



Links

*Connecting Alumni,
Students and Faculty*

*Wittenberg University
Department of Communication
Newsletter*

2016

Photo credit: Rachel Tennison ('16)

Greetings from the Editor

Welcome to another issue of *Links*, our annual Department of Communication newsletter!

This year the *Links* staff has been dedicated to producing a phenomenal newsletter for the department. The writers have been committed to helping tell the stories of so many amazing alumni!

I hope that as you read this newsletter, you allow the stories, accomplishments, and history to inspire YOU in your life, as I know it has mine.

Beginning your journey here at Witt is so small compared to the life journey we all have ahead, but as many of the alumni have expressed, their lives never would have been the same without their time here at Witt.

Thank you to the Communication majors who dedicated their time in putting together these features, and to the alumni who were so eager and willing to share their stories with us.

And finally, congratulations to the graduating class of 2016! May you continue to pass your light on to others for years to come!



*Alumni Liaison Intern,
Jessica Walters ('18)*

Links Staff Writers

Pearl Ernat ('17)

Madeline Geiger ('16)

Stephanie Glass ('17)

Andrea Mattingly ('16)

Evelyn Ritzi ('17)

Kayla Villegas ('16)



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Where are the Women?:

A Presentation by Dr. Sheryl Cunningham

by Andrea Mattingly '16

Dr. Sheryl Cunningham, Associate Professor of Communication, posed the question “Where are the women?” during her colloquium presentation on March 29 as part of the Women’s Studies programming during Women’s History Month.

In contemporary politics, issues such as birth control, abortion, Planned Parenthood and women’s rights in general have been controversial topics between parties. Focusing on the 2012 general election, Cunningham found that in print media, over 50 percent of people quoted talking about these issues were men.

“We do not have even close to proportional representation of men and women in politics,” Cunningham said. “And this matters.”

When journalists go to receive quotes from governmental leaders, they have more sources available that are men rather than women. The structural imbalance gives journalists less of an opportunity to quote women, which, according to Cunningham, is a problem when it comes to talking about women’s issues.

She gave examples of speech from Todd Akin and Rick Berg, who shared their opinions on whether women should continue pregnancy after being raped or if they should be able to abort the baby.

In both cases, the male politicians either abstained from talking about the woman all together or reframed the question to address other responsible parties, erasing women from the issue. She said that this erasure, either through absence or through reframing, was what she was interested in studying in political rhetoric.

Cunningham emphasized that while the viewpoints of these politicians could be valid, they cannot continue to forget women in these situations.

After listening to Cunningham’s words, Elizabeth Arentz ('16) said that she did not fully realize the extent of how much erasure actually occurs in women’s rights conversations.

“Cunningham’s lecture made me consider how the lack of female representation in politics often goes unnoticed, yet leaves lasting implications for how women live their lives,” Arentz said. “The overall erasure of women is unsettling.”

Cunningham left the audience with a quote from Judith Butler, a gender theorist, about how the decision of a woman does not truly belong to her in today’s society.

“The boundary of who I am is the boundary of the body,” Butler said. “But the boundary of the body never fully belongs to me.”



Dr. Cunningham during her colloquium presentation

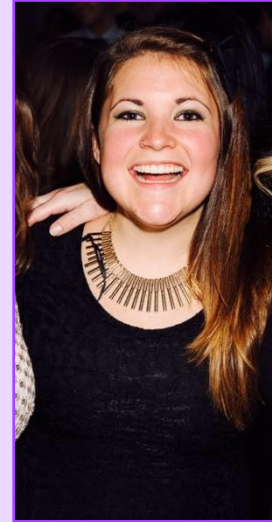
Erin Harte ('13)

by Evelyn Ritzi ('17)

Erin Harte graduated in 2013 with a Communication major and Journalism minor. After graduation, she left Ohio to pursue her career as Events Coordinator at Rise Interactive, a 200-person digital marketing and analytics company in downtown Chicago.

As events coordinator, she works with the marketing team to plan and execute both internal and external events. Some of these events include quarterly company happy hours (one of which was held at a Table Tennis club), employee appreciation days, holiday parties, as well as events hosted with Rise Interactive partners, such as Google.

One of her most high-profile events organizing a press conference for the governor of Illinois, Bruce Rauner, which was held in the company's office. She also assists with external marketing for Rise Interactive, including a large rebranding project in January.



Erin Harte ('13)

As a Communication major, Harte was a member of Communication Leaders (now C.A.B.L.E.), which she said inspired her to move to Chicago. She credits Dr. Warber with helping provide constructive criticism, encouragement, and 'tough love' throughout the program. Additionally, Harte remembers how being a Witt student helped her learn how to multitask, a skill she uses everyday as an events coordinator. Her fondest memory as a Witt student was being a Lead OA for New Student Days. It was through planning and coordinating events and people that she saw how she could use these experiences in a career.

When asked if she has advice for current Communication majors, Harte said, "Use your degree to guide you, but do not let it limit you. Being a Communication major is great because it makes you so versatile in the workplace - don't assume you have to get on one direct "path" to a career immediately after you graduate. Take some time and figure out what your passion is, and then use your Communication degree to help you get there.

One thing I learned at Wittenberg is that you truly can do anything you set your mind to - trust your degree and trust in all that you have learned, in the classroom and outside of it".

"Use your degree to guide you, but do not let it limit you."

Dr. Catherine Waggoner's Sabbatical

by Kayla Villegas '16

Professor of Communication Cathy Waggoner has kept busy this past semester on sabbatical while working on her book entitled "Realizing Our Place: Real Southern Women on Living in a Mythologized Land."

As the focus of her sabbatical, which she describes as a "fabulous opportunity to conduct research that you just don't have time to do when you are teaching full-time," this project draws upon 51 different women from a variety of backgrounds in terms of race, class and sexuality. The project discusses the Mississippi Delta and "the role that mythology (e.g., the Southern Lady/Belle) plays in the formation and enactment of their regional identities," Waggoner said.



Dr. Catherine Waggoner

"I have always been interested in the intersections of race, gender and class, specifically how those identities are influenced by culture and place. The Mississippi Delta seemed the perfect place to do that. Plus it's where I grew up, and I've always joked that researchers just really, when all is said and done, want to study themselves to figure themselves out. Perhaps there's truth in that?" said Waggoner.

An excerpt of her book proposal reads: "The Delta, that northwestern portion of the state between the Yazoo and Mississippi Rivers often described by historians as 'the most Southern place on earth,' has been dubbed the distilled essence of the deep South, a unique world unlike the rest of the United States (Cobb, 1992, p. vii) . . . Accentuating these cultural distinctions are evocative performances of race/class/gender, significant, in particular, for the women who dwell there. Thus, the Delta seems a particularly rich place to pursue questions of southern women's identity formation and the attendant issues of authenticity, culture, and performance."

As far as her upcoming coursework goes, she already integrates her research with her Critical Methods, Gender and Communication and Visual Persuasion courses; however, she says, "it would be fun to create a course on Communication & Culture or one on Interviewing as Qualitative Methodology. We'll see," said Waggoner.

"All of us enact identities every day..."

"All of us enact identities every day, and knowing more about the process by which that happens, particularly how our identities are constructed with the mythologies of place, would be helpful," Waggoner added.

The manuscript was sent to the University Press of Mississippi this summer; however, Waggoner guesses it will be at least another year until the text makes its way through the editorial process.

Passing on Her Light: Andrea (Lauer) Schell ('09)

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by Stephanie Glass ('17)

Andrea Schell, class of 2009, is passing on her light by working for Urban Land Institute, a nonprofit in Washington DC.

Urban Land Institute is “an organization which provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.”

The Land Institute is made up of many different councils who specialize in different aspects of real estate, from development, to financial, to sustainability. As a senior associate, Andrea works to provide assistance for over 50 different product councils. She helps to plan and execute their meetings and daily operations, providing logistics and support.



Andrea (Lauer) Schell ('09)

According to Schell, the council members that she works with are the best part of her job. “Even though my background is not in the same world [as real estate], it’s fun to work with people who are dedicated to this and are so appreciative of what I do,” said Schell. “It makes going to work and doing the hard work totally worthwhile.”

“If you have a cause that you are very passionate about you can find some way to get involved in it.”

Schell’s start in the nonprofit world was not with Urban Land Institute, however. She began serving with the Hispanic Association of Colleges and Universities in 2010, where she worked to provide advocacy on behalf of Hispanic students. This position allowed Schell to gain experience in a variety of nonprofits.

Schell says she didn’t intend to pursue a career in nonprofit, but now that her career has taken that direction, she intends to stay in the field.

“What’s nice about nonprofits is they cover everything and there is something for all people,” said Schell. “If you have a cause that you are very passionate about you can find some way to get involved in it.”

During her time at Wittenberg, Schell was involved in Communication Leaders (currently known as CABLE). This experience, along with being involved on Wittenberg’s campus during her time here, was what most prepared her for to enter the career world, she stated.

“I was able to do everything because it is such a small community,” said Schell. “It is easy to get to know other people, get to know your professors and have the opportunity to get involved. If I wanted to do something at Wittenberg, I was able.”

Andrea’s career serving others in nonprofit truly allows her to pass her light to those all around the nation, and proves the worth of a Wittenberg education.

Lambda Pi Eta: The Communication Honorary

In the Spring of 2015, ten new members were inducted into Lambda Pi Eta, our local chapter of the national Communication honorary. Two of the members were graduating seniors Kelsey Claar and Jenny Klose.

Shortly after the initiation, LPH held elections: Brenna Doherty served as President, Kristina Fultz was Secretary, and Courtney Huck is Vice President of LPH. Typically LPH hosts academic-focused events, such as inviting faculty to discuss their research.



From Left to right, top row: Courtney Huck ('17), Kelsey Claar ('15), Madeline Geiger ('16), Rachel Tennison ('16), Kayla Villegas ('16), Kristina Fultz ('16). Left to right, bottom row: Jenny Klose ('15), Linzey Rice ('16), Brenna Doherty ('16).
Not Pictured: Andrea Mattingly ('16)

Liberal Arts in Action: 2016 Celebration of Learning

The following students in Communication courses and programs participated in this annual campus-wide event:

Nicole Cooney ('16) and Justin Wilhite ('17) presented "The Bachelor: Witt Edition," a poster presentation of the group work completed in COMM 325: Relational Communication last semester with Dr. Warber.

Stephanie Glass ('17) presented her paper entitled, "A Woman's Place in Comedy: The Interview and Feminist Criticism," which she wrote for COMM 350: Feminist Theory in Film and Television with Dr. Cunningham this semester.

Evelyn Ritz ('17) presented her paper entitled, "Freeing the Form: John Hubley's Iconoclastic Animation," a paper she wrote for Dr. Smith's COMM 350: Animation History and Analysis last semester.

Mike Southard ('16) presented a paper he wrote for COMM 363: Environmental Communication with Dr. Cunningham last semester.

Rachel Tennison ('16) presented her paper entitled, "Environmental Communication Framing Analysis: The Bloom is to Blame," a paper she wrote for Dr. Cunningham's COMM 363: Environmental Communication last semester.

Communication and Business Leadership Experience (C.A.B.L.E.) students presented a summary of their work so far this semester.

The **Integrated Media Corps** presented a multimedia showcase of their work on various campus events and initiatives this year.

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Spring 2016 Colloquium: Dr. Tricia Burke
by Jessica Walters ('18)



Dr. Tricia Burke

The Department of Communication welcomed Dr. Tricia Burke from Texas State University to present her research on Interpersonal Communication and Health in Relationships.

Dr. Burke is an Assistant Professor of Communication Studies at Texas State University. Her research focuses on Interpersonal and Health Communication processes within romantic and family relationships. She also studies potential health implications of communication deficits, manifested as poor communication skills, loneliness, and social anxiety. She has presented her research at national and international conferences, and her research appears in peer-reviewed journals.

Her colloquium presentation focused on college students' social media use and family relationships.

Junior Night 2016

A beloved annual tradition, Junior Night provides helpful information to first-semester junior Communication majors as to how to maximize their final four semesters at Wittenberg.

Hosted at Dr. Catherine Waggoner's home and featuring a faculty-made dessert contest, this year's event entertained and informed the Class of 2018. Dr. Katie Warber once again won the dessert contest with her chocolate-apple crisp.



C.A.B.L.E. 2016-2017

by Jessica Walters ('18)

The Communication and Business Leadership Experience (C.A.B.L.E.) is a professional development practicum open to Communication and Business majors and minors. Students learn how to present themselves professionally, network with communication practitioners in a variety of fields, conduct research and present recommendations to those professionals, and ultimately create a smoother transition for themselves into their career after graduating from Wittenberg.



The 2016 CABLE members visited Gordon Food Services for a tour around the distribution center and to learn about the company from Wittenberg Communication alumnae Kathleen (Graham) White ('09) and Allie Hermes ('15).

CABLE runs from spring of the junior year through fall of the senior year, with a summer internship in between. Interested students must apply and then interview for this practicum. The 2016 participants are Parisa Bennett, Megan Bobbitt, Kyrie Bumpus, Lauren Gerhardt, Stephanie Glass, Madeline Imler, Laura Jansing, Madelyn Johnson, Adam Knisley, Leah Markovich, and Justin Wilhite.

The 2016 group began their year with a visit to the Procter Center in London, Ohio for some fun team-building activities. They learned about leadership theory and application from Dr. Wendy Gradwohl and Mr. Jon Duraj, professional dress from Dr. Stefne Broz, personality and strengths from Mrs. Wendy Smiseck, effective teambuilding from Mrs. Sarah Jurewicz, and interviewing from Dr. Sheryl Cunningham. They visited Gordon Food Services in Springfield (hosted by two Witt alumnae), developed professional introductions for themselves, and conducted informational interviews.

Later in the spring, the group traveled to Columbus and Cincinnati, where they networked with alumni and visited companies such as Express, Knowble Media, and Kao USA. These visits provided a unique opportunity to experience a range of company cultures available in the workplace. The spring semester also offered opportunities for reflection and a deeper understanding of personality types. By working through several personality evaluations, the group was able to identify work environments best suited for their skills in their internship and professional job search. These skills translated to many fulfilling and successful internship positions that summer.

This fall, the CABLE group was split into teams who have been working on millennial focused case studies. Their experience is culminating in a visit to Chicago to meet with leaders, executives and alumni at Google, JP Morgan Chase, and other organizations. They will present their case study research and recommendations to senior leaders and network with alumni and other professionals there.

This year's CABLE team also prepared a 10th Anniversary celebration for Homecoming Weekend to recognize all the opportunities the program has offered its participants. As CABLE is solely funded by donors, one focus of this project was to increase alumni donations to the CABLE program.



CABLE participants toured Express in Columbus as part of their spring semester site visits.

Using Communication in the Real World: 9

Jordyn Baker ('14)

by Madeline Geiger ('16)

A Communication degree from Wittenberg can benefit graduates both in and out of the classroom. Jordyn Baker ('14) has definitely found truth in that. Now in her second and final year of her Masters program, Jordyn is hopeful to work in higher education at a place similar to Wittenberg. It is the values of a religiously affiliated school that Baker appreciates the most.



Jordyn Baker ('14)

After graduating from Wittenberg, Jordyn attended Southern Illinois University Carbondale pursuing a Masters of Science in Education with a concentration in College Student Personnel. However, after a year, she decided to come back to the great state of Ohio and transferred to University of Dayton. There, she works in Housing and Resident Life as a Resident Coordinator in the Student Neighborhood. She has also started UD's involvement with 4 Paws for Ability, bringing 5 dogs to campus in the fall.

"Wittenberg prepared me academically and socially for life after graduation. I have been very lucky to maintain friendships with roommates and friends I made on campus. They have been integral in supporting me throughout all of the crazy things that happen after you graduate college," says Baker. "Academically, I feel so prepared in my graduate classes and have more experience writing research papers and handling a heavy workload on top of my job and other involvements."

Baker thinks back to her time as a Communication at Wittenberg and has many fond memories. She mentioned that Dr. Cunningham's Environmental Communication class is one that has stuck with her to this today because it was a transformative learning experience for her. It taught her to be more Earth-conscious and care about her role in sustaining the world. She also notes that Dr. Waggoner's Critical Methods class was by far the most influential in her success in grad school. That class ignited a passion for research and she continues with that in her academics, recently receiving a research fellowship to complete a qualitative study about gender identity development on college campuses.

"Wittenberg prepared me academically and socially for life after graduation."

Jordyn also shares that her Communication degree has aided her outside the classroom as well. She writes every day, from research papers to emails with students, and the skills learned from her degree help with that. The passion the Communication professors exude rubbed off on her during her time at Wittenberg, and she is always seeking to grow as a scholar and person, always wanting to learn and know more.

When asked to give any final thoughts on her time as a Communication major, she says, "Wittenberg and the Communication department give you so many opportunities to make a mark, be successful, and gain transferable skills. I feel lucky that my classroom experience not only taught my practical skills, but fueled a passion for learning and discovery."

Alumni News and Notes

2004

Angela (Trego) Crist is a Digital Strategist for Lift UX and currently lives in Orlando, Florida. She recently celebrated her 6th anniversary with her husband, Jered, on the Disney Cruise.



Saahil Shah is now the Health IT Strategist & Business Development at eClinicalWorks and lives in Westborough, Massachusetts.

Aaron Copley-Spivey recently started working for the Lutheran school of Theology at Chicago as the Associate Director of Human Resources and Housing in Chicago, Illinois.



Michael Wesbecher is living in Chicago, Illinois and is working for the University of Illinois College of Medicine as the Director of Development Communication. He oversees the strategic messaging and design of fundraising campaign creative and messaging, and serves as the editor-in-chief of the college publication, Illinois Medicine.

2005

Emily Figel Armstrong is a Vice President at Huntington Bank where she is the Risk Management Learning and Development Curriculum Manager. She lives in Dublin, Ohio with her husband, Scott. Together, they own a successful business, Victory, where they sell both Ohio State licensed products as well as custom-branded merchandise.

Stephanie (Beery) Herbert is a stay-at-home mom for her two children in Lewis Center, Ohio. Stephanie recently ran 3 half marathons, is the Treasurer of PTO, is the Cookie Mom of her oldest daughter's Girl Scout group, and is the Director of their church's VBS for the last three summers.

2006

Kylie Evans and her husband, Adam, gave birth to their second daughter, Clementine, in April 2015. She is an Educational Outreach Counselor and an Adjunct Instructor at West Virginia University.

Lauren (Wilson) Millisor gave birth to her son, Oliver, in December. She was also promoted to a Program Manager, working on Network Build projects for General Electric. She works remotely from her home in Denver, Colorado.



Alumni News and Notes

2007

Jeniece (Gibbs) Pritchett transitioned from her eight year role in digital marketing at Golin in Dallas, TX to serve as a technology adoption coach for Cisco Systems, her long-standing client. She consults Fortune 500 companies on change management, communication and training programs to help their employees adopt new collaboration technologies.

2008

Jocelin Dean lives in Dayton, Ohio with her husband and 4-year-old daughter, Sophia. She recently became the Membership Director for the Dayton Racquet Club.



Mike Holley was promoted to Senior Director of Marketing & Fan Experience with the Staten Island Yankees, a Minor League Baseball team.

2009

Lukas Treu is Lead Content Strategy at AKHIA, an integrated marketing and PR firm. He also is in his 5th year of freelance writing through his side business, The Mad Dash: Writing, Word-smithing and Semantic Services. He lives in Hudson, Ohio with his wife Erin.

2011

Chris Tabler is a Manufacturer's Representative at Garber Engineering Company in Piqua, Ohio.

2012

Dana Makstaller Lives in Cincinnati, Ohio and just took on a new position as the Creative Project Manager at Brandcraft Strategy.



Hannah (Leguillon) Taphorn was promoted to Research and Database Manager for REDI Cincinnati. REDI Cincinnati is the regional economic development organization for Greater Cincinnati and works to help companies grow, bring new jobs, and invest capital in the region.



2013

Stephanie Davis currently works as a Missionary in Youth with a Mission located in Mazatlan, Mexico. In addition to local ministry and service projects, she works in the communications department contacting incoming and perspective students, updating social media, writing for the blogs, and using marketing/sales tools for the base.



Trevor Grandy works as a geologist for Tetra Tech out of Portland, Oregon. He is about to begin a Master of Science program in Water Resource Policy and Management at Oregon State University

Shelly Gregory currently lives in Omaha, Nebraska and works at LinkedIn as a Product Engagement Specialist. She travels regularly, recently sporting her Tiger Pride on the famous Na Pali coast trail in Kaua'i, Hawai'i.



Leigh Hall leads production of major publications for Kettering Health Network as the Communications Specialist and she lives in Dayton, Ohio.

Tyler Hall works for the City of Dayton as their Social Media Specialist. He manages content ideation, development, distribution, and public engagement for major social platforms on behalf of the city and its departments.

Beth Thomas is a Postgraduate Intern for National Collegiate Athletic Association (NCAA) in Indianapolis, Indiana.

2014

Bryce Agler is a Player Development Coach for the Los Angeles Sparks, a WNBA team.

Caroline Eldridge is a Marketing Solutions Specialist at Outreach Promotional Solutions in Columbus, Ohio.



Kelcie Webster is a Visitor Center & Marketing Coordinator at Greater Springfield Chamber of Commerce.

Alumni News and Notes

2015

Bobby Kirwin is now a Media Assistant at Serino/Coyne in New York, NY.



Victoria Perlak is currently living in Manhattan working as an Account Executive in the Consumer Technology Practice at Finn Partners.

Hannah Yalaz landed a position as a Digital Media Specialist at the YMCA of Greater Toledo.

2016

Andrea Mattingly landed a job at her old high school, Mercy Academy, as the Communications and Digital Media Coordinator. She gets to run the social media accounts, create email campaigns for parents, future students and alumnae, create their bi-annual magazine (and write articles for it) and much more.



Kayla Villegas is currently working for Google in Ann Arbor, MI as an Associate Account Strategist.

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 wittcomm@wittenberg.edu for inclusion in the Alumni News and Notes section of next year's issue. Keep in touch!



The Department of Communication wishes our
all the best as he departs Wittenberg and
Director of the School of Communication

After Dr. Catherine Waggoner began building
Dr. Smith was the first person she hired in 2008
and the courses to be offered in the new room
on our program, and he will



Departs Wittenberg



es our dear colleague, Dr. Matthew Smith,
g and embarks on a new adventure as
tion at Radford University in Virginia.

building the Communication program,
in 2001 to help staff the new department
ew major. He has left an indelible mark
e will be greatly missed!



Abby (Hurt) Fisher ('07) Receives Alumni Award

Each year, the Office of Alumni Relations acknowledges distinguished alumni for their work through a variety of awards, which are based on different criteria. One such award is the G.O.L.D. Alumni Service Award, which honors graduates of the last decade (G.O.L.D.) who have generously shared their time and talent in service to the university.

This year's G.O.L.D. award will be presented to Communication alumna Abby Hurt Fisher, class of 2007. She is Vice President of Programming at Big Brothers Big Sisters of Central Ohio in Columbus, Ohio. This non-profit provides support and coaching for one-to-one match relationships for youths living in poverty and facing adversity.



Abby (Hurt) Fisher is a 2007 graduate in Communication

Fisher leads a staff of about 25 people for one of the largest Big Brothers Big Sisters affiliates in the country. She has responsibility for the agency's community-based and school-based mentoring programs, including Project Mentor, a collaboration with Columbus City Schools. She is also responsible for the Big Brothers Big Sisters of Central Ohio's Amachi program, which serves children of incarcerated parents, and its program for pregnant and parenting teens.

In addition to her Communication major and other coursework, during her time at Wittenberg, Fisher was a member of Just Eve, Chi Omega, and worked in various offices on campus. She also tutored children at a local homeless shelter through a volunteer program in one of her classes, which led to her future career.

At the alumni awards event during Homecoming weekend, Fisher was presented this award by her fellow Communication alumna and freshman roommate Ashley (Peterson) Harriman ('07). After their first year at Wittenberg, the two went on to join the same sorority and became close friends. In her speech presenting the award, Harriman noted, "Her work provides support and coaching for match relationships between volunteers and Columbus youth living in poverty and facing adversity. Big Brothers, Big Sisters makes a real difference in thousands of children's lives each year and Abby has been a vital piece of that puzzle since 2008."

It is clear that Fisher is passing on her Wittenberg light to others in the life-changing work she does. In her award presentation speech, Harriman went on to describe one particularly poignant example of her impact: "When a young student in her program was interested in Wittenberg, Abby networked with other alumni to get that student the support he needed to attend Wittenberg and find success here. Her passion for making a difference shines through in every facet of her life. As a boss, an employee, a wife, a mother, a sister, daughter and friend- she is a connector and a caretaker."

The Department of Communication congratulates Abby Fisher on her accomplishments and this prestigious alumni award.

2016-2017 Integrated Media Corps

by Madeline Geiger

Integrated Media Corps is a co-curricular initiative with the goal of providing opportunities for students to gain hands-on media production experience. First Year, Sophomore, Junior, and Senior students are eligible to apply and go through the interview process. This paid internship allows students of IMC work with Wittenberg's Department of Communication and The Office of University Communications to gain experience in multimedia with athletics, content management, video production, PR, photography, social media, and many other deliverables, all while also earning academic credit.



The members for 2015-2016 (top to bottom: left to right) are: William Norelia, Simon Pappas, Kristina Fultz, Louis Bruck, A. J. Meyer, Courtney Huck, Kayla Villegas, Madeline Geiger, Marley Tullis, Rachel Tennison, Stephanie Glass, Jordan Crow, Brenna Doherty, Pearl Ernat, Nicole Cooney, and Evelyn Ritzi

Several new projects and campaigns have been launched this year. Jordan Crow ('16) began Tiger First Take, a series of videos that interviews varsity athletes from varying sports. These videos discuss how they came to Wittenberg, why they enjoy their sport, and how Wittenberg has allowed them to pursue their passions during college. Madeline Geiger '16 made a video about the Chemistry department that interviewed alumni of the department on what they are currently doing with their degree and why undeclared students should choose Chemistry. Other departments on campus hope to follow the same framework and have IMC help to create videos for their majors.

IMC members also work closely with both the University's and school mascot, Ezry the Tiger's, social media accounts. Each week, a new pair of members take on the role of the school's favorite tiger to see Wittenberg through Ezry's eyes, covering major events and the most beautiful spots on campus. Ezry has become another student at Wittenberg, rather than just a mascot who only attends sporting events. Students study what types of posts work best and track interaction with each post.

The Integrated Media Corps has a weekly meeting in the classroom as part of earning their academic credit. Each week, a speaker is brought in who works currently in some facet of media. They speak about their career and how they got to where they are. Speakers cover wide ranges such as graphic design, sports writing, television, newspaper writing, and social media. This helps students who are trying to find an internship or career in media by showing them what is out there and the different paths they can take.

"The IMC presents students with the opportunity to develop their production skills in a number of different media. I expect students to take advantage of the opportunity to work with the professionals in the Office of University Communications to challenge themselves to try new modes of communication and see how far they can stretch their skills," said faculty director Dr. Mathew Smith. IMC is providing its members with experiences and opportunities they can't gain from any other group or organization on campus. These students will graduate from the program with real-world skills they can apply to many facets of everyday life.

Jacob Sigafos ('13)

by Pearl Ernat

Jacob Sigafos, a 2011 Communication graduate of Wittenberg University, has worked as a video editor for numerous companies, including his own, since his graduation. The path he took to become a full-time video editor began with an internship at The Ohio State University Medical Center where he worked create content for and manage the center's YouTube Channel.

After that he attended the Ohio Center for Broadcasting where he gained more background in film production. During his time in broadcasting school, he was also intern-

ing at the Ohio Department of Job and Family Services and working at Production Partners media. Since then, Sigafos has worked as a video editor for Bath and Body Works and Victoria's Secret, and even started his own photography company, Spell Bender Media.

Jacob immediately knew that he wanted to attend Wittenberg when he was making a choice about attending college. Jacob said, "I saw it and knew where I wanted to go. It was literally the only school I applied to and the only school I got into." The relationship



Jacob Sigafos ('13)

he developed over his four years at Wittenberg with the Communication Department was vital in developing his own company. Jacob stated that "members of the department have helped my company in creating an online presence and building a client list." The connections he developed through his time at Wittenberg certainly remain important in his professional life, even as he graduated five years ago.

Jacob has advice for students, especially those who are graduating soon: "pick a passion and do it even when no one is paying you. Make movies, take pictures, design whatever your heart or friends needs. Never stop working on

what you love." Sigafos' passion for video production has led him to a successful and fulfilling career. If you want to follow along with his journey, follow @SpellBenderMedia on Facebook, Instagram, and Pinterest.

*"Pick a passion
and do it...even
when no one is
paying you."*

19 Connect with The Communication Department on LinkedIn

The Department of Communication has always valued the connections we maintain with our alumni. Our first efforts came in the form of this newsletter, starting back in 2004.



A few years later, the growing popularity of social media prompted us to create a Department of Communication page on Facebook, as well as a closed group exclusively for our alumni to communicate with each other on a variety of topics, such as job postings, alumni events, and other useful information. Along with our Twitter presence, these initiatives have helped us remain in contact with our alumni, and they also indirectly help our current students understand the many different career paths our alumni have taken.

In an effort to increase the connection between our alumni and current students, the Department launched a LinkedIn profile this year. As one of fastest-growing and professionally valuable social media platforms, LinkedIn provides our alumni and current students the opportunity to connect with our Department and each other, in order to further facilitate networking and information-sharing opportunities.

Students and alumni of the Department of Communication are asked to first initiate a connection with our Department profile (Wittenberg Univ. Dept of Communication). Once the connection has been confirmed, the next step is to ask to join our closed student/alumni group (Wittenberg University Dept of Communication Alumni.)

This initiative to expand our alumni network is in response to a six-part promise to incoming students, adopted last year. Called the Wittenberg Commitment, and starting with the Class of 2019, this promise assures students access to the following features of a Wittenberg education:

- A full-year, first-year seminar (directed by Dr. Katie Warber; see feature on p. 4)
- Comprehensive advising that focuses on students' interests and career goals
- Active and engaged learning opportunities, such as internships and practicums
- WittFolio, an electronic portfolio of students' formative and summative work
- Four-year graduation guarantee, provided all requirements are met by the student
- The Wittenberg Network, connecting current students in each major to alumni

Alumni and current students:

Please connect with us on LinkedIn (Wittenberg Univ. Dept of Communication), and then ask to join our closed group for students and alumni (Wittenberg University Dept of Communication Alumni.) Thank you!



2016 Honors Convocation



Kayla Villegas was named the 2016 Laurels in Communication recipient.

Kayla Villegas ('16) was awarded our department's highest honor, Laurels in Communication.

Trevor Villegas ('16) was awarded the Alma Lux, and **Kayla Villegas** ('16) was awarded the Alma Mater.

Rachel Tennison ('16) received the award for Excellence in Literary Studies.

Bethany Brose ('17), **Nicole Cooney** ('16), **Pearl Ernat** ('17), **Kylie Ponn** ('18), and **Evelyn Ritzi** ('17) were recognized for membership in Lambda Pi Eta, the national Communication honorary.

Rachel Tennison ('16) received The Award of Excellence in Literary Studies and was recognized for membership into Sigma Tau Delta and Chi Alpha Sigma.

Andrea Mattingly ('16) received the Kurt J. Fickert Award and was admitted into the U.S. Fulbright Student Program.

Kaylie Taylor ('17) and **Laura Jansing** ('17) were recognized for membership into Alpha Kappa Delta honor society.

Courtney Huck ('17) was recognized for membership into the Phi Alpha Theta national history society, Omicron Delta Kappa, and Chi Alpha Sigma.

Maryam Bennett and **Megan Bobbitt** ('16) were recognized for membership into the business honor society, Tau Pi Phi.

Megan Bobbitt ('16) became a member of Mortar Board and **Kylie Ponn** ('18) received membership into the Pick and Pen junior honorary.

Nicole Cooney ('16) received recognition for membership into Omicron Delta Kappa, Gamma Sigma Alpha, and received a University Honor.

Stephanie Glass ('17) was recognized for membership into Chi Alpha Sigma, **Adam Barstow** ('17) received the Aluma Lux, **Bethany Brose** ('17) became a member of Gamma Sigma Alpha, **Kaitlin Egolf** ('16) received a University Honor. **Leah Markovich** ('17) became a member of Chi Alpha Sigma and received a Alpha Delta Pi Scholarship Award.

Nick Monetta ('16) became a member of Gamma Sigma Alpha and received the Lou Laux Environmental Sustainability Award.

A Note from the Department Chair 21

Greetings to our alumni, current and prospective students, and everyone else who has paused to peruse our Department of Communication newsletter!

As you can tell from the contents of this booklet, there are many exciting things going on within and beyond our program. We hope you enjoy reading about the exciting experiences and successes of our alumni and students. It makes a department chair very proud to know that the people who we've had the privilege of knowing are doing such important and gratifying work. Given the many different kinds of careers our graduates are able to pursue, it's not surprising that our major continues to be as popular as ever.



*Dr. Stefne Broz,
Department Chair
(2010-2016)*

Many thanks to our alumni for keeping us posted on what you're up to! We love reading about the fulfilling work you're doing with your Communication degree! We especially appreciate our alumni coming back to visit us, and this past year several alumni came and spoke with current students about their work.

I have enjoyed my two terms as Department Chair, but I also am happy to turn over the reins to Dr. Catherine Waggoner as of Fall 2016. Be sure to keep in touch!

Thank you for your support!

The Department of Communication would like to thank those alumni and friends who have given back to the program since graduating from Wittenberg. We are moved by and deeply grateful for 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 sustain our academic, scholarship, cultural, and athletic programs; faculty recruitment and retention; campus renewal and beautification; and other department programs and initiatives. Your gift makes a significant difference in the lives of current and future Wittenberg students!

Should you choose to give financially to Wittenberg, you may designate your gift for the Department of Communication. You also may specify which Communication project or priority you would like your gift to help support, such as technology in the classroom, Department events, field study experiences, engaged learning, and other valuable initiatives.

Please visit giving.wittenberg.edu/commdept for more information.

Thank you for supporting your alma mater!

Georgia Bennett ('15) and Quin Gable ('14) at BehindTheChair.com

by Andrea Mattingly

New York Fashion Week, the Victoria's Secret Fashion Show, Miss Universe and Lollapalooza are just some of the events that alumnae Quin Gable, '14, and Georgia Bennett, '15, have been able to attend while working for BehindTheChair.com (BTC).

BTC is an online magazine that targets hair stylists and other salon professionals by providing education through webinars, videos and other online classes. Stylists can also search job openings through the website as well.

Gable started working at BTC through an internship her sophomore and junior year at Wittenberg and began full-time after graduation. She is now the Marketing Manager after graduating with a Communication major and Sociology minor. She said that the Communication Department prepared her for real world situations.



Quin Gable at the Victoria's Secret Fashion Show

*"The Communication
Department
prepared me for real
world situations."*



Quin Gable and Kim Kardashian

"I feel like the public speaking course should be a life requirement course...it makes you think about everything in that class: your posture, eye contact and non-verbals," Gable said. "Had it not been for that class, I wouldn't have been able to grab the microphone to do the interviews in front of over 3,000 people! Thanks Dr. Broz!"

At BTC, "22 passionate and hardworking women" work together each day to better their industry and increase their network of hairdressers and other professionals. Bennett, a communication major and business minor, is now the One Shot Project Manager and Marketing Coordinator. She said that networking has been a key part to her experience.

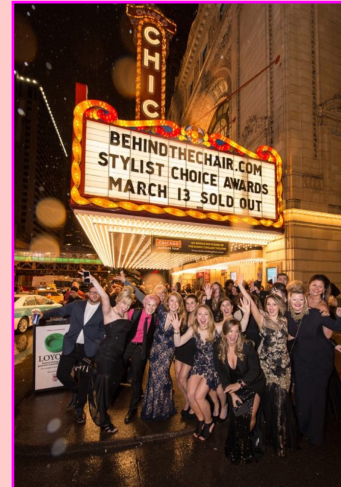
"Networking is so important," Bennett said. "And remember that any relationship you make could open a door to your dream job!"

Georgia Bennett ('15) and Quin Gable ('14) at BehindTheChair.com

by Andrea Mattingly

Bennett and Gable continued by saying that curiosity and self-branding on social media have been some of the most important aspects to their professional lives. Branding oneself to the nature of the profession and staying late, even when the day has already ended, have opened doors of success for them both.

"Just because the job ends at 5:30 p.m. doesn't mean you stop working. If you are passionate about a project and want to be successful, you should always keep an eye out for information and inspiration," Gable said. "You have to be curious about what's around you in order to see the bigger picture."



Georgia Bennett at The Next Big Thing

Bennett added that working at BTC has been rewarding after seeing firsthand the impact her job has had on the hairdressers who access the magazine.

"Think about how you feel after a trip to the salon...Refreshed? Fabulous? Empowered?" Bennett said. "Hairdressers have the awesome opportunity to make their clients feel this way everyday in the salon, and I LOVE that I have been give the resources and platform to help inspire them."

*"You have to
be curious
about what's
around you in
order to see the
bigger picture."*

Passing the Light On through Digital Marketing: Ashley Harriman ('07)

by Pearl Ernat ('17)

Ashley (Peterson) Harriman, Class of 2007, began her career in digital marketing when she worked as Assistant Director of Alumni Relations at Wittenberg for two years following graduation.

One of the biggest projects during her time with Alumni Relations was creating "Witt Nation," which was a road trip that took one across the country while meeting alumni. Harriman said that she "loved hearing all the Wittenberg stories and seeing how those stories could motivate others to attend Wittenberg or give back to their alma mater. Those stories are what led [her] into marketing." Accepting the offer to stay in Springfield right out of college "felt like settling" to Harriman because she "wasn't going anywhere new or seeing the world, [she] was staying in Springfield."

However, Ashley looks back on those two years as the best decision she could have made due to the projects she worked on and the level of ownership that was given to her, which allowed her to secure two full scholarship offers to different grad schools. The pressure to land a dream job right out of college can be overwhelming, but Ashley's story is an example of how a less-exciting job opportunity can be the most rewarding.



Ashley Harriman ('07)

Ashley credits the Communication Department with developing "obvious skills such as writing, analytic thinking, and public speaking..."

After Wittenberg, Harriman moved to Colorado to get her M.S. in Strategic Communication at the University of Denver. From there she began working at a digital marketing agency, while working her way back to Ohio. Currently, Ashley is the Brand Marketing Manager for WCPO, the ABC affiliate in Cincinnati.

Ashley credits the Communication department at Wittenberg with developing "obvious skills such as writing, analytic thinking, and public speaking" while also giving her the support to

attend graduation school and make smart career choices. Harriman stated that a "conversation with Dr. Waggoner when she assured me I could handle graduate school" sparked the consideration for attending school after Wittenberg. Ashley will "never forget the subtle but strong encouragement from Dr. Smith that presenting at a conference was more important than being on campus for homecoming." Harriman maintains that the "professors in our department are unrivaled" in their teaching, advising, and encouraging.

Communication Majors Gain Valuable Internship Experiences

25

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. Here are just a few of the internships Communication majors completed for academic credit recently:

- **Anthony Corsi** ('16) was a campaign manager at Smart Circle
- **Carly Jones** ('16) was a Communications Assistant at the Toledo Zoo and Aquarium.
- **Ryan King** ('16) interned at Cuttone and Company on Wall Street in New York.
- **Evelyn Ritzi** ('17) was a Creative Services Intern for WDTN-TV/Dayton's CW
- **Caitlyn Traylor** ('17) is a News Intern at WDTN-Dayton 2 News
- **Justin Wilhite** ('18) is an intern with Catholic Social Services in Dayton

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



Caitlyn Traylor ('17) is shadowing reporters at her internship at WDTN-Dayton 2 News. She produces stories to go on air that the anchors will read, and she is learning all of the technical aspects that go into one show.

She also is learning uses of the camera while shooting live shots of herself doing a mock report to prepare her demo reel for when she graduates.

The 2016 Japan Field Study: Japanese Culture and Communication

For the third time since the Japan Field Study was created, Dr. Stefne Broz and Dr. Terumi Imai took students to Japan for a month to learn about Japanese culture and communication. The twelve Wittenberg students who participated lived in the heart of Tokyo at the National Youth Center, where they attended Dr. Broz's class each day. Class topics included Japanese history, religion, value orientations, and a variety of communication topics such as verbal and nonverbal communication (including greeting and gift-giving behaviors), and a variety of communication contexts such as relationships, family, business, and education.

In the afternoon, students were led on a field trip by Dr. Imai or had free time to explore on their own. Excursions included museums, Buddhist temples and Shinto shrines, the Panasonic building and offices, Tokyo Tower, an elementary school, and other educational and fun field trips. About twice per week, everyone had dinner together to try new foods (such as sukiyaki, okonomiyaki, sushi, kamameshi, and others) and talk about their adventures.

The Japan Field Study also includes a weekend homestay with a host family in Tokyo, so students can experience family life and other aspects of the culture firsthand. For the last five days of the program, the students stayed in Kyoto to visit historically important sites and the Kyoto Peace Museum, as well as experience ancient Japanese art forms.

This year's participants came from a wide variety of majors, including Communication, East Asian Studies, Physics, Computer Science, Art, English, Chemistry, Economics, and Music. For most of them, traveling to Japan was a lifelong dream and an opportunity that they were very excited about.



Witt students were paired with Japanese university students in the Conversation Partner program



Tokyo has many historically important temples; here, students are exploring the oldest part of the city



Witt students who will be studying at Kansai-Gaidai University this fall traveled there and met Japanese students who are studying at Witt



After a trip to Tokyo Tower for great views of the city, students enjoyed their first meal together



Students enjoyed visiting the beautiful Golden Pavilion (Kinkaku-ji) in Kyoto



The students were enthralled by just how big Tokyo is and all the exciting sights to see

The Culture of Comics and Cosplay: 27

The Experience at Comic-Con 2016

by Evelyn Ritzi ('17)

Whether you're a die-hard comic fan or simply love the entertainment business, there's no doubt you'll have a fascinating time at Comic-Con. For the tenth consecutive year, Dr. Matthew Smith has offered college students the chance to join him for The Experience at Comic-Con, an ethnographic research study unlike any other.

Each year, over 140,000 fans, actors, authors, directors, producers, and artists converge in San Diego, California at the mecca of pop-culture, Comic-Con International. Dr. Matthew Smith has a passion for comics, and knows the value of attending the annual convention for both entertainment and educational purposes.

This year, ten students had the opportunity to not only enjoy the fun of the Comic-Con, but also earn college credit for their research. Before the trip, the students were assigned readings to learn more about Comic-Con and participant-observation research, or ethnography. By engaging in ethnography, the students were able to fully immerse themselves in the culture of Comic-Con. They learned about marketing, cosplay, literacy, and communication.

Each day, the students were free to attend panels of their choosing, take pictures with "cosplayers" and celebrities, visit with hundreds of vendors, and explore the latest developments in television, film, and comics. Some even had the opportunity to network with executive directors of major entertainment companies. One of the most exciting aspects of this experience each year is the opportunity for students to actually present their discoveries in a professional panel.

The Experience at Comic-Con was an extremely rewarding opportunity for students to study the many aspects of popular culture from the inside out. As Dr. Smith states, "Nowhere else but at Comic-Con can you see in such stark detail how our love of popular genres is celebrated by the fans or exploited by the cultural industries." He also adds, "Anyone interested in marketing strategies for the twenty-first century would learn something from the experience, but the folks who have the most fun are those who are interested in or already invested in popular culture."

The students who embarked on this trip had nothing but positive things to say about their experiences. Morgan Mitchell remembers, "I loved every second of it. Waiting in line with random strangers to see just a glimpse of an actor or possibly meet them, seeing all of the props and replicas were cool too. But being able to sit in a room with hundreds of people and research something that interested me, TV marketing and how fans react to it, that is something I am never going to forget. Now looking at my data I have a new project that hopefully if I can return, will expand on my previous research!"



Students at the 2016 Experience at Comic-Con

Department of Communication Faculty News and Notes

Dr. Stefne Lenzmeier Broz completed her second term as Department Chair, a position she enjoyed for the last six years before turning the reins over to Dr. Catherine Waggoner starting this fall. She took students to Tokyo and Kyoto in May-June for the month-long Japan Field Study she created with Dr. Terumi Imai. She currently serves on the Wittenberg University President Search Committee, a group of faculty, staff, Board members, and friends of Wittenberg who will work together to recruit, select and interview candidates to be considered for Wittenberg's next President, ultimately presenting their recommendation for hire to the Board of Directors.



Dr. Sheryl Cunningham attended the Rhetoric Society of America conference in Atlanta, Georgia over the summer, where she presented the paper *Fracking in the National News* which focused on national news coverage of fracking in the United States. She also reviewed the book *Michelle Obama: First Lady, American Rhetor* and the review is forthcoming in *Presidential Studies Quarterly*. This year she has taken on two new roles at Wittenberg: Faculty Sustainability Coordinator and Integrated Media Corps advisor.

Dr. Kelly Dillon was hired as a one-year Visiting Assistant Professor to teach media-related courses starting in Fall 2016, as a result of Dr. Matthew Smith's departure. In addition to teaching Media Literacy and Public Speaking, she plans to develop an advanced-study seminar for Spring 2017 focused on new media. She graduated from The Ohio State University this past spring with her Ph.D. in Communication. Her research focuses on computer-mediated communication, cyber-bullying intervention, hate speech, and social support.



Department of Communication Faculty News and Notes

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Dr. Matthew Smith departed Wittenberg to start a new position as Director of the School of Communication at Radford University in Virginia this fall. His contributions to the Department of Communication at Wittenberg over the last 15 years include helping launch the Communication major, the Journalism minor, and the Cinema Studies minor; helping create Communication Leaders (now C.A.B.L.E.) and Integrated Media Corps; and developing new courses in Media Literacy, American Television History, Media Law, Graphic Storytelling, Television Criticism, Animation History and Analysis, and others; creating The Experience at Comic-Con summer field study; and many other valuable innovations and opportunities for students.



Dr. Catherine Egley Waggoner still takes her students to drag shows and still nurses her obsession with “all things circus.” Lately, she has been giving talks about her forthcoming book, *Realizing Our Place: Real Southern Women on Living in a Mythologized Land* (U. of MS Press), including a pechakucha talk at the new Mother Stewart’s brewery in downtown Springfield. She finds those kinds of audiences easier than her students. Last fall, she visited Washington DC to find out more about Wittenberg’s Washington Semester, and then she headed off to Las Vegas to be on a panel of previous book award winners at the National Communication Association convention. As of July 1, she is the Department Chair and is busy learning the ropes.



Dr. Katie Warber continued in her second year as Director of First Year Programs. She taught relational, family, and interpersonal communication courses. She also traveled to conferences in Las Vegas and Orlando. In August, Dr. Warber got engaged, and will marry Mr. Michael J. Anderson on October 22, 2016. They bought a house in Yellow Springs, and just got a new kitten. Dr. Warber continues to serve as Wittenberg's Grand Marshal.

Congratulations, Class of 2016!

