

INTERCOMM



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Department of Communication Newsletter



Kevin Meagher and Walter Procek

In the cold of January, the department was privileged to host two guests from sunny Southern California. Kevin Meagher and Walter Procek spent two days talking in classes, meeting with students at meals, and discussing current developments in the media industry in an interview that aired on Flyer TV.

Meagher is a 1973 graduate of our department. He is president of Pop Arts Media, a multifaceted, bicoastal production company. A seven-time Emmy winner, he has been director, producer and writer for a wide range of successful shows in TV and film. Included in his credits are *Good Morning America*; *The Today Show*; *Entertainment Tonight*; *Dr. Katz, Professional Therapist*; *The Jeff Corwin Experience*; and many more.

Procek is president of Reboot Entertainment and a graduate of St. John's University. His television work includes animation, music videos and reality programming. He has developed projects for networks including ABC, NBC, History, the Discovery Channel, A&E, the Travel Channel, MTV, VH1 and many others.

Meagher's and Procek's presentations offered an insight into the rapidly changing world of media. Not only is technology changing, but so is the way business is done. So what should students know before going into media jobs? Here are a few top tips:

1. The mobile Web environment is in need of content. If you have good ideas, you can find an audience for your work.
2. All work in production relies heavily on problem solving. Learn how to solve problems and you can be successful.
3. Everyone is going to fail at times. That can be OK, as long as you learn from it. Don't be afraid to fail.
4. Your first work isn't going to be great, but you can only improve through practice and experience. Just get started.

HAPPENINGS AROUND CAMPUS ↓

CMM 100

In fall 2013 the Department of Communication unveiled a brand-new introductory course required of all incoming students. The department offered different versions of the course in the past. For several years in the 1990s, it was a three-credit course focused on interpersonal communication, listening and public speaking. Then, the department changed the course to address students' communication skills in a "just in time" format with a series of five-week long modules.

Over the course of several years the department consulted with alumni, employers and colleagues in other disciplines to find out what they believed was essential for an introductory communication course. In these discussions, four areas of knowledge and skill stood out: 1) explaining complicated subjects to non-experts; 2) engaging in dialogue where the goal is increased understanding; 3) advocating for a position in a civil manner; and 4) critically examining the messages of others. These four areas became the core of the new course, CMM 100: Principles of Oral Communication.

Although the course has returned to a regular full-semester format, CMM 100 is nothing like the old hybrid



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course or the modules. In fact, it is like no other course in the country. Students practice dialogue five times throughout the term in small assignments called inter-teaching, in which they must work through content and scenarios with each other. They also deliver three very different presentations, one involving explaining a topic to another student, one in the form of a typical speech and a third which requires them to engage in civil disagreement with each other. It is not a public speaking course but rather an exercise in developing communication skills that will serve students in a variety of situations. The course requires that students develop their knowledge and skills while engaging a significant common theme each semester. Some of these themes have been health, debt, environment and risk.

Students in CMM 100 also enjoy participating in a campuswide speech contest every semester. Each section of CMM 100 nominates two students for the

contest. They present their persuasive speech in a preliminary round, judged by all CMM 100 instructors. The winners of the preliminary round advance to the final round, and they are judged by “celebrities” from campus and the Dayton community. Thanks to royalties received from a departmentally written textbook, the winners all receive a prize pack of items from a variety of area stores.

The response to the class has been impressive, with students reporting a positive experience as well as demonstrating significant learning in all major areas of the course. Additionally, campus departments and local community leaders have expressed their enthusiasm. The class won the National Communication Association’s Program of Excellence award in 2014 for its successful and innovative curriculum. And, other universities have consulted with UD to pattern their own introductory course after CMM 100. The development of CMM 100 has been a significant success story for UD and its students!



Bella Pecyna and Kaitlyn Burke deliver their explanatory presentation in the Principles of Oral Communication Honors course (CMM 100).



Students work in groups in the Dialogue, Power and Diversity course (CMM 499).



Taylor Kolanko talks to his fellow classmates about how companies Photoshop pictures of women in his Intercultural Communication course (CMS 316).



Kelsey Smigel presents her topic on pop culture in the course Intercultural Communication (CMS 316).

Dan Yorke

Dan Yorke is a highly rated radio host at WPRO in Rhode Island. He is regularly named to *Talkers* magazine's "Heavy Hundred: The 100 Most Important Talk Radio Hosts in America." His show draws the largest audience for afternoon drive-time in the history of his station. Yorke also hosts a nightly TV show, *Dan Yorke State of Mind*. He is known for cutting and intelligent criticism.

On March 3, Yorke visited with students in Dan Edwards' audio production class. There, he talked about the nature of the radio industry and keys

to success. Topics included professionalism, hard work, on-air skills (like effective use of the pause) and understanding the business of media. Some simple advice that any communication student can use? Don't use the word "like" as a hedge; look people in the eye when you talk to them; ask questions; and work to achieve results (don't have a sense of entitlement).

It will take more than just those skills to achieve Yorke's professional success, but that approach will definitely set students in the right direction.

From Dayton to Cameroon

Last summer, I had an opportunity that most people never get in their life; I traveled halfway across the world to Africa where I stayed in the small town of Kumba, Cameroon, for a month. Being a junior psychology and communication major, with a concentration in public relations, going to a Third World country for a month did not seem like the most obvious choice for how to spend my summer. When I would tell people that I was going to Africa, they would ask, "Why do you want to go there?" And I didn't always have a perfectly scripted answer. There was something about the challenge of traveling so far from home, without any family or friends, that attracted me. I first heard of this cultural immersion trip through Campus Ministry over winter break of my sophomore year. I wasn't really sure how I was going to pay for it, but I decided to apply anyway. After receiving the email a few weeks later that I was accepted into the program, I told my parents I wanted to do this. Of course, their reaction was "no." They were worried about sending me so far, to such a foreign place, as any parents would be. After weeks of pleading my case, they agreed to let me go, only if I could raise the money myself. So I applied for an Honors Program scholarship and was fortunate enough to receive it, and then with the help of my friends, neighbors and family raised the rest of the money myself. I felt

accomplished; little did I realize that that was going to be the easiest part of this whole experience. So finally, the day came where I packed up and boarded the first of three long plane rides. I definitely did not realize what I signed myself up for. Spending a whole month in Cameroon was one of the most challenging yet rewarding experiences of my life. Everyone who goes on missionary trips or immersion trips to a developing country can probably say the same thing. It sounds cliché when trying to describe it to people who haven't experienced it, but I learned an incredible amount about myself, the global community and how lucky we are to live in such an amazing country. I feel very fortunate that I was given this opportunity through UD, and I know that I will take everything I learned with me for the rest of my life.

—Gianna Gizzi





Greg Kennedy

Meet our new media specialist-in-residence!

Greg Kennedy is the new media specialist-in-residence with UD's Department of Communication. As a 2003 Alter High School graduate, he feels blessed and excited about the opportunity to work with the Flyer community.

Kennedy graduated from the University of Tennessee with degrees in creative writing as well as theater and cinema studies. He said much of what he does on a daily basis within media feels like play more than work, and a great deal of his motivational drive is creating enjoyment in the field of media for his students. He is a lifelong Daytonian and owner of The Trinity Film Group, a local video production company. He has produced videos for various local businesses and worked with talented individuals on a variety of film projects, some of which have been featured in film festivals.

Original Play *(ir)reconcilable: Faith & Reason*

This past winter, the Theatre Program produced its first mainstage play in the Black Box Theatre in Fitz Hall. Program Director Michelle Hayford facilitated six story circles at ArtStreet over the fall semester, collecting narratives about faith and reason from students, staff and faculty. Those narratives then became the foundation for the ethnographic script. The stories of our UD community were presented using the experiential form of performance installation, moving the audience through five different spaces. The performance included visual art, live music, film, dance, puppets and performed narratives. And our very own faculty members Michelle Hayford and Jenn Freitag performed in the ensemble. Brava!



Michelle Hayford, Ohana Garcia-Isgut and Jenn Freitag

Phi Beta Chi

The field of communication is all about building relationships, and Phi Beta Chi, the honors communication fraternity at the University of Dayton, helps students foster these relationships both in and out of the classroom.

Phi Beta Chi allows communication students to bond with like-minded individuals as well as network with professors and professionals in the field. The co-ed fraternity is open to any undergraduate student with a communication major or minor or a strong interest in the field.

Members participate in a variety of events throughout each school year, including attending lectures, touring companies, a brunch with department faculty and a weekend trip to tour communication firms in a different

city. The purpose of these events is to prepare members to enter the field by allowing them to gain as much first-hand experience as possible.

Chapter meetings are held biweekly, and executive board members meet each week to plan new and exciting events for the fraternity. Professors, journalists, public relations professionals and others working in the field of communication often speak at chapter meetings.

Phi Beta Chi remains involved in the larger University of Dayton community by participating in events like Relay for Life and Dance Marathon, and also by sponsoring fundraisers for the fraternity's chosen philanthropy, the Dayton Food Bank.

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Membership in Phi Beta Chi is beneficial on a professional and personal level and is therefore considered a prestigious achievement. Students are eligible for membership from the second semester of their first year until the first semester of their third year.

In the upcoming academic year, Phi Beta Chi hopes to increase the number of networking events held by touring local media outlets like Cox Media Group and Fahlgren Mortine public relations firm. These networking events not only give members firsthand experience in the field, but they also provide valuable connections and potential mentors.

To learn more, visit phibetachifraternity.weebly.com or contact adviser Teresa Thompson at thompsont3@udayton.edu or pbxexec@gmail.com.

Public Relations: More Than Just Fluff

Professionalism, ethics, networking, current events and leadership – these are just some of the areas you can expect to master as a member of the University of Dayton Chapter of PRSSA (Public Relations Student Society of America).

PRSSA is a preprofessional organization that aims to advance the profession of public relations, as well as the

future professional. Everything we do is for the betterment of our members, and for the field of public relations as a whole.

As a member of PRSSA, opportunities and benefits are truly limitless. You can become a leader within your local chapter or a vice president on the national committee. You can attend local events to network with area professionals, or you can attend the national conference and mingle with students and pros from across the country. You can compete for scholarships and awards, and you can become a regular contributor for a national publication. And of course, all of this will give you a substantial advantage when it comes to applying for jobs and internships.

Membership is open to UD students of any major. While the chapter is traditionally composed of communication majors, everyone can benefit from strengthening their communication and relational skills.

It's never too late to get involved!

For more information, visit the PRSSA national website, prssa.org, or udayton.edu/artssciences/academics/communication/oa/prssa.php

Study Abroad



Rome — the Eternal City! That's the destination of the communication department's summer study abroad trip in 2015. Headed by Dr. Teresa Thompson, who will be accompanied by public relations professor Dr. Kelly Vibber and media production expert Prof. Roy Flynn, students will explore this most exciting city. We will also visit several surrounding locations to experience the culture of the beautiful country of Italy.

In addition to Rome, our study abroad rotation currently includes London and several locations in China. We are also investigating adding another location into the regular destinations.

Our study abroad programs typically last about four weeks during parts of June and July. If you're a current student, begin planning now for a future summer experience that will rock your world. There's no better way to learn about intercultural communication than experiencing it directly.

Theatre News

WHAT DRIVES YOU TO MAKE IT THROUGH? A NEW BRAIN

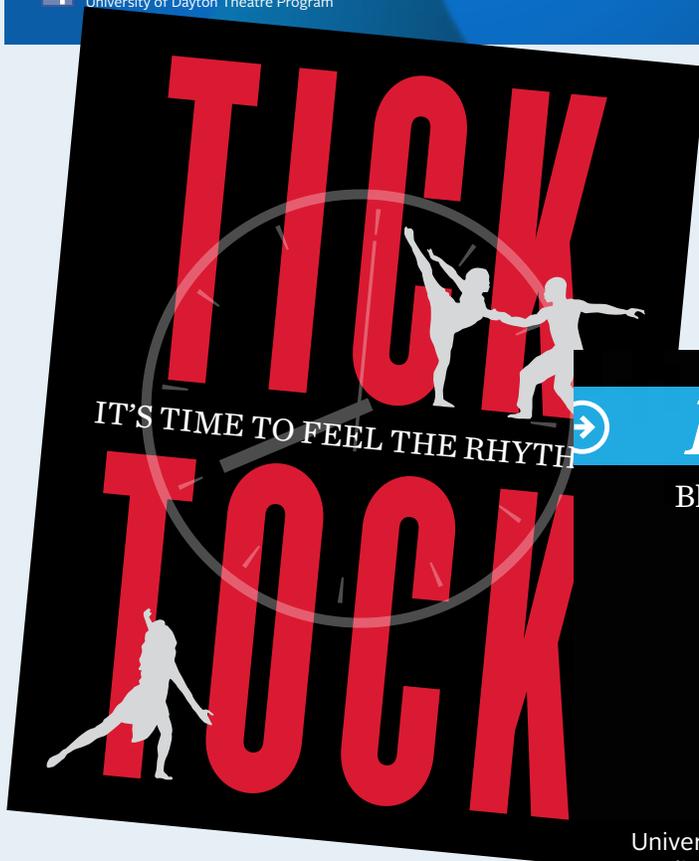
Music and lyrics by William Finn
Book by William Finn and James Lapine
Directed by Gina Kleesattel

A musical performance presented and produced by
the University of Dayton Theatre Program

 University of Dayton Theatre Program

The Theatre Program is in the process of revising the curriculum to align with UD's guiding principles of servant leadership, community engagement and social justice, while making meaningful interdisciplinary contributions to the Common Academic Program. The new Theatre Program will soon offer both the breadth and depth that is the hallmark of a B.A. theater studies program with a liberal arts grounding and the option for concentrations in acting, applied theater, dance and performance technology.

This spring, the Theatre Program produced the musical *A New Brain* and the dance concert *Tick Tock* and hosted the incredible guest artist and scholar E. Patrick Johnson for a one-night performance of *Pouring Tea: Black Gay Men of the South Tell Their Tales*, an ethnographic performance of interview narratives performed in the intimate Black Box Theatre in Fitz Hall. Students and community members who want to attend any performances can get tickets at udayontickets.com.



POURING TEA

Black Gay Men of the South Tell Their Tales

University of Dayton Theatre Program presents a solo staged reading by award-winning **Dr. E. Patrick Johnson**.

 University of Dayton Theatre Program



ALUMNI NEWS ↓



Dan Covey – Class of 1977

In 1973, Covey was WVUD's music director. A Daytonian, Covey was responsible for exposing listeners to new music, which meant building relationships with record labels. After working in Michigan and Illinois, in 1980 Covey came back to the Dayton area, where he now works as a senior account manager for Clear Channel.

Covey is pictured with other WVUD alumni at Reunion Weekend 2014.



Andrew Hunt – Class of 2009

Since graduating from UD in 2009, Hunt has worked as a police dispatcher, volunteered at Flyer Radio and WWSU, and completed his graduate degree in 2012. Currently, he teaches full-time at Miami University as a visiting instructor and is the communication coordinator for the Ohio Communication Association. After marrying his wife, Brittany, in 2011, Hunt decided to become an ordained minister. (Picture courtesy of the *Dayton Daily News*)



Lisa Kaminski-McQuillen – Class of 2010

Since graduating with her B.A. in 2010 and M.A. in 2011, Kaminski-McQuillen moved back to Louisville, Kentucky. She is happily married to her husband, A.J., with a black Lab named Cash. Her first job was at the advertising agency Creative Alliance (now Scoppechio), where she worked on the Community Health Systems (CHS) account in account services. CHS owns and operates over 200 hospitals across the U.S. She worked on 15 hospitals, doing their advertising in print, radio, digital and outdoor.

As of December 2014, Kaminski-McQuillen accepted a new position at KentuckyOne Health, the largest health system in Kentucky. She is a clinical communications coordinator. She works with the chief medical officers and chief nursing officers of each of the hospitals/facilities to communicate messages to physicians, nurses and clinical staff. Kaminski-McQuillen stated, "Teri's (Thompson) health communication course has come in handy!"

Ted Patterson – Class of 1966

Ted Patterson was one of the original WVUD (Flyer Radio) news reporters. In 1965, the station relocated from a Dayton suburb to Kennedy Union. He handled the spots in the daily log and broadcast the latest sports news. He still cherishes his fond memories of WVUD. Patterson stated, "I did some play-by-play when Dayton tangled with Louisville at the old Fieldhouse with the sensational sophomores Don May and Wes Unseld, launching their great careers." Patterson currently lives in Baltimore, Maryland, as a proud grandpa!

What are you doing? Send your alumni updates to jhess1@udayton.edu or hparsons1@udayton.edu.



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IN REMEMBRANCE ↓



Phil Harwood

Professor Emeritus Phil Harwood passed away in the early morning hours on Friday, February 27, 2015, after a lengthy illness.

Dr. Harwood retired in May 2004 after teaching 38 years in the Department of Communication. During his

time at UD, he taught courses in nonverbal, small group, interpersonal and introductory speech communication classes. Not only did he help start the department's internship program, but he also served as academic adviser. He was also the first faculty adviser of the honors communication fraternity Phi Beta Chi.

Throughout his tenure at UD, he was always guided by the principle "The student is number one."

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