



**Connecting Alumni, Faculty,  
and Students**

# ***Links***

**Wittenberg University  
Department of Communication  
Newsletter 2019**

# Greetings from the Editor

Aubrey Cox ('20)

I hope you enjoy this edition of *Links*, our annual Department of Communication newsletter!

The *Links* staff has been hard at work getting this newsletter underway. The writers this year were inspired by the alumni they spoke with and were dedicated to sharing their stories for others to hear.



As you read this newsletter, I hope you find the journeys that so many of these individuals are on not only inspiring, but compelling. Wittenberg is a special place in which many of us have found our identity, our calling, and our true vocation in life.

I am grateful for the knowledge I have gained through my experiences at Witt, and I love sharing the success of our fellow Tigers.

Thank you to the alumni and their dedication to honoring Wittenberg and the Department of Communication. We wouldn't be where we are now without you!

Lastly, congratuations to the Class of 2019! I hope you will pass your light on to everyone you meet, and represent Wittenberg with the highest of standards. Always remember where you came from.

Tiger Up, Witt!

## 2019 Links Writers:

Devon Atchison ('19)  
Ellie Berkhouse ('21)  
Isaiah Brock ('19)  
Emma Byrd ('19)  
Lexi Collins ('19)  
Aubrey Cox ('20)  
Audrey Feiler ('19)  
Lauren Hiller ('19)  
Drew Jenkins ('19)  
Emily Kaufman ('20)  
Maggie Keeverline ('20)  
Samantha Martens ('19)  
Caroline Olson ('19)  
Kaitlyn Zebell ('21)



# TABLE OF CONTENTS

Page 4: The Sky is the Limit: Haily Hall ('11)

Page 5: From Witt to OSU: Kylie Ponn ('18)

Page 6: Finding the Right Fit: Anna Morris ('10)

Page 7: From Buckeye State to Golden State: Shelly Gregory ('13)

Page 8: Promoting Wittenberg through the Integrated Media Corps.

Page 9: A Student-Athlete's perspective on the New HWAC: Isaiah Brock ('17)

Page 10: From Wittenberg to the World of Work: C.A.B.L.E

Page 11: Communication Students as Leaders in Society

Page 12-15: Alumni News and Notes

Page 16: Better Than We Found It: Dr. Cunningham

Page 17: From Witt to the Radio: Breanne Ziegler ('13)

Page 18: Researching the Impact of Narratives: Dr. Broz on Sabbatical

Page 19: From Shoveling Snow to Scuba Diving: Dr. Broz and Witt in Costa Rica

Page 20: Welcome to "The Yard": Nick Williams ('03)

Page 21: Turning a Passion into a Career: Sarah Fetters ('08)

Page 22: Using Communication to Spread the Love of God: Tyler Hall ('12)

Page 23: The Marriot and a Comm Degree Are The Perfect Fit: Sebastian Anderson ('15)

Page 24-25: Faculty News and Notes


Page 26 : "OK Google, What's Life Like After Witt?": Kayla Villegas ('16)

Page 27: Congrats, Class of 2019!

Connect with us!

Twitter: @WittComm

Facebook: @WittComm



## The Sky is the Limit: Haily Hall ('11) by Maggie Keverline ('20)

Haily Hall was a Communication and English double-major. Hall was a member of Communication Leaders (now C.A.B.L.E) where she learned valuable lessons in networking, finding your individual voice, and building your personal brand. These skills are crucial to her current career as a TV writer in Los Angeles, California. She is currently a Writer's Assistant at Starz Entertainment where they are working on a new product called POWER. You could say that she has hit it "big time" with the help of Dr. Warber who used her own connections to send Hall's resume to a media firm and essentially launch her wildly interesting career.

Taking advantage of Wittenberg's extensive networking potential, Hall kept in touch with Lauren Hissrich, a Wittenberg grad who came in to speak to a class when Haily was still a student. Hissrich essentially took Hall under her wing and helped her get her footing in the world of Los Angeles script writing.

Hall is overwhelmingly grateful for the opportunities provided by the Communication Department and the relationships it helped her form. Hall's advice to the college students reading this story is be nice to your professors, find your passions, be curious about the world, and learn to stop procrastinating!



## From Witt to OSU:

**Kylie Ponn ('18)**

by Lauren Hiller ('19)

If there were an entry for the highly involved Wittenberg student in the dictionary, it would say, “see Kylie Ponn” next to it. Kylie graduated in 2018 with a double major in Dance and Communication, as well as a Journalism minor. She was involved in just about everything, from Delta Gamma, to *The Torch*, to WUSO, to 4 Paws for Ability. Kylie always knew she was interested in communication, whether it be writing, advertising, marketing, or design, and was led to pursue a Communication degree at Wittenberg.

She now works as a Communication Strategist at The Ohio State University, and has been able to watch her passions and talents come together through her work. Though she is still fairly new to the position, Kylie loves it so far. She is excited to continue to grow and learn through her work, as well as stay connected with a strong base of Wittenberg alumni in the Columbus area.

When reflecting on her experiences with Wittenberg Communication, Kylie has drawn on the skills developed in classes like Interpersonal Communication, Critical Methods, and Media Literacy. She stresses the importance of strong communication skills, more specifically writing, that she learned throughout college and uses every day in the workplace.

Kylie encourages Communication students at Witt to “take advantage of the great group of professors you have, as well as any networking opportunities with alumni.” She fondly remembers Dr. Matthew Smith, D’Arcy Fallon, and the entire Communication department faculty as holding a special place in her heart.





## Finding the Right Fit: Anna Morris ('10) by Kaitlyn Zebell ('21)

After graduating from Witt, Anna Morris pursued a Masters in Communication at Edinboro University in Pennsylvania. Before she graduated there, she landed a job in Columbus, Ohio, for The Ohio State University as a Program Manager for Communication with the Honors & Scholars Program for undergraduate students. She rose through the ranks and was recently promoted to Associate Director for Engagement for Executive Education in the Fisher College of Business.

As the new Associate Director of Engagement, Anna is responsible for the marketing efforts of the Executive Education program which includes radio, digital, and print outlets. However, expanding the digital reach is what excites her the most. When she was asked about the specifics, she was thrilled to share the innovative technologies and techniques that she is using: “We’re doing some really creative things like using state-of-the-art marketing automation software and CRM platform to reach, track, and follow potential customers and students in a targeted, effective way.” She enjoys this type of work because it is ever-changing. Anna is resourceful, engaged in ground-breaking tactics, and able to nourish relationships with people on and off campus.

Anna fell in love with Wittenberg after visiting her sister her senior year, despite being enrolled in another undergraduate college. She stated, “my sister had already sold me on all of the extracurricular activities and overall community feel of Wittenberg.” Anna’s relationship with Wittenberg strengthened when she pursued her major in the Communication Department. The most valuable aspect of her Communication degree, she says, is that she can think critically, be persuasive, and have an open mind. She recalls fondly that Dr. Katie Warber’s relational communication class helped her to “dissect [her] on-and-off again relationship” with her now husband. The time she spent at Wittenberg certainly had a major influence in both her personal and professional life. Anna has some advice for current and prospective Wittenberg students: “As cheesy as it sounds, I would have to say, ‘spread your wings’. Don’t get sucked into just one group, one club, or one major. I chose to be involved in a variety of things, and I think it ultimately helped me become a more well-rounded individual and explore different passions and aspects of who I am.” Anna’s ability to think outside the box and to collaborate with others has led to a successful and fulfilling career.



## From Buckeye State to Golden State: Shelly Gregory ('13) by Emma Byrd ('19)

Not many people can say they have worked for Fortune 500 tech companies such as LinkedIn and Facebook, but Gregory has managed to do just that in fewer than six years. Gregory graduated in 2013 with a degree in Communication and minor in Journalism. During her time at Wittenberg, Gregory was President of Student Senate, General Manager of WUSO, an Orientation Assistant, Tour Guide, and the Alumni Liaison for the Communication Department. Gregory took full advantage of her time at Witt and stayed very busy.

After graduation, Gregory started her career as a social media specialist for Robert Rothschild Farm in Ohio, and then moved to San Francisco, California, to work in digital marketing. After that, she moved to Omaha, Nebraska, to pursue a job as Product Engagement Consultant for LinkedIn. Now, Gregory is back in the Bay Area working for Facebook, where she is a Content Specialist, updating and maintaining help center content for Facebook users. This job allows her to do what she loves most, which is helping people and writing. Additionally, she is currently launching her own business, Shelly G. Coaching, where she helps clients gain confidence by coaching them on their resumes and LinkedIn profiles.

When reflecting on the ways her education set her up for success, Gregory says, “a communication major really sets you up to be an effective writer, orator, and critical thinker.” She credits many professors for her wonderful experience at Wittenberg; Dr. Warber who led Comm Leaders, now known as CABLE, working as a Communication Department intern with Dr. Broz, having Dr. Cunningham as her faculty advisor, and Dr. Waggoner for some of her most memorable classes. Dr. McClelland, a Journalism professor, gave her some of the best advice she ever received and helped motivate her to get to where she is today. He said, “If you can write effectively, you’ll always have a job.” Gregory’s advice to current Communication students is that “your first job isn’t going to be your last job. You have so much time to explore and see what you like and don’t like in a job or industry... be sure to say yes to opportunities that come your way, even when they scare you (especially when they scare you).” For more information, check out [www.shellygcoaching.com](http://www.shellygcoaching.com).



## Promoting Wittenberg through the Integrated Media Corps: by: Devon Atchison ('19)

The experience known as the Integrated Media Corps internship is an engaging student opportunity that has been evolving over the past several years. What started as a sports-communication internship, which included filming games and doing broadcasts, evolved into a one-credit class per semester with a short classroom component. It has since developed into the program it is now, which is a University Communication and Media internship opportunity.

Students come to work in the University Communications office where they work at their own computers in their own cubicles. This professional environment is the perfect training for post-graduate work. This office environment also allows students hands-on experience with updated technology and new software. The hands-on experience is unparalleled in opportunities for Wittenberg on-campus employment. I personally have worked a lot on Wittenberg's social media as a Social Media Intern. I've written and scheduled posts, launched the Wittenberg Snapchat (@WittenbergUniv), written stories for the website, and created all kinds of content including graphics and videos. Students can work specifically in web, photography, graphic design, video production, and many other areas. Students take what they're learning in the classroom, what they're majoring in, and what they want to learn, and put it all together in this internship. Our content is seen by everyone and allows for people to post pictures that capture our community, make graphics that inform Wittenberg alumni and current students, and write posts that may entice a prospective student to make the decision to come to Wittenberg. Being an intern with IMC has given me a taste of what it is like to have a job in an academic work place and what it means to be a team member. I have gained so much knowledge and experience that I am looking forward to bringing into my post-Wittenberg career.





## A Student-Athlete's Perspective on the New HWAC

by: Isaiah Brock ('19)

The new Health, Wellness, and Athletic Center will offer amazing opportunities for any athlete looking to grow within their sport, and will allow them to feel proud to be a part of any team that represents the Tigers. With the new additions to the training rooms and the help of our wonderful trainers, we as athletes will be more likely to stay healthy throughout a long and tiring season. Being a senior, these new additions and changes to the HPER make me super excited and reassure that I can continue to represent our university playing at my peak performance as a member of the Men's Volleyball team.

For anyone looking at Wittenberg as a potential option for the next four years of their academic/athletic careers, the HPER has been a huge benefit for past and current athletes. To see the improvements and updates that have taken place around the HWAC, it makes me happy that I chose Wittenberg. I almost wish I could stay another 4 years to fully experience the changes that have developed.

There are many ways I have found opportunities to utilize my Communication major in volleyball. With my first year at Witt being the first year for the Men's Volleyball program, my major has shown me how to communicate with new teammates, new faces, and a new organization that may need someone to step up and be an effective leader. I've had the opportunity to choose areas that I find interesting within communication, so I've spent a lot of time studying and researching effective leadership styles. As a team captain, this is so important, especially when facing conflict, attempting to increase team cohesion, and recruiting future Tigers. My Communication major has not only given me the tools to communicate effectively, but the confidence to step up and be one of the leaders in a developing program.



## From Wittenberg to the World of Work:

### C.A.B.L.E

by Audrey Feiler ('19)

The Communication and Business Leadership Experience (C.A.B.L.E) is a professional development program available to juniors who major or minor in Business, Communication, or Sports Management. It spans one year from spring junior year to fall senior year with a summer internship inbetween. This program is designed to guide students in their career development, networking, resume building, and job search. The C.A.B.L.E team this year was comprised of 12 students: Devon Atchison, Emma Byrd, Lexus Cole, Kyle Farnbauch, Audrey Feiler, Loie Greenwood, Kai Hannum, Lauren Hiller, Nathan Matthews, Kathryn Nydegger, Madeleine VanOverbeek, and Rachel Wallace. This year, the C.A.B.L.E program was headed for the first time by Heath Queen and Marketing professor, Kevin Steidel. This set a new tone for the group to learn and grow together.

C.A.B.L.E traveled to numerous sites in Columbus, Dayton, Springfield, and Washington D.C., and was hosted by some of Wittenberg's finest alumni at sites and companies including Speedway, Gordon Food Service, Caresource, The Bengals Stadium, Raising Canes, Raytheon, and even the US Capitol. All of these visits allowed students to envision ways to apply their degrees to their future careers as well as give them ideas of what kinds of work environments they would like to work in. Between site visits, C.A.B.L.E hosted accomplished alumni and faculty who helped guide the students in areas such as networking, fundraising, job search, money management, and finding their passion. This experience was invaluable to the 2019 C.A.B.L.E class. One student in particular, Kai Hannum, noted, "I'll always look back upon the things C.A.B.L.E brought me. It got me closer with many alumni and helped me get my first job."

Almost all of the C.A.B.L.E students agreed that the Washington D.C. and case study experience was one of the most influential aspects of their experience. The group was split into two case study teams: Marriott International's request for assistance in attracting and maintaining top talent, and Ace Hardware's request for assistance in increasing foot-traffic in stores to compete with online purchasing. This final trip was the student's way of exhibiting all they had learned over the past year. "I really enjoyed being able to work on such a large case study with some amazing people. Nothing prepared me for being in the boardroom with the CFO, but it was a memory I'll never forget," recalls Emma Byrd, Marriot case team leader. The D.C. trip allowed the team to grow closer as a unit and realize just how much they had accomplished.



## Communication Students as Leaders in Society

**Samantha Martens** is an English major with minors in Communication and Music. Beyond her classroom duties, she is very involved on campus. Not only does she play clarinet for the Wittenberg band, she also joined the American International Association, Green Club, and Swing Dance Club. In AIA, Sam served as secretary, vice president, and president. For Green Club she served as secretary. These positions gave Sam insight onto how to deal with others and how to plan her time effectively. She believes that through holding these positions, her communication skills have thoroughly developed and made her realize it is important to be able to keep people on the same page. Being a leader of these organizations has taught Samantha valuable lessons and makes her a standout at Wittenberg.  
by Emily Kaufman ('20)



One of the 2019 Communication Laurels Award winners, **Audrey Feiler** is a senior Communication and Biology double major from New Richmond, Ohio. Audrey was the Vice President of Philanthropic Services for Sigma Kappa and was a coordinator for the Tiger Health Educator program at Witt. Audrey has a calling for helping others which has been made possible through these leadership positions. She feels the most valuable tool in leading an organization is effective communication. This does not necessarily mean communicating one's demands, but rather understanding how others communicate and cohesively adapting to everyone's needs. Audrey values the impact she has on individuals, whether it is providing aid or leading them towards a life where they love and care for themselves. Audrey states, "I like that I have become someone people turn to when they are in need, have a question, or just need a friend." Audrey has become a friendly face on campus who cares for and leads others in a positive direction.

by Maggie Keverline ('20)



# Alumni News and Notes

2004

**Aaron Copley-Spivey** is the Director of Human Resources and Title IX Coordinator for the Lutheran School of Theology at Chicago.

**Laura Russell** is an Associate Professor of Communication at Denison University.

**Erin (Bonner) Kennedy** is a Research manager at Ologie in Columbus, Ohio.

**Angela (Trego) Crist** works for GitHub, a software development platform company, as a Community Manager. She travels to GitHub HQ in San Francisco and works remotely the majority of the time from Orlando, FL, where she lives with her husband, Jered.

2005

**Aubrey (Anderson) Davis** is a Senior Development Officer based in the Chicago area raising major gifts in the Midwest region for Boston-based organization, Partners In Health. PIH is a leading global health organization serving impoverished communities in 10 countries around the world.

2006

**Kylie Evans** is a doctoral student in Social Welfare at Case Western Reserve University. She lives in Cleveland with her husband Adam Majot ('06) and their daughters Violet (5) and Clementine (3).

**Brian McCoach** works at Hearst Magazines in New York City and is the Group Finance Director for Consumer Revenue.

**Sarah Gearhart** is a New York City-based sports journalist. Her work has appeared in *USA TODAY Sports*, the *Wall Street Journal*, *Runner's World*, *ESPN*, *Outside Magazine* and *Vice Sports*. She has authored four books, including three editions of "Outside/In" and "Unwrapped: Food & Stories From Chefs Who Run."

2008

**Mike Holley** is currently working at the New York Yankees as Senior Account Executive, Partnership Activation. He and his wife, Shiloh (Aderhold) Holley ('08), are expecting their first child in September.

2009

**Tara Osborne** currently lives in Denver, Colorado, working for Creative Circle, overseeing business development for their Las Vegas market and coaching competitive soccer with Broomfield Soccer Club.

# Alumni News and Notes

2010

**Dr. Gretchen McIntosh** serves as executive director for SEALKIDS, a national non-profit that provides academic support services for children of Naval Special Warfare families. Dr. McIntosh also teaches at The Ohio State University in the Department of Arts Administration, Education, and Policy. She lives in Columbus, OH, with her family.

**Kelly Clark** is an Account Supervisor at Leo Burnett Chicago, working on TV commercials, and digital and traditional advertising for Allstate Insurance and The Allstate Foundation.

**Katie Nemeth** is currently the Director of Development at Third Street Music School in New York City.

**Joelle (Ghanem) Cosmas** currently lives in Chicago, IL with her husband, Jerry. She recently accepted a new job as the Director of Brand Platform at Listen Ventures, helping direct-to-consumer startups build their brands from the ground up and supporting entrepreneurial growth from coast to coast.

**Leslie (Chasteen) Nienhaus** is currently a Human Resources Business Partner at 84.51 in Cincinnati, OH.

2011

**Adam Baer** is working at United Rentals Trench Safety in Columbus OH. He is the HUB Operations Manager for the Mid-Central District, covering eight states.

**Ben Koester and Megan (Tassone) Koester ('12)** just had a baby boy named Vincent. Ben works at Robert Half as a Division Director in IT staffing and Megan works at Cintas HQ in Product Development.

2012

**Nishant Makhija** is a campaign political consultant and works for political candidates on their voter outreach in New York City.

**Brian Duke** is leading a technical recruiting team in the Denver area for a Microsoft partner.

**Alyssa Hanshaw** is currently working at Cardinal Health in Dublin, Ohio as a Talent Acquisition Specialist.

**Zoe (Lamberson) Saadey** currently lives in Columbus, OH, working as an Associate Assistant Attorney General in the Education Section of the Ohio Attorney General's Office.

# Alumni News and Notes

2013

**Jessica (Batanian) Grisier** currently lives in Toledo, OH, and is working at Lucas Soil and Water Conservation District. She is the Administrative Assistant/Communications specialist for the office.

**Erin Harte** is working at ActiveCampaign, a software tech company in Chicago, IL

**Trevor Grandy** recently completed his MS in Water Resources Policy and Management from Oregon State University. He currently lives in Bend, OR, working for GSI Water Solutions as a water resources analyst and hydrogeologist.

2014

**Jordyn Baker** lives in Dayton, OH, and works at the University of Dayton as the Case Manager in Equity Compliance, where she serves students, faculty, and staff undergoing investigations regarding the University's Non-Discrimination and Anti-Harassment Policy.

**Lindsay Janney** is currently working for Cardinal Health as a Pharmacy Business Consultant in Indianapolis, Indiana.

**Kirsten Stricker** is an adjunct faculty instructor at Owens Community College in Toledo, OH where she teaches a variety of art history and art appreciation classes each semester.

2015

**Kelsey Claar** is working as the Executive Assistant to the owner of City Barbeque and the Chief Suite in Dublin, OH.

**Allie Beebe and her husband Alex Beebe ('16)** currently live in Columbus, OH, where she is a Real Estate Agent with Coldwell Banker King Thompson.

After moving back to central Ohio from Toledo in 2018, **Hannah Yalaz** accepted the Senior Digital Specialist position at JVA Campaigns, a marketing agency in downtown Columbus that specializes in Advocacy, Politics, and the Public.

2016

**Kristina Fultz** is working as an Assistant Volleyball Coach for the United States Naval Academy, living in Annapolis, MD. Last spring she completed her Masters of Adult Education at Muskingum University, where she also was the Assistant Volleyball Coach.



Jordyn Baker ('14)



Kelsey Claar ('15)



Kristina Fultz ('16)

# Alumni News and Notes

2017

**Bobbie Clayton** is working as a Recruiter and Outreach Specialist for Applied Research Solutions, in Beavercreek, OH.

**Evelyn Ritzi** is the Communications Specialist at The Ohlmann Group, a full-service marketing and advertising agency in Dayton. She handles public relations, social media, and copywriting. She got married in 2018.

**Catherine Stewart** currently works at Martin & Richard's Co, L.P.A. as a legal assistant, but soon will begin her Peace Corps service in the country of Georgia starting April 14. Her term is 27 months and she will teach English to children.

**Courtney Huck** currently works as an Account Manager at Helium SEO, a digital marketing startup in Cincinnati, OH.



Angela Crist ('04)



Sarah Gearhart ('06)



Mike Holley ('08)



Gretchen McIntosh ('10)



Adam Baer ('11)



Nishant Makhija ('12)



## Better than We Found it: Dr. Cunningham by Audrey Feiler ('19)



Dr. Sheryl Cunningham has been a part of Wittenberg's community for just over ten years, but for the past two years, she has been facilitating and incorporating sustainability initiatives for Wittenberg as the Faculty Sustainability Coordinator. She became involved in this position for several reasons. She has had an early love for the environment from her time outdoors as a child, to her experiences in a reuse and recycling Americorps program in Albany, OH. She also met her friend and mentor Ed Newman during her Masters of English program at Ohio University. "So, I guess you could say that digging through the dumpsters of OU with a bunch of like-minded people is what inspired me to do sustainability work," Cunningham explains. She feels that others should be motivated to care about sustainability efforts, as well. "We have an ethical responsibility to leave the planet in better shape than when we found it-- we should take care of things that matter to us," Cunningham states. She feels that this is a large responsibility and everyone, especially the younger generation, should care about it. During her time as the Faculty Sustainability Coordinator, she has already implemented several programs such as the Tiger Move-Out in which students donate reusable items and non-perishable foods that they would otherwise throw out during their move out for the summer. The goal is to reduce the amount of waste during move out by identifying items that can be donated to benefit others. She hopes to see this initiative expand this year. She also has worked to assist in the improvement of recycling on campus, this includes dorm waste audits as well as sorting recyclables from trash. "Yes, it's messy! We are literally digging in the trash!" Cunningham explains. It is crucial to ensure that we get the most out of recycling programs in the future. Her future goals in this position include creating a campus energy use and sustainability policy guide, as well as creating a climate action plan based on campus greenhouse gas emissions.

In her free time, Dr. Cunningham loves to bike, garden, and hang out at the Yellow Springs Brewery with her friends and partner, Tom. She tries to improve her own area by building pollinator gardens and rain gardens, and serving as a board member for the Arthur Morgan Institute for Community Solutions in Yellow Springs. For students looking to do their part, Cunningham suggests joining organizations such as POWER, Wittenberg's Green Club, and Student Senate. Cunningham concluded with this, "Do all you can as an individual, but most importantly, find others who are doing the same and work together for more systemic change. The most important thing is to take action, even little actions that might seem insignificant."







## From Witt to the Radio: Breanne Ziegler ('13) by Andrew Jenkins ('19)

Breanne Ziegler is now making a name for herself as a radio host for Columbus's Classic Hits KOOL 101.7 and Buckeye Country 107.7. Though her love for music blossomed at a young age and was fostered through Wittenberg's community, it has yet to slow down as she spends her free time playing the viola.

While at Wittenberg, Breanne participated in the Wittenberg Chamber Orchestra and since then, has been working on mastering guitar. Breanne began her successful career as a producer for the Tiger Sports Network through the Office of Communications. This involved the board operation for Wittenberg games such as football, volleyball, soccer, and any sport that was aired on WUSO, the university radio station.

Currently, Breanne plays 60's, 70's, and 80's music on 101.7 and country music on 107.7. What started out as a part-time weekend position has since then turned into a full-time, mid-day hosting career. Breanne said, "Former communication professor, Dr. Smith, was a big inspiration for me to pursue radio." She also cited the Integrated Media Corps for being a large factor in how she gained experience in the world of media.

When asked what was most valuable about her time at Wittenberg, Breanne responded: "The diversity of classes I could take and how I could explore my interest in my major. Without having liberal arts at Wittenberg, I wouldn't have discovered the Communication major." Breanne then ended with some advice to current Communication majors: "Always network with everyone and anyone you meet in the job field. They can help you lead to your next job or can be a big resource to help you out with a project."



# Researching the Impact of Narratives: Dr. Broz on Sabbatical

by Caroline Olson ('19)

This year has been an exciting one for the Communication Department's Dr. Stefne Broz. During the Fall semester, she received a grant to conduct an experiment with fellow Communication professor, Dr. Kelly Dillon. Their research investigated how different types of information about members of marginalized groups may evoke empathy and/or other changes in attitudes.

She began her process for this research back in the summer of 2018 by looking at scholarly literature in the areas of empathy, narrative vs. numeric types of information, and attitudes toward marginalized groups. This topic interested Dr. Broz because "the increasing political divide, as well as higher levels of expressed intolerance toward members of various minority groups, got me interested in better understanding how empathy works and what may trigger or evoke a sense of empathy, particularly toward people who are different from us." She also noted that the topics of immigration and opioid addiction are "particularly timely in that they are currently perceived in some areas as crises" so she was curious to find out more.

The experiment was designed to measure the attitudes toward members of particular marginalized groups before and after exposure to either narrative or numeric information about one or more members of those groups. They conducted the experiment and after analyzing the results, they noticed some interesting patterns when they compared two groups. She explained, "this opens a whole new avenue for analysis in addition to what we had originally planned, in order to determine what about each stigma may cause entirely different reactions to the narratives."

After their results were analyzed in December, the process of writing a manuscript began and will be submitted to a conference and a scholarly journal soon. They both have ideas for subsequent research projects to build on what they found. If you would like to follow along or find out more information about the experiment you can contact Dr. Broz at [sbroz@wittenberg.edu](mailto:sbroz@wittenberg.edu) or Dr. Dillon at [dillonk@wittenberg.edu](mailto:dillonk@wittenberg.edu).



# From Shoveling Snow to Scuba Diving: Dr. Broz in Costa Rica

by Ellie Berkhouse ('21)

Dr. Broz has been preparing for and looking forward to her semester directing the Witt in Costa Rica program in Spring 2019 for more than two years. As soon as the program was announced, she was eager to know how she could apply. When asked about her interest in the program, Dr. Broz explained, "I studied abroad three times as an undergraduate, and all of those experiences were wonderful and life-changing. That's why I've always enjoyed taking students abroad and guiding them through that experience." She also noted that as a Communication and Spanish double-major in college, she was looking forward to using her Spanish regularly again while living in Costa Rica. "I'm always up for an adventure!" she added.

I was one of the students in the Witt in Costa Rica program, and Dr. Broz has supported us in this adventure even before we left. In the pre-departure sessions she gave us reading materials to prepare us for cultural adjustment, as well as information on etiquette and types of foods. She also brought some typical snacks and refreshments to give us a preview of the adventure upon which we were about to embark. Right before departure, she asked us to document our feelings, expectations, and things we were apprehensive about, in an effort to get to know us better and help us with the adjustment process. She and the entire Witt group have been nothing but supportive and encouraging to everyone who needed it. Dr. Broz says she is proud of the students in our program and how we have handled the challenges of living in another culture. The support is also carried into the classroom. Her class on Costa Rican Culture and Communication helps us understand some of the cultural norms. It can be hard to comprehend some cultural differences, but when we come to class confused or upset, we're able to work as a group, critically apply what we've learned so far to understand why it occurred, and empathize with our peers. This class validates our feelings, but also educates us about the culture so we are not unnecessarily upset about misunderstandings. The goal is to become more culturally competent by recognizing our own cultural background and learning the major ways in which cultures differ.

When I asked other students about their favorite part of Costa Rica, many have said the great weather, delicious food, and their wonderful host family. Business major Darien Strozier-Willis ('21) says "being here humbles you, makes you appreciate all the little things you take for granted at home. It also shows that you don't need most of the things you think are necessary." Dr. Broz says her favorite part is how friendly and kind the Ticos are, and how easy it is to connect with them in meaningful ways. My favorite thing has been getting away from the "Witt bubble" and becoming my own person. Wittenberg has given me a strong foundation of confidence to go to a foreign country and survive, meet the locals, and branch out more than I would've been able before Witt. The most memorable part of Costa Rica has been the amazing people I've met along the way; my family, my housemates and all of our tour guides continue to show me that people from anywhere have the ability to live a wholesome, truthful, pure life. Pura Vida!



## Welcome to “The Yard”: Nick Williams ('03) by Samantha Martens ('19)

Nick Williams is the owner and operator of The Yard: Lexington, Kentucky’s premier Indoor Sports Facility. Williams moved from Springfield to Lexington mere days after graduating to be with his now-wife, Molly (Spath) '03, and their two sons, Tucker and Cooper, now aged 10 and 7.

In the 13 years prior to establishing The Yard, Nick worked in various roles for an industrial company that was eventually sold and resulted in nearly 200 employees losing their jobs. In hindsight, being laid off was a real positive in Nick’s life because he “would likely not have [moved] from the ‘comfort’ of a 13-year career” otherwise.

In September of 2017, The Yard “was born from a passion for sports [and] the need for multi-sport training.” Williams’ other passions include his family, various sports exploits, coaching baseball, playing golf, and staying involved as a board member for the Eastern Little League. These are just a few of his inspirations for creating a sports facility that has hosted “baseball, softball, soccer, volleyball, lacrosse, cricket, badminton, pickleball, ultimate frisbee, golf, football, basketball, birthday parties, team parties, shut-ins, and even [a] roller-derby league,” all under one roof.

Williams was originally an English major, but eventually joined the first graduating class of Communication majors. There was a “sense of empowerment that came with laying that foundation,” and “building a framework,” all of which were “valuable lessons to take in to the first part of my career and certainly into the development of my own business.” One of the stories that Williams tells most often, has to do with the English class he took during his freshman year. Unfortunately, due to health issues, surgeries, and “some not-so-fun family moments,” studies were the last thing on his mind. He was doing poorly in the class when his professor, who was also his advisor, sat him down and had “a very real conversation,” helping him realize that having to hit the reset button does not equate to failure. His advice to all Communication students is that “there is no ‘one right path’ to take; please experiment, learn, even fail... but GET BACK UP when you do,” because “even steps repeated or backtracked are steps in the ‘right’ direction.”



## Turning a Passion into a Career: Sarah Feters ('08)

by Caroline Olson ('19)

Sarah Feters has always had a love for sports. It was not until working at Wittenberg that she realized she could turn that passion into an everyday activity without having to actually play the sport. Since her early days of working alongside the Director of Athletic Communications at Wittenberg, she has continued her love for sports and is now the Senior Associate Sports Information Director for Duke University's Athletics Department.

She works mainly with the men's football and tennis teams where she coordinates photoshoots, videos, and runs their social media. Sarah said her Communication degree from Wittenberg has helped her in her job by "learning how to work with a variety of people with different backgrounds and being able to relate to them."

Feters has fond memories of her time at Wittenberg and really loved the people she was surrounded by. "I miss the people at Wittenberg the most; it's such a unique environment." Some of those people include faculty from the Communication department. Feter's senior year memories all involved working on her senior thesis and spending a fair amount of time with Dr. Broz. Feters explained, "I always appreciated Dr. Broz's approach to teaching and how much time she spent with students."

When asked if she had any advice for current Communication majors at Wittenberg, Feters said, "Find your passion because that is way harder than finding a career. When you do what you care about you never feel like you're working a day in your life, even if you are working crazy long hours."



## Spreading the Love of God: Tyler Hall ('12) by Emily Kaufman ('20)

Tyler Hall is currently working as a leader of a church. Before he became a leader, he worked at a public relations firm in Springfield Ohio. Then, he worked as a social media specialist in Dayton, until he landed a job at West Mason Church of Christ in Mason, Ohio, just five years after he graduated. Hall cherishes the time he spent at Wittenberg. While a student, Hall participated in C.A.B.L.E., Four Paws, WUSO, Rowing Club, and worked in the Writing Center. While in the Writing Center, he met his wife. When Hall was offered the job of minister, it was not a huge leap from Communication to preaching. He was encouraged by his friends and family to go into the ministry before college, but he did not actually intend on becoming a preacher when he first came to Wittenberg. It was not until he began worshipping at Haynes Street Church where he had the opportunity to preach that he realized he wanted to pursue ministry. Hall feels that his studies in Communication fully equipped him with the proper tools to preach and to communicate with a congregation.

Hall now has a podcast with another preacher at West Mason called “You Are From God” which is streamed every other Monday. His background in Communication and work with social media has, no doubt, aided in this process. His love for his job is so strong that he is planning to build an auditorium attachment to the church that will hold more people. From his time at Wittenberg, Hall joyfully remembers the field trips his professors took him on. They all significantly helped him in learning how to communicate in the real world. He was able to visit the Fernald Nature Preserve with Dr. Cunningham, the Mississippi Delta with Dr. Waggoner, Ohio Comic Con with Dr. Smith, and the Google offices in Chicago with Dr. Warber. All of these experiences helped him realize how important the field of communication is in everyday life and in the workplace.

Finally, Hall offers advice to current Communication majors. He highly recommends taking some sort of internship while being at school. Internships can offer a chance to explore your talents and interests, as well as give your resume a boost. They can also help uncover new passions that affect your path at Witt. He also suggests that you, “work hard, celebrate your successes and cherish your friendships.” Even if your path changes at college, work hard and enjoy the ride.



## The Marriot and a Comm Degree Are The Perfect Fit:

Sebastian Anderson ('15)

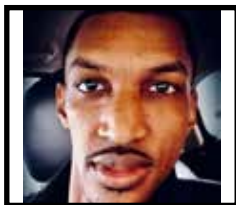
by Lexi Collins ('19)

Sebastian Anderson has continued to “pass his light” onto others since his graduation. With a burning desire to help others, Sebastian has quickly moved up in his career. Starting as a guest-services representative, he has now been promoted to Assistant General Manager of TownePlace Suites Lexington Keeneland/Airport and is excelling in his job with Marriot International. In this role, he and his team are working hard to serve the community and guests all while striving to receive the Platinum Award for the Hotel Property. As well as promoting teamwork and excellence in his daily activities at work, Sebastian is also currently enrolled at Southern New Hampshire University, working towards a master’s degree in business administration with a concentration in human resources

Throughout his years at Wittenberg, Sebastian found himself involved in many activities that focused on others. From his campus job at The Benham-Pence Student Center Information Desk, to his position as risk management leader for his fraternity Lambda Chi Alpha, Sebastian was very involved and passionate about helping others and being a part of a community. He credits both the Wittenberg environment and his degree choice of Communication for his willingness to place others first and for his ability to work well with others.

The Communication degree was one that really interested Sebastian. He firmly believes that “the coursework instilled in me an in-depth competence of basic essential skills for effective communication that I use every day in my profession.” The one class that he found most inspiring and useful when choosing a career path was Reasoning and Communication, taught by Dr. Waggoner. Ultimately, his Communication degree has helped him relate to all different types of people. His career choice was a “perfect fit” with both his degree and personality.

To current students, Sebastian encourages them to soak up as much information as you can. Study hard and build valuable network connections. “Remember, communication is a powerful and fundamental tool that can be used in everything that you do; begin to apply it on and off campus now and see for yourself what doors it will open for you.”



## Faculty News and Notes

Dr. Cunningham's article "The Story of an Emerging Energy Issue: National Television News Coverage of Fracking in the United States" was recently published in *Environmental Communication* and she presented a paper, "Algae Blooms in Ohio Waters: Newspaper Coverage of a Persistent Environmental Problem" at the Conference on Communication and the Environment in Vancouver, British Columbia, in June 2019. She continues to work on various projects in her role as Faculty Sustainability Coordinator and is currently in the process of seeking grants that will fund different sustainability initiatives on campus. She also worked with student sustainability assistants on a campus-wide survey about environmental knowledge, attitudes, and behaviors sent out to Wittenberg students, faculty, and staff.



Dr. Stefne Lenzmeier Broz was on sabbatical in 2018 to conduct research on narrative and empathy. She and Dr. Kelly Dillon conducted an experiment that focused on how a first-person narrative story, as compared to numerical information, may evoke empathic responses and more positive attitudes toward members of stigmatized groups. In Spring 2019, she directed the Witt in Costa Rica program, where she taught Costa Rican Culture and Communication and accompanied students on excursions and field trips. After three months in San Jose, she and the students spent April in the beautiful beach town of Flamingo on the Pacific Coast (see feature on pp. 19).



Dr. Katie Warber taught COMM 270S (Interpersonal Communication) and COMM 324 (Family Communication) in the fall of 2018. She also chaired the Programming Committee for the Wittenberg Series and continued in her role as Grand Marshal for Wittenberg Ceremonies. Dr. Warber was on maternity leave in the spring of 2019 after welcoming her second daughter, Winnie Elizabeth Anderson, with her husband Mike. Big sister Poppy is loving her new little sister! When Dr. Warber returns to work in the fall of 2019, she will begin her term as Chair of the Department of Communication.





## Faculty News and Notes

Dr. Kelly Dillon teaches media and technology-related courses. She graduated from The Ohio State University in 2016 with her Ph.D. in Communication. Her research focuses on media effects, computer-mediated communication, and cyberbullying. She presented papers at the National Communication Association conference in Salt Lake City, UT, including research with Witt alumnus Katie Bunsold, '18 and at the Ohio Communication Association Conference in Orrville, OH, with Kat Nydegger, '19. Dr. Dillon continues to keep her research active conducting scholarship on teaching and learning as well as student projects and ideas. Dr. Dillon will be teaching public speaking (COMM190), media literacy (COMM290S) and Social Media & Its Effects (COMM350) in Fall 2019.



Dr. Collier served as a Visiting Assistant Professor in 2018-2019, teaching Media Literacy, Media Effects, Media Terrorism, and Public Speaking. His research examines cognitive and affective processing of audio-visual and text-based narratives. He earned his B.A., M.A. and Ph.D. at The Ohio State University.

Dr. Catherine Egley Waggoner has enjoyed talking about her book, *Realizing Our Place: Real Southern Women in a Mythologized Land* (2018), at book signings and at the Communication Department Colloquium in February 2019. The book was nominated for a Mississippi Institute of Arts and Letters award. In 2018, she presented at the National Communication Association conference in Salt Lake City, UT. Currently, she is preparing to be on sabbatical in Fall 2019, where she will continue her research on the rhetoric of charm. She finished her term as Department Chair in August 2019, handing over the reins to Dr. Katie Warber.



## “OK Google, what’s Life like after Witt?”: Kayla Villegas ('16) by: Aubrey Cox ('20)

Lambda Pi Eta, the communication honorary, was fortunate enough to host an event featuring knowledge, experience, and encouragement from Witt's very own, Kayla Villegas. Kayla graduated in 2016 and majored in both Communication and Business, and minored in Journalism. Being from the small town of Wooster, OH, she gained a lot of small town experience there in terms of communication, group cohesion, and skill development. Her passion for business came from her father who works for the local government, and her passion for people came from her mother who works in nonprofit counseling. She now works in the Tech Industry for Google located in Chicago. Working for a very large and successful company did not just happen overnight. Kayla discussed with students two main topics: the search and the find. Kayla had the opportunity to study abroad in Japan her junior year where she studied International Business and Intercultural Education. This really pushed her out of her comfort zone and into a place where she had to evaluate what mattered to her. She was never used to being alone because she always was with her twin brother, so this was totally new to her. During her time in Japan is when she first applied for an internship at Google.

**The search:** Kayla informed students the importance of knowing your personal priorities when it comes to searching for internships. She explained how you want to find a place that suits your values, expectations, and way of life, and she discussed the importance of having a LinkedIn profile, a Resume that sells yourself, and the importance of saying “thank you” to the businesses you applied to. Kayla wanted a job that changed a lot and was non-routine because those environments are where she thrives. Her first internship was with Wittenberg Communication under Ryan Maurer, and throughout this whole process, Google was the one internship that stuck with her.

**The find:** She got an interview with Google realizing the importance of small-talk and mock interview trials. She preached the importance of utilizing Career Services and professors on campus to help you before a big interview. She also said to focus on what gives you as an individual energy and happiness and to run with it. Wittenberg was such a unique and special place for her to learn how to write, work in group settings, and communicate with others. Kayla now works in Google Ads where she sells placement and travel brands. She said there is a lot of opportunity with digital advertising in the Tech Industry and it is the right place for her to be currently. To close she said, “In life you are given tasks. There are two kinds of people: those who keep failing and doing things the same way, or those who are doing it wrong and can recognize it within themselves, take the given feedback, internalize it, and make a difference.”



Congrats, Class of 2019!

