

COM[M]EDIA

NEWSLETTER OF THE
GOSHEN COLLEGE COMMUNICATION DEPARTMENT



Staff members from 91.1 the Globe collected multiple awards at the Intercollegiate Broadcasting System Conference in New York City in March. Meanwhile, the Indiana Association of School Broadcasters named Goshen College both the Television School of the Year and the Radio School of the Year. >> *p. 3*



Carl McIntyre, stroke survivor and star of the film “Aphasia,” will present the Umble Master Class this fall. >> *p. 2*



Students and faculty traveled to Greece and Rome to film a documentary during May Term. >> *p. 5*



A faculty and staff talent show raised funds for the Public Relations Student Society of America chapter at Goshen College. >> *p. 6*

Spring 2012

COMM BRIEFS

Treiber's speech on Occupy Movement wins oratorical contest



Lauren Treiber, a sophomore, won the C. Henry Smith Peace Oratorical contest for a speech on the Occupy Movement.

Lauren Treiber, a sophomore, won the C. Henry Smith Peace Oratorical Contest in February with a speech that acknowledged the easy target of the Occupy Movement: "It is not difficult to hate Wall Street."

But Treiber, who is majoring in peace, justice and conflict studies, critiqued aspects of the movement from the standpoint of a Christian asking, "What would Jesus do?" Arguing that the movement doesn't have a clear aim besides criticizing the current system, she encouraged her "fellow 99 percent" to consider that the

quality of intangible investments we sow are just as important as their quantity.

Five students competed in the final round of the annual event that is sponsored by the Communication Department.

The speeches were judged on originality, organization, adherence to the theme of peace and justice, research and overall presentation. The judges were Rachel Lapp Whitt and Melissa Kinsey, former professors at Goshen College, and Michael Yeakey, a teacher at Bethany Christian School.

In winning first place, Treiber, who is from Grand Rapids, Mich., received a \$500 cash prize and will represent Goshen College in the national contest, which is coordinated by Mennonite Central Committee.

Alison Reist, a junior sociology major from North Liberty, Ind., placed second with a speech on "Peace Through Sport: The Olympic Vision."

The other finalists were Abby Deaton, Ben Baumgartner and Aranza Torres.

Actor, stroke survivor to present Umble Master Class

Carl McIntyre, an actor whose struggle to recover from a stroke that left him unable to read, write and talk, will present the Umble Master Class on Sept. 11-12.

McIntyre suffered a severe stroke in 2005. Immediately afterward, he was virtually unable to speak, a condition known as aphasia. He also suffered from coordination difficulties.



Carl McIntyre

Like many stroke survivors, McIntyre was told that his recovery would plateau between six and 18 months, after which he should expect little progress.

This turned out not to be the case. Seven years after his stroke, McIntyre continues to improve. Exhaustive speech and occupational therapy have helped him to regain his ability to speak, though he still has difficulty with sentences longer than a few words. His vocabulary has improved dramatically, and his coordination is almost to the level it was before the stroke. His cognitive abilities are largely intact.

In 2010 more than 200 professional filmmakers and actors joined forces to tell his story in the film "Aphasia." The film has received acclaim on the international film festival circuit.

The 40-minute film "Aphasia" will be shown as part of the keynote presentation, "Hope is a Four Letter Word," on Tuesday, Sept. 11, at 7:30 p.m. After the movie, McIntyre will deliver a short presentation and then participate in a Q & A session.

During his stay in Goshen, he will also hold two daytime sessions.

GC named TV, Radio School of the Year

Goshen College was named both the Television School of the Year and the Radio School of the Year for 2012 by the Indiana Association of School Broadcasters. This is the first time that a school in the state won both awards in the same year.

Winners in the College Radio category included: Benjamin Kelly, third place, Radio Sportscast and Radio Play-by-Play; Jimmy Cassoday, second place, Radio Imaging, and third place, Radio Air Personality; Danielle Kerschhackl, third place, Radio News Report and Radio Newscast; Summer Hasan, first place, Radio Copywriting; and Kelsey Morris, first place, Radio Air Personality.

Winners in the College Television category included: Yolo Lopez-Perez, first place, Television News Package; Kate Yoder, third place, Television Spot Production; Jacob Landis-Eigsti, first place, Music Video; Samuel Jones, second place, Music Video; Benjamin Kelly, second place, Television Anchor; Sammy Rosario, second place, Television Spot Production; Katie Gencay and Ben Sutter, third place, Video Magazine; Benjamin Kelly and Ben Sutter, second place, Non-News Program; and Daniel Penner and Mikhail Bekhterev, third place, Corporate Video.

The Globe staff also had an impressive showing at the 72nd annual Intercollegiate Broadcasting System Conference and awards ceremony in New York City in March.

The weekend event consisted of panels and workshops and then the big draw, the awards ceremony. The station was nominated for 15 awards this year after enjoying a year as Best Station in the Nation.

The team did not come away from the



Goshen College received plaques for being both Television School of the Year and Radio School of the Year.

conference with a second consecutive win, but it did receive top honors in four categories.

Goshen received more trophies than any other college in the nation. First place recognition went to Kelsey Morris, with Best Station Promotional Event; Benjamin Kelly, with Best Sports Talk Show; Trisha Handrich, with Best Live Show; and to the entire station for Best Use of Social Media.

The Goshen team came away from the conference with a deeper appreciation for the benefits they enjoy as students at a small school, said Summer Hasan, the student station manager.

"There is no doubt that a GC broadcasting student is more experienced than those at larger schools," Hasan said. "Many schools have hundreds of DJs searching for airtime, which means that a student may get one

shift every two to three weeks. Compare that to Kelsey's morning show, which airs every weekday from 6 to 9 a.m."

In talking with students from other schools, it was especially apparent that Goshen's small size is no indicator of the amount of coverage it can provide. Kelly, whose contributions to the sports department earned him nominations for four awards, said, "In the WGCS sports department we have the chance to broadcast upwards of 120 high school and Goshen College athletic events throughout an academic school year. Schools that attended the conference said they were lucky to get five games a year on the air."

Morris and Kelly also traveled to Las Vegas in April to receive awards from the Broadcast Education Association. Morris won first-place for Best On-Air Radio Talent and Kelly, third-place for Sports Reporting.

Editors to celebrate The Record's 100th anniversary

Former editors of The Record will gather for their first-ever reunion as part of a celebration of the newspaper's 100th anniversary.

The reunion will take place on Saturday, Oct. 6, during Alumni Weekend.

At the turn of the century, The Goshen College Record served as "the official organ of the college," according to the Bulletin of Goshen College-Catalog 1903-04. Students may have furnished some articles, but the faculty and board of directors held tight editorial reins.

In 1912, students began to serve as

editors, each for a one-year term. One hundred years later, the newspaper continues to be edited by students, who now serve for one-semester terms.

"Though the invitation comes too late for pioneers like Amos W. Geigley (editor, 1912), we hope that our gathering will bring together many editors from across the decades," said Duane Stoltzfus, who has served as adviser to The Record since 2000.

The event, from 1:30 to 3 p.m., will include special recognitions, displays, Record trivia and greetings from current staff members.

Society of Professional Journalists honors three GC students

Three Goshen College students received awards from the Indiana chapter of the Society of Professional Journalists in the "Best in Indiana Journalism" contest, an open competition for colleges and universities.

In the college publication competition, Ben Sutter received second place for a feature story about Justin Gillette, a 2005 GC graduate, who runs marathons for a living. The story began: "Justin Gillette ran two marathons last weekend. He won them both."

Becca Kraybill received honorable men-

tion in best spot news for her report on the Blizzard of '11, which resulted in only the second such cancellation of classes in the college's history. During the Blizzard of '78, which set the standard, more than 36 inches of snow fell in the region.

Kraybill noted that the announcement this time came in an email at 11:14 p.m. She wrote: "By 11:15, the whoops and hollers from frequent-email-checkers notified other students, who shot out of bed and joined the yelling. In the KMY connector, pajama-clad

students ditched their homework to join an impromptu dance party that formed in the hallway."

In the college radio competition, Benjamin Kelly received second place in sports reporting for a profile of John Ingold, a former professor and coach at Goshen College who volunteers as a driver for sports teams.

In one four-year stretch, Ingold logged more than 100,000 miles and 2,500 hours driving Goshen College athletes to games, meets and matches around the country.

BEYOND THE CLASSROOM

Spring 2012 communication internships

HANNAH BARTEL

Senior; public relations major

Internship: “I am spending my summer in Fort Lauderdale as one of 36 interns at Coral Ridge Presbyterian Church. Each of the interns has their own focus, based on their interests. My position is to help with communications, marketing and social media outreach for the church. This has included a wide variety of projects, including graphic design work, event planning, research and social media strategizing.

“This internship has given me real-life experience and projects in a context that I would not necessarily see myself working in. I have experienced the frustrations of working for a non-profit organization as well as the excitement of working with a large group of young people. I feel that I have been well prepared with my classes that I have taken at GC to take on this experience and look forward to where my degree will take me after college.”

KAELI EVANS

Senior; public relations major

Internship: “During the school year I started interning at Downtown Goshen, Inc., which organizes Goshen’s First Fridays. My job is to help businesses advertise their promotions on our website (cityonthego.org), utilize Facebook for communicating events and most importantly, help plan each month’s events. Not only am I excited to work as an event planner, but I also love assisting downtown businesses. I’ve even been fortunate enough to continue working for DGI and will lead the next set of interns as an assistant. I’m also interning at the Goshen College public relations office where I help research content for the iPads during the summer. As PR interns, we meet with departments to assist them in Goshen College’s iPad initiative. Some days I take photos for the office and other days I write and present my research.”



Kaeli Evans, left, and Summer Hasan

SUMMER HASAN

Senior; public relations major

Internship: “This summer I’m interning with the public relations office here at Goshen College. Part of my responsibilities include taking photos and attending meetings, but the majority of my job is working with iPads and creating content that incoming students will find useful. I’m actively involved with a couple of committees on campus, including the iCore Technology Intuitive Implementation Team. In addition to working in public relations, I also work at FiveCore Media as their marketing coordinator. It’s my job to make sure that the FiveCore name is heard by the greater Goshen area. In order to make our services known, I established FiveCore Media in Goshen Chamber of Commerce. This summer, I’ll definitely learn a lot about implementing policy and creating a brand.”



Serena Townsend

SERENA TOWNSEND

Senior; environmental science major; journalism minor

Internship: “This past spring semester I had an internship with The Mennonite magazine. Besides writing six articles, I also helped copy edit the weekly newsletter, TMail, and occasionally the news section of the magazine. I learned the behind-the-scenes work of a magazine through listening to and participating in editorial meetings, and discovered a love for editing.

Now that I am back home in Virginia, I have an internship with Edible Blue Ridge, a local foods magazine based in central Virginia. This is an exciting opportunity because it combines my environmental science major with my journalism minor. Having a broad knowledge of sustainable agriculture helps me relate to the farmers and other specialists that I interview.”

NICK WESMAN

Senior; journalism major

Internship: “During the spring, I was a part-time intern in the newsroom for The Elkhart Truth. I started out on digests and obituaries and worked up to covering general assignment stories.

“This summer, I was extended to full time and now work on Sundays and weeknights as usually the only reporter in the newsroom, covering any breaking news that may come up. The entire experience has been informative, exciting and, most of all, fulfilling.”

Tracing the Apostle Paul’s travels through Rome, Greece

A documentary team of nine students and two faculty members spent 20 days during May Term traveling through Greece and Rome, following the footsteps of the Apostle Paul.

The documentary team visited Thessaloniki, Philippi, Berea, Vergina, Mt. Olympus, Meteora, Delphi, Athens, Corinth, Florence and Rome, in keeping with Paul’s second missionary journey in Greece, as described in Acts 16-18.

Seth Conley, assistant professor of communication, and Kyle Hufford, an assistant professor of communication and general manager of FiveCore Media, led the documentary team. The group traveled with more than 128 pounds of video equipment, including three cameras.

Students rotated in different roles to gain experience in producing, directing, filming, lighting and audio engineering.

The documentary class shared the trip with a Bible class led by Bob Yoder, the campus pastor, and Keith Graber Miller, a professor of Bible, religion and philosophy.

“Along the way, our team chronicled not only what we learned about history



Communication students and faculty filmed interviews in front of historical sites in Greece and Rome during May Term.

but also about what Christ was teaching us personally during this journey,” Conley said. “Students don’t always make the connection between broadcasting and their faith, so when this opportunity arose, I wanted to take advantage of it.”

Blog posts and photos are available at <http://blog.goshen.edu/journeysofpaul>. Documentary production continues back in Goshen during the summer and fall. The documentary is expected to be released on DVD in December 2012.

Students and faculty reflect on firsthand experience

Abby Deaton

“As Ron Burgundy would say, we’re kind of a big deal.

Well, at least people think we are.

There is something about boom mics and tripods that attract so much attention. Or make us look official. Or both.

But every time we set up the camera in a public area, we always attract a crowd. Sometimes people just stop and stare for a bit. A lot of people snap pics. We’ve even had people stop and record us recording Bob Yoder. He’s practically an international superstar.”

Kyle Hufford, professor

“I love experiential educational opportunities like this trip offered. When you as a student immerse yourself not only in another culture but in the learning process education happens at an accelerated pace.

As an instructor I love to see the light bulbs going off in our students on a daily basis. This is the kind of learning that would never happen in a classroom.

We had such a great group of students on this trip that it made it easy to instruct. I am also looking forward

to teaching the class in the fall that will put this project together. In the end we will have a very impressive student-made product that they can all be proud of.”

Sammy Rosario

“I cannot tell you how many times I’ve pinched myself to make sure that I am not dreaming, that I am actually here in Greece. It’s been such an amazing time so far and I know that a lot of that has to do with the fact that we are so connected spiritually to God. Walking Paul’s journey feels like the Bible is coming to life!”

GC joins Public Relations Student Society of America

The Communication Department received a charter in March to form a student chapter of the Public Relations Student Society of America, a leading voice in the nation's PR industry.

In joining the national organization, Goshen College students will participate in conferences, workshops and other activities with students from more than 300 other colleges and universities.

Pat Lehman, faculty adviser for the Goshen College chapter, noted, "As members of this student chapter, Goshen College students will have multiple opportunities to network with public relations professionals, connect with possible internship opportunities and increase their knowledge of this dynamic profession."

One of the first orders of business for the new chapter was organizing a talent show during May Term to raise funds for student membership fees.

Bojana Jankova took the lead in lining up the performers, including Ann Hostetler (reading poetry), Pat Lehman (singing), Bob Rombach (speed sketching), and Jeremy Pope and Daniel Butler (singing). Jason Samuel served as the emcee.

The band Los Dinosaurs, featuring several of Goshen College's hippest faculty



Paul Keim, professor of Bible, religion and philosophy, performed with the band Los Dinosaurs at Goshen's PRSSA fundraiser, a faculty and staff talent show.

members – Skip Barnett, Lisa Guedea Carreno, Paul Keim, Paul Steury and Rosalyn Troiano -- opened and closed the show.

Students who are interested in joining the chapter are encouraged to talk with Jankova or Lehman. Jankova and Lehman encourage students from broadcasting, business, English writing, journalism and

other related majors to consider membership in this national student and professional organization.

"Pat Lehman has been a big part of making this chapter possible," Jankova said. "She sent in the application for the college's chapter and has helped to give us information to make this possible."

Record staff members win statewide awards

Record staff members won more than a dozen awards in the Indiana Collegiate Press Association's annual contest, with the weekly newspaper itself taking third place statewide in its division.

The awards cover the calendar year 2011, during which time Alysha Landis served as editor in the spring semester and Sara Alvarez in the fall.

The staff achieved notable success in the opinion and editorial categories, with Alvarez winning first place for an editorial on Goshen College's decision to no longer require a certain percentage of faculty members to identify as Mennonite.

Summer Hasan's op-ed piece, a reflection on "Making peace with my last name" after

9/11, likewise took first-place honors ("a powerful examination of racism," the judges wrote).

A report on the city of Goshen's mayoral and council election in November, prepared by the Writing for Media class, finished first in the pullout section category. Ben Sutter took third for an editorial on the election that made ties to the college an issue.

The staff took second place for a special issue on James Miller, a former professor of biology, who was killed on Oct. 9.

Ariel Ropp's feature on hunting squirrel (in which two students track golden-bellied fox squirrel and then prepare slow-cook squirrel gumbo for friends) took second place.

In best feature series, Julia Baker and Lydia Alderfer took third place for their portraits of the Oregon Extension.

In page design, Emma Brooks took third place for the front page reporting on the Blizzard of '11, when the college canceled classes for only the second time in its history.

Abbie Miller's photograph of lightening during a storm took second in the feature category, and Becca Yoder's "Artist's Corner" also placed second, for best illustration.

Daniel Penner's graphic "Should I add this person to Facebook?" won second place, and Phil Scott's Rapunzel cartoon took third (the judges wrote: "a cute, punky twist to the traditional fairy tale").

COMMUNICATION FACULTY HIGHLIGHTS

SETH CONLEY

This semester has been a very exciting, eventful, and busy one for Seth Conley. Just before Christmas, Conley and his family moved into a new house in preparation for two new additions to their family. Less than two months later, in February, Conley and his wife welcomed two new babies to their family with the birth of their twin girls, Addison and Katelyn. Conley's older children Kiersten (6 years old) and Ethan (3 years old) enjoy helping care for the babies. Conley is not sure if they will all get along this well forever, but he is enjoying it for now. "God is so good!" Conley said.

In April Conley attended the annual Broadcast Educators Association and National Association of Broadcasters conferences with a few of his colleagues. Then, a short week later, he flew with the Broadcast Media Production III class to Greece and Rome to begin shooting a video focusing on the journeys of the Apostle Paul. Conley appreciated having "such an amazing class of students who worked hard and exemplified why GC does so well each year in competitions."

KYLE HUFFORD

Kyle Hufford, the newest member of the Communication Department, had quite a year with a new job, new town, new house and new classes to teach. As an administrative faculty member, Hufford is primarily focused on running FiveCore Media, the department's new professional video production company. FiveCore Media had a busy year with projects from international choirs, Mennonite Church USA, Goshen College and IU Health Goshen Hospital, to name a few. Four students worked in leadership roles in FiveCore Media this year and all of them learned the ins and outs of producing videos for clients. Students had the opportunity to not only edit these videos but also work on graphics, write and produce projects themselves.

Hufford and colleagues traveled to Las Vegas for the National Association of Broadcasters conference in conjunction with the Broadcast Educators Association. At the conference they were able to learn from the best in the industry as well as research new products and technology trends for FiveCore and the Communication Department. Next year looks to be another busy year as a steady list of regular clients continues to be cultivated. See FiveCore's work at www.FiveCoreMedia.com.

PAT LEHMAN

Pat Lehman presented at the Mennonite/s Writing VI: Solos and Harmonies conference held at Eastern Mennonite University from March 29-April 1. Her paper was entitled "Who Can Play the 'Other'?" She also worked with the newly formed chapter of the Goshen College Public Relations Student Society of America to have an official first meeting as well as to raise money for member-

ship fees via a faculty and staff talent show on May 5.

This spring Lehman taught Senior Seminar, Communicating Across Cultures and two sections of Oral Communication. This fall she will teach a section of the new Identity, Culture and Community course as well as an Academic Voice course, both of which are part of the new Goshen Core curriculum. In addition, she will teach Organizational Communication. This summer she looks forward to gardening, reading novels, riding bike and visiting her children.

JASON SAMUEL

The spring semester began with Jason Samuel being named as co-chair of the Americana Music Association's National Radio Panel. The committee, based in Nashville, works with a nationwide network of radio stations that broadcast Americana and independent music. The panel also helps to coordinate the annual conference each fall. In March, Samuel led a group of students to New York for the Intercollegiate Broadcasting System national conference in New York City, where they moderated over a dozen broadcasting panels. The staff also received awards for their student work at the annual awards banquet.

In April, Samuel traveled to Las Vegas with other department members and students to the Broadcast Educators Association conference and National Association of Broadcasters trade show. While there, WGCS was honored in two categories at the BEA Festival of Media Arts. In May, Samuel and his students debuted the new remote broadcast studio located inside Ignition Music Garage in downtown Goshen. The new satellite studio will increase the visibility and reach of the Communication Department and Goshen College as well as provide a new and challenging broadcasting environment for students.

DUANE STOLTZFUS

Duane Stoltzfus delivered the C. Henry Smith Peace Lecture at Goshen College (in March) and at Bluffton University (in February). The lecture was based on a forthcoming book about four Hutterite conscientious objectors who were imprisoned at Alcatraz during World War I. The book manuscript is under consideration at The Johns Hopkins University Press.

His review of "From Nonresistance to Justice: The Transformation of Mennonite Church Peace Rhetoric, 1908-2008," appeared in the April 2012 issue of The Mennonite Quarterly Review.

He is scheduled to present a paper on the rise of profanity in The New Yorker at the annual convention of the Association for Education in Journalism and Mass Communication in August. He is also scheduled to visit a Write on Sports summer camp in New Jersey. Byron Yake, a former national sports editor for Associated Press and a Goshen College alumnus, created Write on Sports to inspire middle school students to write by tapping into their love of sports.

Students named to lead GC media in 2012-13

The Communication Department faculty have selected six students to lead campus co-curricular activities in the coming academic year:

Abby Deaton, news director for The Correspondent

Jared Zook, operations manager for GCTV

Kelsey Morris, student station manager for The Globe

Hannah Bartel, editor for the Maple Leaf

Becca Kraybill, editor of The Record (fall semester)

Ariel Ropp, editor of The Record (spring semester)



Abby Deaton



Jared Zook



Kelsey Morris



Hannah Bartel



Becca Kraybill



Ariel Ropp

ALUMNI HIGHLIGHTS

Brett Bridges, 2011, who is working as a marketing and public relations specialist for the Education Department at WYEP in Pittsburgh, will begin studies in the fall for a master's degree in public relations at the University of Westminster.

Emily Dougherty, 2009, is an education and features reporter with MetroWest Newspapers in Denver. She formerly worked with 5280 Magazine.

Rachel Friesen, 2004, is marketing manager for PEI in Portland, a company engaged in the work of making buildings smarter and more efficient.

Katie Gencay, 2011, joined the news team as a producer at WNDU-TV, the NBC affiliate in South Bend. She had an internship at the station as a student, during which time she wrote news packages for a lead anchor.

Amy Gingerich, 1999, is director of print media with MennoMedia in Harrisonburg, Va. Mennonite Publishing Network and Third Way Media merged to form MennoMedia in 2011. She works out of her home in Hudson, Ohio.

Rachel Halder, 2011, serves as an intern with Women Under Siege, a project of the Women's Media Center that tracks rape and sexualized violence in conflicts past and present. Her first article was published in April: "Photography as a baton: Spreading the message of Congo's women." She lives in Pittsburgh.

Brian Hook, 1993, relaunched his own media and development business, B.R. Hook, along with two websites. He is editor of B.R. Hook (brhook.com) and Missouri Journal (missourijournal.com).

David Johnson, 2004, is co-owner and art director of Edible Michiana, a local

food magazine working to enhance food culture in northern Indiana and southwest Michigan through interesting stories and photography.

Nick Johnson, 2001, is employed as director of Web and interactive marketing at the University of Notre Dame.

Laura Schlabach, 2010, is finishing a one-year term of Mennonite Voluntary Service in Seattle as a marketing assistant with Grist, which offers environmental news and commentary with a wry twist.

Kathryn Walker, 2011, is completing a one-year term of Mennonite Voluntary Service in New York with World Vision International.

Matt Yoder, 2008, will be attending the University of Illinois in the fall, with an assistantship in the two-year Master of Urban Planning program.



COM[M]UNICATE with us!

We would love to hear your news and share your story with current students and your fellow alumni! Email us with your professional transitions and highlights and career reflections: communication@goshen.edu.