baker ('14) was named the student Woman of the Year by the Womyn's Center.

Swati Shivshankar ('13) received the Global Awareness Award and the Lillian C. Franklin Diversity Award.

Stephanie Davis ('13) received the Martin Luther King, Jr. Award.

Julia Devine ('14) received the G. Kenneth Andeen Presidential Scholarship.

Inspiring Healthy Changes One Patient at a Time: Kristen (Scheerer) Gebhart ('03)

by Alissa Armstrong ('13)

It all started with the desire to be healthy and her husband's unconventional birthday gift (he bought her a nutritionist), which eventually turned into a business that has allowed Kristen (Scheerer) Gebhart to give the gift of a healthy lifestyle to others.

Right after her graduating from Wittenberg, Gebhart spent a year as a traveling consultant for Delta Gamma, and during her travels she started to realize her own need for a healthy lifestyle.



Gebhart with her husband Ben and their two dogs, Harley and Boxtan.

So she began a master's program in Health Science, among other specified certifications, at Saint Francis University. There, she worked with a family physician who shared Gebhart's philosophy on nutrition.

In November 2012, they co-opened the medical weight loss clinic, NuStart. "Throughout my nine months working with a nutritionist, I realized there is such a need to educate, equip, and empower people to achieve healthy lifestyles," said Gebhart.

Gebhart is excited about expanding NuStart to impact more lives for the better, and she sees the potential to grow and inspire more and more with her business. "I inspire active change with a patient, and I see their and their family's lives improve step by step," added Gebhart.

Gebhart has truly intertwined her Communication degree, her master's degree in Health Science, which she completed this past May, and her passion for health into a unique career that is allowing her to make a difference in others' lives—just as nutrition and physical fitness made a difference in her own.

She says, "Every day my communication skills are put to the test. I meet with patients on an individual basis every week to further develop their lifestyle renovation: nutrition, sleep, stress management, & exercise. I have to listen, problem-solve the challenges, and clearly explain how to overcome them." Additionally, she presents on a regular basis on all the topics to community organizations and various groups. "I have to make sure the presentation is effective—engaging, clearly articulated, and empowering. I write all the curriculum that I then teach." She is currently working on a book called *E.A.T.: Ener-gize, Action, & Transform*.

From a gift from her husband, Gebhart is passing on the light and giving the gift of healthy lifestyles to others wanting to make a difference in their lives.

*"I inspire active change with a patient, and I see their and their families' lives improve step by step."
-Kristen Gebhart*

On the Campaign Trail.

Nishant Makhija ('12) and Emily Shaw ('11)

28

by Charidy Murphy ('13)



Makhija with Senator Brown

A passion to improve the lives of fellow Ohioans drove Communication alumni Emily Shaw ('11) and Nishant Makhija ('12) to seek positions as Field Organizers with Ohio Senator Sherrod Brown's 2012 re-election campaign.

Communication skills learned at Wittenberg helped Shaw and Makhija secure their positions on the campaign. As Field Organizers, some of their duties included training volunteers to work in the Brown campaign's call centers, speak

persuasively and listen more effectively to constituents while canvassing neighborhoods, and overseeing various Get Out the Vote events in their respective districts.

Both Shaw and Makhija believe their Wittenberg education helped them be effective Field Organizers. According to Shaw, her exposure to Communication theory at Wittenberg helped her see different social situations more clearly.

"I knew my own needs better because of my understanding of Communication, and knew why I responded a particular way to something, how I perceived it, and how I could modify my perceptions or expectations," said Shaw.

According to Makhija, the Communication major at Wittenberg taught him the importance of leadership and how to work with different people. He also says that it helped him understand the communication methods and techniques Senator Brown's campaign was using to get out

the vote. Makhija credits his Media Literacy, Media and Politics, and Media Law classes with helping him understand how political candidates get their message out in the media, while his Reasoning and Communication class helped him not only understand how candidates come up with their arguments on political decisions, but helped him more effectively persuade voters to support Senator Brown's platform.

**"Just try things.
Anything that sounds
interesting."
-Emily Shaw**

When asked for advice they would give to current students, both Shaw and Makhija gave the same enthusiastic response: "Do an internship!"

"If you want a job for any career you must do an internship," said Makhija. "In many ways internships are your key to your job. Without internships, and just a college degree, you are not marketing yourself for the future."

Shaw agreed with Makhija's advice. "Just try things. Anything that sounds interesting or related," said Shaw. "But intern your heart out, build up your resume and experiences and best of luck to you!"



Shaw with Senator Brown

**"If you want a job for
any career, you must do
an internship."
-Nishant Makhija**

Perseverance Pays Off.

Erin Steinberg ('11)

by Ciara Colvin ('16)

29

While a student at Wittenberg, Erin Steinberg made it her job to be involved in as many activities as she could. She served in Student Senate for four years as the Special Event Chair for the Class of 2011, an R.A. her sophomore year, and a Communication Leader her senior year. Steinberg took it upon herself to make the most out of her college experience by studying abroad in Australia for six months during her junior year.

But all her success in college did not make it easy for Steinberg to get a job. Steinberg sent out well over four hundred resumes and applying to five jobs a day. She knew she was either going to continue her struggle to find her dream job while working part time, or she was to broaden her job search and start exploring other options.



Steinberg and her brother with Tim McGraw, one of many celebrities she has gotten to meet at WKYC.

"My childhood friends that I reconnected with when I got home honestly helped with a great deal of stress and reminded me that it's okay to not be where I wanted to be so soon after college," said Steinberg. "They reminded me that I am human, and it's okay to fall as long as I keep getting back up."

Two weeks after Erin gave herself a reality check, she had her first interview with

WKYC in Cleveland, OH. Utilizing her Communication degree and background in Communication research methods, Erin is constantly working with numbers on a daily basis. "Dr. Warber will love this one," said Steinberg. "Her [research] methods class was so vital to my success."

In her day-to-day work as Research Director at WKYC, Steinberg has grown professionally and learned the skills necessary to be a successful young adult.

"As cheesy as it sounds, every day is an interview for your next job. I've noticed since transitioning from a young college graduate to a young professional that all too often, young people are not willing to put in the effort and work a little harder to make sure things get done the right way," said Steinberg.

From a long and tedious job search to finding a great job at WKYC, Steinberg has wisdom to share with current students. She has learned the importance of working with others, but positively leading them in an effective manner. She also has learned that hard work pays off.

She says the accusations of entitlement that plague the younger generation will go away when they prove them wrong — "by showing up, doing the job, and not expecting to be in their dream job right after graduating."

**"As cheesy as it
sounds, every day is
an interview for
your next job."
-Erin Steinberg**

A Note from the Department Chair:

Dr. Stefne Broz

30

Greetings from the third floor of Hollenbeck Hall! My very best wishes go out to all of you who are reading this issue of *Links* — alumni, current and prospective students, and friends of the Department of Communication.

One of my favorite things about being a professor is hearing all about our graduates' successes and adventures after they leave Wittenberg. I'm so glad we have a way to share some of their great stories with all of you, and I hope you are enjoying reading them. I'd like to thank all of our wonderful alumni who keep in touch and make this publication so interesting to read. We always love to hear from you, and we hope you will continue to keep in touch by sending your updates to wittcomm@wittenberg.edu.

I also wish to thank all of the great students who contributed their time and talents to make this publication possible. Shelly Gregory ('13) in particular was a major asset to our department while she served as our Director of Publicity and Alumni Liaison intern over the past two years, and she oversaw a very capable team of student writers, whose names you see on all of the features and stories in this newsletter.

Another favorite part of my job is bragging about the fantastic students we have in our program, and I know you too will be impressed by their accomplishments and projects as you read about them. Watching students learn and grow in such meaningful ways, and develop into thriving adults who will do great things with their education, is one of the greatest rewards of being an educator.

Lastly, I'm grateful to have such wonderful colleagues in our department. You may have heard that Wittenberg recently was ranked fourth in the nation by the *Princeton Review* for faculty accessibility, and this certainly is an accurate reflection of the Communication professors and their affinity for working with students in various ways, many of which are life-changing. I'm proud to call the fine individuals about whom you'll have a chance to read on pp. 36-37 both colleagues and friends.

If you have any questions or comments, please feel free to contact me at sbroz@wittenberg.edu.



Broz attending a soccer match—along with 42,000 other fans—between her favorite English Premier League team, Chelsea FC and Inter Milan.

Comm Students Featured in Senior Salutes



Two graduating Communication students were featured as part of the *Senior Salute* series on the Commencement 2013 website. Communication major Swati Shivshankar and Communication minor Leigh Hastings both gave a shout-out to our department in their remarks.



You can read Swati's and Leigh's remarks at <http://www5.wittenberg.edu/features/senior-salute-13>

Also, check out the video message from the Class of 2013 at <http://www5.wittenberg.edu/news/2013/05-11salute.html>

Giving Back to Wittenberg and the Department:

Thank You for Your Support!

31

The Department of Communication would like to thank those alumni who have given back to the program since graduating from Wittenberg. We are moved by your acts of generosity and the kind words you send to us as you reflect fondly on your time in the Communication program.

The Wittenberg Fund provides financial support for virtually every purpose and function of the Wittenberg learning community. Contributions provide sustaining support for academic, scholarship, cultural and athletic programs; faculty retention and recruitment; campus renewal and beautification; and other department programs and initiatives. Your gift makes the difference in the lives of current and future students, so support the Wittenberg community by making a gift today at www.wittenberg.edu/give

Should you choose to give financially to Wittenberg, you may designate your gift for the Department of Communication. Thank you for supporting your alma mater!



2013 Communication Laureates:

Alissa Armstrong and Shelly Gregory

Established in 2005, the *Laurels in Communication* award is intended to honor a Communication major who has distinguished him- or herself while at Wittenberg.

Specifically, this award recognizes one outstanding Communication senior who has embodied the highest ideals of academic and ethical excellence.



However, this year the faculty selected two recipients, Alissa Armstrong and Shelly Gregory, both of whom have proven themselves to be precisely the kind of students this award was intended to honor. Congratulations, Alissa and Shelly!



*2013 Communication Laureates:
Alissa Armstrong and Shelly Gregory*

Broadening Their Worldview: Communication Students Studying Abroad

32

Study abroad is not just for students majoring in a foreign language. Students across all disciplines can gain valuable perspective on who they are by learning more about who others are. In an increasingly diverse and global workplace, an understanding of the general ways in which cultures differ, as well as skills in interacting effectively with people from other parts of the world, are invaluable.

When asked what she would tell fellow students about studying abroad, Sarah Ziska ('14), who spent a semester studying in Cairns, Australia, says "DO IT!" She adds, "I've enjoyed meeting people from all around the world the most, and doing awesome things with them, like bungee jumping. You learn so much about other cultures by just talking to people."



Sarah Ziska ('14) studied in Australia during the spring 2013 semester

Kirsten Stricker ('14) says "traveling and meeting other people in hostels and pubs have proven to be the most interesting of all my experiences to date." She adds, "I have learned that I can take my life in a backpack, a suitcase, and a carry-on, and live without problems." As she reflects on the challenges she has experienced being immersed in a huge city like London, she has realized "I am more capable than I previously thought."



Kirsten Stricker ('14) spent spring 2013 in London.

While Australia and England are common study-abroad destinations for Communication students, a lack of a foreign language major does not mean students must limit themselves to English-speaking countries. Quin Gable ('14) studied in Copenhagen, Denmark this past spring at the Danish Institute for Study Abroad (DIS), a program that's taught entirely in English. When asked what she enjoyed most, she said "Everything." She says she has learned more about herself and who she is, noting "Going abroad has made me realize that I needed to get outside of what's comfortable to me. I have also had a little taste of what the 'real world' is like outside of Wittenberg. Overall, this has made me a more flexible person."



Quin Gable ('14) studied in Copenhagen through DIS in spring 2014

Dr. Broz, who teaches an upper-level seminar in Intercultural Communication and directs a study-abroad program in Japan that she created, notes that "When you understand the underlying cultural values and explanations, the attitudes and behaviors that may have seemed odd at first start to make a lot more sense. It's easy to dismiss people who are different, simply because we don't understand them. But students who go abroad begin to realize that the way they have learned to do things is only one way, and that there are many other equally valid ways. Learning about another culture is perhaps the best way to learn more about one's own cultural background, which has greatly influenced who we are and how we see and do things."

Many of our Communication alumni took advantage of the opportunity to study abroad while at Wittenberg, and they have done so in Austria, Germany, Japan, and other places far and wide. If you went abroad during your time at Witt, what would you tell current students who are thinking about it? Send your advice to us at wittcomm@wittenberg.edu, and we will pass it along!

Making Music the Old-Fashioned Way:

Kent Montgomery ('12)

by Ciara Colvin ('16)

33

Kent Montgomery ('12) has always loved music. A guitar-player and singer/songwriter, he formed his first band in high school with his cousin Tom Blackburn. The band, Orange Orange Aqua, played around Xenia, Ohio with another local band, Psylis.



The New Old-Fashioned. From left: Kent Montgomery, Matt Oliver, David Payne, and Tom Blackburn.

The bands broke up and went their separate ways until Montgomery decided once more to team up with David Payne, who had been the lead singer of Psylis, and put on a few acoustic shows together. Soon after, the Montgomery and Payne duo enlisted Blackburn as a bass player and found a drummer, Jonathan Chasteen, through a mutual friend.

With a Midwestern rock and roll sound, and influences such as Tom Petty and Bruce Springsteen, the band wanted a name that would evoke a feeling of granddad's rock and roll with a new twist. Hence, "The New Old-Fashioned" was born.

During the summer of 2012, they traveled to Nashville to record their self-titled album with Patrick Himes, a record producer from Dayton, Ohio. "He was our first choice for producer, and he runs a studio out of his house in Nashville," said Montgomery. "The process was a little unorthodox; when we got there we were a little under impressed. But the minute we started recording and heard the sounds we were getting, we realized that he was a professional."

"Having great interpersonal communication skills within a band is essential when discussing a final product."
-Kent Montgomery

The album has provided the perfect opportunity for publicity and radio appearances, an area in which Montgomery's Communication background has helped. As a former member of the Integrated Media Corps, the Head Music Director for WUSO, and intern at WYSO public radio, Montgomery has networked with radio stations, interviewers, concert promoters, and other musicians as well. Having great communication skills has also helped him break the ice with other local musicians after shows.

"Having great interpersonal communication skills within a band is essential when discussing a final product. If someone were to lack those skills, we'd have a huge problem in the band," said Montgomery. "I also use my knowledge of social media management to grow our online presence and encourage fan participation."

Montgomery also utilizes his communication skills at his day job, where he works as a Digital Marketing Strategist for The Naked Lime in Dayton. He specializes in Search Engine Optimization and manages websites and social media for different dealerships.

The New Old-Fashioned plays shows around the Dayton area, and has been named one of the Top 5 Dayton bands to watch for from Dayton Most Metro. They also played at WittFest, with Shelly Gregory ('13) joining them on stage as a guest vocalist. Their album is available on iTunes and Spotify; you also can find them on Facebook and Twitter.



Montgomery with Shelly Gregory ('13) performing at WittFest.

Integrated Media Corps Interns Promote Witt Events While Developing Valuable Skills

34

by Kristi Burkitt ('13)



The 2012-2013 IMC, back row from left: Tyson Agler ('14), Meghan Greene ('13), Will Krueger ('13), Kelcie Webster ('14), Savannah Guyer ('13), Charidy Murphy, Graham Wolff ('13), and Jordyn Baker ('14). Front row from left: Megan Conkle ('14), Julia Devine ('14), Kristi Burkitt ('13), Brynne Mayne ('13), Quin Gable ('14), Caity Valley ('13), and Breanne Ziegler ('13). Not pictured: Trevor Grandy ('13) and Ryan Smith ('13).

The Integrated Media Corps gives students the opportunity to gain experience in digital and media production. The IMC is co-directed by Ryan Maurer, Director of News Services and Sports Information, as well as Professor of Communication Dr. Matthew Smith, and it is currently in its fourth year of operation. It is a paid internship that runs a full academic year; members meet once a week to have themed discussions. This internship is open to any students who have an interest in multi-media and are at least of sophomore standing.

During their time in the IMC, students learn digital production including filming, editing, and distributing coverage of campus events. They also learn how to market these events and the groups sponsoring them through various social media platforms and video and radio promotions.

It might be hard to believe, but the IMC has grown from five members during its inaugural 2010-2011 school year to the 15 members who make up the Corps this school year. The group has tripled in just three short years.

And that's not all that has changed. Next year will be the first year that the Corps is open to sophomores, and it is also the first year that students can receive academic credit, in addition to pay, for their work during the internship. These changes, along with increasing opportunities to meet with professionals in public relations, communications, broadcasting, photography, journalism, and athletics, just to name a few, will make the experience more valuable than ever.

"I believe the program has evolved into the kind of rich educational experience for the students that Dr. Smith and I had envisioned years ago," says co-director Ryan Maurer. "IMC has become a tremendous resource for the Office of University Communications as we find new and exciting ways to promote Wittenberg, its students and the many aspects of campus life that make the university a great place to live, study and play."

Students have similarly great things to say about this program. Tyson Agler ('14) is one of those students. "Joining the Integrated Media Corps is the best decision I've made at Witt. I want to become a sports broadcaster someday and I've learned so much during my time broadcasting with the IMC."

"I've learned so much during my time broadcasting with the Integrated Media Corps."
-Tyson Agler ('14)



Megan Conkle ('14) and Kristi Burkitt ('13) work at a women's lacrosse game.

Internships in Communication Provide Students with Real-World Experiences

by Shelly Gregory ('13)

35

Several recent studies have clearly demonstrated the significant value of an internship when it comes to hiring recent graduates, with experts concluding it is one of the best things students can do while in college to set them apart and make themselves more attractive to prospective employers. Therefore, Communication majors at Wittenberg are strongly encouraged to complete an internship as part of their liberal arts education. These hands-on experiential learning opportunities give them a distinct advantage when it comes time to seek employment after graduation. Our students gain valuable experience in a wide variety of work contexts, which helps them network with professionals in the field and determine whether that career is a good fit for them.

These are just a few of the sites where Communication majors completed internships for academic credit this past year:

- Ambiance Event Planning
- The Ohio Machine (professional lacrosse)
- St. Jude Children's Research Hospital
- SOMA Community Church
- Lulu Frost
- Bloom Africa
- Hagen Center for Civic and Urban Engagement
- Tecumseh Land Trust
- WYSO 91.3 Yellow Springs
- Greater Springfield Convention and Visitor's Bureau



Bre Ziegler ('13) at WYSO 91.3 in Yellow Springs



Will Krueger took this photo at Brian Harbage's Farm, which is a Tecumseh Land Trust preserved farm in Clark County. "I really like this photo and think it symbolizes that connection between humans, nature, and our farms," said Krueger.

As part of the requirements for earning academic credit for their internship, students give a public presentation at the end of the semester detailing what they did and how they incorporated what they've learned in their Communication coursework into the work they did in their internship. This helps other students gain a sense of what an internship is like and encourages them to pursue one for themselves.

If your company is hiring interns, please let Career Services know!
Send position descriptions to careers@wittenberg.edu

Department of Communication Faculty

Awards and Accomplishments

36



*The Department of Communication faculty. From left:
Dr. Sheryl Cunningham, Dr. Catherine Waggoner, Dr. Katie Warber,
Dr. Matthew Smith, and Dr. Stefne Broz*

Dr. Stefne Broz continues to serve as Department Chair and as a member of the Faculty Executive Board at Wittenberg, as well as on the Executive Board for the Ohio Communication Association. Along with Dr. Terumi Imai from the Languages Department, she is planning a summer field study in Japan for summer 2014, which will be her third time taking students to Tokyo and Kyoto to learn about Japanese culture and communication. Last fall, she received the Faculty Excellence in Teaching award from SOCHE (Southwestern Ohio Council for Higher Education).

Dr. Sheryl Cunningham won the Lou Laux Environmental Sustainability Award for her efforts and creativity devoted to cultivating a spirit of environmentalism on campus. She is working on a journal article with her co-panelists from the Rhetoric in Society conference she attended at the University of Copenhagen in January, Dr. Kirsti Cole and Dr. Johanna Wagner. She also recently had her work accepted for the Feminisms and Rhetorics Conference at Stanford University; she will present the paper "Image Events in Pro-life Activism: Fetal Testimony and Performing Personhood" there in September. She is creating a new upper level Topics in Media course on feminist theory, film, and television for Spring 2014; she hopes the course will appeal to Communication, Cinema Studies and Women's Studies students.

Dr. Matthew Smith continues to co-direct the successful Integrated Media Corps internship experience (see feature on p. 34) as well as the new Communication and Business Leadership Experience (see p. 13). In addition to his encyclopedia publication and book award this past spring (see p. 9), last fall he was named Faculty Fellow for the Academy of Television Arts and Sciences, Burbank, CA, as well as Artist in Residence at the University of Central Arkansas.

Department of Communication Faculty

Awards and Accomplishments

37

Dr. Catherine Waggoner and her sister, Laura Egley Taylor, took 10 Wittenberg students and Communication alumnus Tyler Hall ('12) on a Service Immersion Spring Break Trip to the Mississippi Delta in March. The group spent five days working in Cary and also toured various places of interest (e.g., Dockery Farms, birthplace of the Blues; the Lyceum at Ole Miss, where James Meredith was historically admitted to the university; and catfish farms near the Mississippi River; see feature on p. 8). She continues to research the role that Southern myths play in the identity construction of Delta women, and presented a paper entitled, "Classifying 'The South': Rhetorical Play(ce)" at the National Communication Association Convention in Orlando last November (see p. 2). This past spring, Dr. Waggoner served as co-director of the inaugural Liberal Arts in Action, a campus-wide celebration of Witt students' scholastic and artistic accomplishments (see photos pp. 18-19).

Dr. Katie Warber was granted tenure and promoted to Associate Professor in May. Over the past year she has continued to publish research focused on the influence of social media on interpersonal relationships. Additionally, she directed the final group of Communication Leaders (see feature on p. 12) and also served as the advisor for Lambda Pi Eta (see p. 10). She will take a year-long sabbatical in 2013-2014 to work on her research and learn new statistical analysis techniques. As part of her sabbatical work, Dr. Warber attended two conferences in Europe this summer, including the International Communication Association's annual convention in London, England and the R User conference at The University of Castilla-La Mancha in Albacete, Spain. She was named the Wittenberg Woman of the Year and was also asked to serve as Grand Marshal of the faculty for Wittenberg ceremonies.



Congratulations, Class of 2013!



Senior Seminar students performed a dramatic reading of Plato's Gorgias in Commencement Hollow — complete with togas and a chorus — as they reflected on the centrality of ethical considerations to all communication.

Class Motto:

“Where you invest your love, you invest your life.”

