



CoMC alumni honored in "Twenty Under Forty"

CoMC tailors a class to pre-nursing students

CoMC graduate swings into professional golf

A publication for alumni and friends of the Texas Tech University College of Media & Communication • 2017
A REVIEW OF ACADEMIC YEAR 2016-2017



Student Media Realigns WITH THE College of Media & Communication



On the Cover (clockwise from top left) Ryan Ortegon photographs Bailey Manning leaving the Media & Communication building; Candice Clark lays out a newspaper spread for *The Daily Toreador*; *The Daily Toreador* crew meet to discuss upcoming stories; a student reads the *La Vida* section of *The Daily Toreador*. (On the back cover, clockwise from top left) A photographer at work; Candice Clark, Michael Cantu and Avery Aiken work on stories for *The Daily Toreador*; McKenzi Morris, editor-in-chief of *The Daily Toreador*, inspects a newspaper layout.



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Dean & Professor

David D. Perlmutter, Ph.D.

Perlmutter (center top) collaborated with School of Nursing Dean Michael Evans (center bottom), Dr. Amanda Veasart (left) and Dr. Jenna Shimkowski (right) to discuss the pre-nursing communication class.

Fall 2017 marked several milestones in my life: my 20th wedding anniversary, my oldest child a senior in high school readying for college, and almost 30 years of my working in higher education. When you are a teacher, sometimes it feels as though you are in a reversal of the classic story by Oscar Wilde, "The Picture of Dorian Gray." In the tale, the titular character stays young and vigorous while his portrait gets older and drearier. In my case, while I have visibly aged, each new cohort of students is perennially 18, eager and excited about their future.

Colleges go through stages of life just as people do; fortunately, we can, with generous support, new ideas, and faculty, staff, and students who always want to excel, continually rejuvenate ourselves. I believe that the College of Media & Communication at Texas Tech is a prime example of a forever-young institution. As you will read in the pages to come, we marked our best year ever in terms of every single measurement and metric that a university holds to assess how an academic unit is faring. This is our "Golden Age." For example, we now boast a record number of undergraduate majors, graduate majors, credit hours taken by majors and non-majors alike, research productivity, and grant applications. Our students, whether they are undergraduates or Ph.D. holders, are instantly becoming leaders in the media revolutions sweeping all industries, government agencies, and non-profits.

Moreover, the provost of Texas Tech, when he recently addressed the annual meeting of our National Professional Advisory Board, stated that he felt we were "the most innovative and flexible college" currently at TTU. Besides numbers, indeed, this last year has seen the inception of several major new initiatives, including:

- All pre-nursing students at Texas Tech have started taking a required Health Communication class from us. This means that eventually every nurse who graduates from the Health Sciences programs will take a class from our college. We believe this partnership to be unique in the country.
- We have signed agreements so that, by fall 2018, all students in the Rawls College of Business Administration will be taking a business writing class from us, in addition to the business oral communication class they are already taking. Current Rawls faculty who teach the former class will be transferring to our college. It is an educational win-win for both CoMC and RCoBA students.
- The Communication Training Center, which the university helped create in our college, spent the last year developing new workshops to empower faculty and graduate students, especially those in science, technology and mathematics fields, to be more effective communicators, both in the classroom and to the public.

The list really goes on and on, as it must. As I mention to my students, the first car I drove was an Oldsmobile, the first visual media I created were with Kodak film, and one of my first jobs was at a Blockbuster. The lesson is fairly straightforward: adapt, innovate, and evolve...or disappear. I have never been so blessed as now, to be among people, my colleagues of all ages and disciplines here in our college, who understand and implement that credo. We are proud of the achievements of the past year; we hope you will stay tuned for more to come!

David D. Perlmutter



**Associate Dean for
Faculty Success**
Amy Koerber, Ph.D.

I am delighted to be finishing up my first year as Professor in Communication Studies and Associate Dean for Faculty Success in the College of Media & Communication. As Associate Dean for Faculty Success, I oversee tenure and promotion for all tenure-track faculty in our college, and I direct the annual evaluation process for full-time faculty. It's an exciting and challenging time to be doing all of this work as our college is experiencing unprecedented growth—between fall 2012 and fall 2017, the number of full-time faculty in our college has increased from 35 to 63. Current numbers include 42 tenure-line faculty, 15 professors of practice, and six full-time instructors.

Although I'm new to this college, I have been at Texas Tech since 2002. Before transferring to this college in January 2017, I was Professor and Director of the Technical Communication and Rhetoric program in the English department here at Texas Tech. Even though the geographic distance of the move was pretty small—just across the parking lot—moving to this college has been like moving to a whole new world. In addition to the opportunity to move into a new leadership position, this move has also caused me to rethink my own disciplinary background and where I fit in the university. For example, since moving to this college, I have increased my opportunity to participate in interdisciplinary research projects. The challenges involved in working with interdisciplinary teams is making me better at the work I do to ensure faculty success in CoMC because the more you work with scholars across the disciplines, the more you realize what it takes to be a successful scholar in any discipline.

I am excited to see what this next year brings. In addition to annual faculty evaluations, which always occur during spring semester, I will also be leading CoMC's efforts to develop a new strategic plan to align with the new strategic plan that the university will be rolling out soon.



**Associate Dean for
Research**
Glenn Cummins, Ph.D.

I have spoken to enough of our alumni over the years to know that when they reflect upon their days at Texas Tech, many of the same experiences come to mind. A challenging journalism class from Dr. Harmon Morgan. Studying advertising under Dr. Billy Ross. But spending long hours in a research lab is an experience not many of our students have had—until recently.

To be sure, the core aspect of our college's mission is training the next generation of communication professionals. But engaging in research is increasingly becoming a vital part of that training. Our students are active collaborators with faculty, producing knowledge that explores both the basic understanding of human communication as well as applied questions surrounding message effectiveness.

In this issue, you can read about one of our outstanding students, Lauren Kriss, and the work she has produced as an undergraduate research scholar. She is a shining example of the many outstanding students working closely with our world-class faculty to explore human communication, message processing, and effects.

These student researchers represent our college on both a campus-wide and international stage. Each year, a growing number of Media & Communication students represent us at Texas Tech's annual undergraduate research competition, where they present their work alongside undergraduates from across the university. In addition, our student researchers present their work at both national and international academic conferences.

All these efforts help cement our college's reputation as one of the nation's top communication programs. Their accomplishments are just another reason to be proud of your connection to the College of Media & Communication.



**Associate Dean of
Graduate Programs**
Coy Callison, Ph.D.

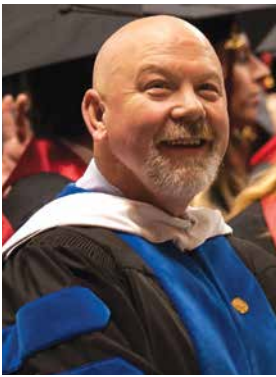
Another year, another record. In the 2016 column, I wrote that one day we would look back on the then-record 186 graduate students number and see it only as another stepping stone. I had no idea at that time that only one year later we would barely be able to see 186 in our rearview mirror. We started this fall with 234 graduate students across the four programs, and when the university asked us for a growth plan, we promised to get to 334 by 2024. A few jaws hit the floor when we outlined gaining a hundred students in an era when graduate student enrollment nationwide has fallen off a bit. Based on our recent history, I doubt many would bet against us.

I think it is also important to note, however, that while our growth has drawn praise from the university, the College of Media & Communication graduate program has much more to be proud of than enrollment numbers. In fact, I would argue that the key statistic that outlines the success of our program has nothing to do with student numbers—instead it has to do with the reputation of our students and their successes that follow them. We see our MA students leaving our degree programs with outstanding jobs across a variety of industries. Some end up in strategic communication agencies, others working for professional sports franchises, and still others starting their own businesses. And of course, every year a number of our graduates go on to Ph.D. programs throughout the country and some even join college faculties.

We see the same success in Ph.D. graduate placements. Over the last 18 months, our doctoral degree earners have joined the University of South Dakota, North Carolina State University, Ithaca College and the University of Alabama, among others. Additionally, a number of our Ph.D. graduates seek non-faculty positions working in consulting or media research.

Another indicator of program as well as student quality is how our students are received at research symposiums and conferences. In my favorite 2017 example of a student bearing our banners far and wide, Ph.D. candidate Derrick Holland won the top presentation award at the Geographical Society of America South-Central meeting in San Antonio. While Derrick winning the award was great for him and our program, the thing that is most remarkable is that a Ph.D. candidate in media and communication won the award in a competition among a gathering of geographers. Derrick presented on how social media monitoring could help predict water conservation needs and campaign effectiveness. From among presentations on aquifer mapping techniques, run-off management, and maintenance of groundwater quality, a presentation on how communication serves as a valuable component in the state's water plans garnered the praise. I was at the conference and I was beaming with pride not only for Derrick but also for our program and discipline.

I'll conclude by saying that I fully expect in my meetings across campus that we will be applauded for our student numbers and growth. This college should not shrink from that praise. The entire graduate faculty has worked to grow our programs. But I am also quick to interject into that discussion whenever I can that the real success lies in the accomplishments of our students and the recognition they are getting from among employers, peer universities, and yes, even from among geographers.



Associate Dean for Undergraduate Affairs
Todd Chambers, Ph.D.

Historic. Record-setting. Signature. Legacy.

Historic and record-setting definitely describe the enrollment growth of the College of Media & Communication at Texas Tech University in the past few years. However, it's our signature undergraduate learning experiences, both past and present, that are creating a legacy of excellence in undergraduate education that matter the most. As an alumnus or just a friend of the program, you have been a big part and continue to influence a legacy leading us on a path to becoming the best media and communication program in the state of Texas.

Our undergraduate programs experienced double-digit enrollment growth in the past three years. In fact, our fall 2014 undergraduate enrollment was 1,330 students; our fall 2017 undergraduate enrollment was 1,855 students. No other college at Texas Tech has experienced this type of growth in the same time frame. It's historic.

But, it's not about the record-setting numbers – our faculty and staff truly are passionate about providing signature undergraduate learning experiences that will provide our students with the marketable skills they need out on the job market.

Do you remember “MCOM Week?” For me, it was one of several signature educational experiences for undergraduate students. I remember listening to speakers talk about different types of “marketable skills” I would need to succeed in business. Today, if you walk into one of our classrooms, you find unique, innovative and immersive learning experiences each of our departments provide for undergraduates. From students working with faculty and professionals to produce award-winning media content to members of our National Advisory Board coming in to teach one-hour special courses related to topics such as Branding and Crisis Communication, the college is becoming the leader in the state of Texas in providing signature undergraduate learning experiences.

Our signature includes traditional face-to-face courses where we teach students to work in teams to solve a client's real-world problem; it's in our online courses where we teach students about the importance of thinking about intercultural communication issues; it's in new courses developed to meet new communication needs such as Communication in Nursing; it's in our special Spring Break Adventure Media course where we teach students how to create and promote content for a sponsor; it's in our Maymester course in Junction where we teach students to be visual storytellers; it's in our study abroad courses in Europe, New Zealand and Costa Rica; it's in our courses all across the curriculum. It's our signature.

Creating a signature experience requires much more than just teaching marketable skills in a classroom. There has to be a holistic approach that involves recruiting, advising, marketing and career and professional development. The Undergraduate Affairs staff includes academic advisers, recruiters, marketing professionals and a career and internship coordinator. In 2016-2017, our academic advisers had 4,430 advising sessions with students. College recruiters presented the #MyCoMC story to 2,903 prospective students. This past year, we hosted two career fairs for our students to interact with companies and organizations. In the past year, our college graduated the most students ever, 446. These graduates are entering the workforce in large and small markets all across the country.

Throughout our history as a department, school, and now, a college, we've all had the opportunity to participate in signature educational experiences. It's allowed us to share stories of alumni doing amazing things – Pulitzer Prize winners, Hollywood producers and directors, actors, advertising and marketing visionaries, network anchors, political and communication consultants, authors, business leaders, college presidents, editors, reporters, entrepreneurs and so many others. We LOVE to talk about how the marketable skills our students get from the CoMC signature learning experiences translate into the real-world jobs and careers for our graduates. We want to hear about what you are doing so we can continue growing our signature as the College of Media & Communication. It's our legacy.



Director of Development
Dusty Bedwell, M.A.

Dear Alumni and Friends,

It is truly an honor to be working for the College of Media & Communication at Texas Tech University.

In my short time in the college, I've had a chance to sit down with the faculty to hear how they play a key role in the success of our students to ensure our students are gaining real-world experience beyond the classroom.

Much of this progress would not be possible without your generous financial support which enables the College of Media & Communication to provide scholarships and life-changing opportunities to our students.

Gifts to the Dean's Fund for Excellence allow the Dean to make unrestricted purchases of technology that these students need to stay ahead of the learning curve, provide scholarships to deserving students, and allow for our students to compete in major competitions, all of which raise the profile and prestige of the college.

We are proud of our large alumni network, and the many different and interesting ways our alum are using their Media & Communication degrees across diverse media platforms throughout the corporate world.

It is the groundwork that you have laid out that allows us to showcase your pathways while recruiting the best students for the college.

Thank you for blazing your own trail for those to follow in your footsteps.

Overall, thank you for what you do to enable the College of Media & Communication to be the program it is today. Our future is bright, even more so because of alumni and friends like yourself.

If I can ever be of assistance to you in making a gift to the College, traditional or non-traditional, please give me a call at 806.834.2966. I am happy to help.



Donald Ellis, electronic media and communications adviser, works with a student on her schedule.

COMC ADVISERS guide STUDENTS toward SUCCESS

by Alexa Rosas, photos by Eliud Ramirez

The Advising Office in the College of Media & Communication, located on the first floor in room 169, is where students go to find direction. With six advisers - one for each of the college's academic majors - the office offers students more than a checklist of the classes that they need to graduate.

As far as deciding on which classes students need, advisers are well versed in each of the degree requirements. But they are also prepared to navigate the mandates set by the state, university and college.

"There are a lot of aspects that go into getting through a degree plan, especially later as a junior or senior," said advertising adviser, Carly Carthel. "Additionally, we understand that choosing classes and figuring out which classes best suit the student's interest can be difficult at times."

Director of Advising, Julia Heard, believes that asking the right questions, such as: "What is your dream job?" or "What do you want to do with your life?" are equally as important as choosing classes when walking students through their degree plans.

"Making sure that the student is in the right place, and not just that, but figuring out what their passion is," suggested Heard. "How can we gear them toward the right electives? How can we help them get involved? How can we help them build that portfolio? At the end of four years, the student wants to be able to get that job."

For Rose Cruz, media strategies adviser, her favorite part of being on the advising team is guiding students towards success.

"The best part is getting to know my students and what goals they have set for themselves," Cruz said. "This gives me an idea of how I can help—whether with class suggestions, minor suggestions or anything else. If I can help a student have a rewarding academic career and top that off with graduation, then I am the happiest I can be doing my job. It's all about the students and helping them be successful as they venture forth."

While the Advising Office is busy 12 months out of the year with graduation, orientation and regular advising, according to Heard, the advisers are prepared to see students of any discipline.

"Our building is a multipurpose classroom building, so we have students in and taking classes that are not of one of our majors, but we still want to be known as the most helpful advising unit on campus," said Heard. "So whether a student comes in asking questions as a business, agriculture or English major, we do our best to portray the college in the best light. We want to be known as the friendliest place. We want all students to feel welcome and to feel at home."

Heard has noticed that often, students will leave her office with a sense of relief

because they were not yelled at or reprimanded. "My job is to build up students, not bring them down," Heard said. "I want students to be treated with respect just like I want to be treated with respect. You give what you get, and if we are positive and that word gets around campus, then more students will come in."

Advising is very holistic, according to Heard. Classes, grades and graduation all have a role to play in the process, but there is also a trust that develops when an adviser and students get to know one another. The advising center can become a very safe place for students across campus.

"Students who are going to be more successful are students who find their passion," said Heard. "That is where I think we do a good job at the Advising Office of the College of Media & Communication." **mc**

(Alexa Rosas is a junior journalism major from San Antonio. Eliud Ramirez is a senior electronic media and communications major from Donna, Texas.)

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Communication Studies student Haley Kautzmann speaks with a company representative.



Communication Studies student John Patterson completes an application.

COMC CAREER FAIR *Gives Students Options, Inspiration*

by Kayla Black, photos by Eliud Ramirez

The 2017 Media & Communication Career Fair on March 7 offered students the chance to connect with more than 30 businesses and non-profits.

Among the participating organizations were Ramar Communications and the Lubbock Symphony Orchestra.

“Ramar Communications is a locally owned, traditional media company with television stations, radio stations and digital media. We also have some stations in Albuquerque, New Mexico. We do a little bit of everything,” Jennifer Gray, a sales person for Ramar, said.

The company is currently seeking interns. Its stations include FOX 34, Telemundo Lubbock, The CW Lubbock, Double T 97.3, and Oldies 97.7.

“The trick is to just check with your adviser and see what you qualify for, and then give us a call,” Gray said.

Applicants for internships must be full-time undergraduate or graduate students, with sophomore or higher credit hours.

The Lubbock Symphony Orchestra is a non-profit organization located in downtown Lubbock.

“We’re here to promote the symphony and make sure it continues on,” Emily Rich, the symphony’s representative, said.

The symphony strives to provide real-world experience to students from Texas Tech University, Lubbock Christian University and South Plains College, she added.

“We’re trying to reach out to a younger generation just to keep the symphony going, and to keep new people coming through the door,” Rich said.

A hands-on work experience is offered at LSO, giving students the chance to work in a creative environment in West Texas’s largest cultural arts organization.

Acceptance into the internship program is competitive, so making an impression matters.

“It’s always more impressive when a candidate contacts us saying they are interested,” Rich said. “You know, just seeing some initiative and excitement towards the internship.”

The LSO is seeking administrative, design, education, marketing and web support interns.

This career fair was some students’ first, like Jeremy Martinez, a junior public relations major.

“When I was coming in, I saw Dr. Chambers and right away he introduced me to so many people on the floor,” Martinez said. “It’s so good to see a familiar face when you come into something like this.”

Martinez graduates in 2018 and wants to get into a public relations position, preferably in the medical field.



CoMC faculty Mark Gring, Coy Callison and Kristi Gilmore were present to advise students on the graduate programs offered at CoMC.

THE 2017 MEDIA & COMMUNICATION CAREER FAIR

PRESENTED MANY INTERNSHIP AND CAREER OPPORTUNITIES FROM THE FOLLOWING COMPANIES:

- Benchmark Business Solutions
- Big Brothers Big Sisters of Lubbock
- Caldwell Entertainment
- CASA of the South Plains
- CoMC Graduate Program
- Enterprise Holdings Inc.
- Everyman Media Works
- FleishmanHillard
- GriffinWink Advertising
- KAMC-KLBK
- KTXS Television
- Latino Lubbock Magazine
- Los Hermanos Familia
- Lubbock Symphony Orchestra
- MKD Publishing
- NewsWest9, Telemundo, La Ley & CW
- Ramar Communications
- Snyder Daily News-Roberts Publishing Group
- Southwest Airlines
- Starnik Systems
- Susan G. Komen Lubbock Area
- Texas Tech Alumni Association
- Texas Tech University Office of Communications & Marketing
- The Bridge of Lubbock
- Townsquare Media
- Truno and TimeForge
- Word Publications

“I’d like to go and work in a hospital and be able to work on their communications team,” he said.

Curry Wilson is a freshman public relations major who interns for Tech Athletics.

“It opened my eyes to more career opportunities. I was so dead set on sports, working in sports. But it just opened me up to more options to think about because I am a freshman,” Wilson said.

Wilson said she found the career fair beneficial for the students who participated.

“I would see them go in all nervous,” she said. “And then I’ll see them walk out with business cards and big smiles on their faces.”

Wilson said the best thing was seeing all the companies come out, both local and out of town, reaching out to students.

“Eighty percent of the job is just going, and just putting yourself out there,” Wilson said. [mc](#)

(Kayla Black is a junior journalism major from Mesquite, Texas. Eliud Ramirez is a senior electronic media and communications major from Donna, Texas.)

Undergraduate Research SPOTLIGHT



Lauren Kriss

by Katie Main, photo by Hannah Woodfin

Lauren Kriss, a sophomore Public Relations major, got involved with undergraduate research during her first semester at Texas Tech University. Her media literacy professor, Andy King, Ph.D., put out a call for research assistants, and she threw her name in. Kriss said she was picked, despite being a freshman, and began to run a video experiment for him in fall 2015 and then an eye-tracking experiment in spring 2016.

Beginning her sophomore year, Kriss began to work on her own research project identifying how people feel about the portrayal of disabilities on television. Kriss said she worked on the project from the very beginning to the very end—coming up with the framework, theory and hypothesis, and training people for data collection. Kriss said she did not find a lot of evidence proving or disproving her hypothesis.

“It was disappointing for sure. You always want to think you’re going to find a super significant result,” Kriss said. “But with media research, that doesn’t always happen, especially when you are studying the effect of something because it is hard to measure an effect right away.”

Kriss said it was still a “really neat” experience. She said if a person had asked her this time last year if she was capable of designing her own research process, she would have thought that person was insane.

“Participating in undergraduate research has encouraged me to explore more options in my academic and future career,” Kriss said. And she said she is now

considering going to graduate school and earning a doctorate.

“I now see the potential of research within companies or private labs,” Kriss said. “This experience has really opened the research sector of media to me.”

Kriss said participating in research has made her more critical of what people tell her, and she now understands how to discern bad research from good research. Kriss said undergraduate research is something students should consider exploring, as it has given her the opportunity to learn something completely different from what she would ever learn in class, such as how to create a survey.

“Pick your favorite professor and ask her what she is researching and if she needs help,” Kriss said. “I would be shocked if she said no.” Kriss said King has encouraged her to try different things. She said

he believed in her as a freshman and continues to now.

“He’s not a babysitter and he’s not a hand-holder,” Kriss said. “He makes me learn and push myself.”

Kriss said she is looking forward to her role in undergraduate research as a junior and she is excited to be even more involved. [mc](#)

Participating in undergraduate research has encouraged me to explore more options in my academic and future career.

-LAUREN KRISS

(Katie Main is a senior journalism and electronic media and communications double major from Cypress, Texas. Hannah Woodfin graduated in 2016 with a Bachelor of Arts degree in Public Relations.)

PR FOR NONPROFIT PARTICIPATES CHILDREN'S MIRACLE NETWORK

by Abby Aldrich

In the spring 2017 class PR 3351 Public Relations for Nonprofits, students were given the opportunity to participate in the Children's Miracle Network Radiothon, held Feb. 15-16 at the KLL studios in Lubbock.

Children's Miracle Network Hospitals radiothons are broadcast on over 350 radio stations every year. The participating stations engage listeners with inspiring stories of Miracle Children from the participating area and ask the listeners to call in and pledge support for them.

Jo Grant Langston, assistant professor of practice in Public Relations, and instructor of the PR for Nonprofits course, spent 30 years in nonprofit public relations before coming to Texas Tech. In San Angelo, she was the executive director for the Children's Miracle Network at Shannon Medical Center.

Langston takes her students to the local radiothon every year in order to see what the grassroots of going into nonprofit public relations are.

"I really feel like the students need to get out of the classroom and see what life is like in the nonprofit world," she said. "Nonprofit PR is a whole different animal from corporate and agency PR."

Once they arrived at the radiothon, the students were put on the phone banks to call friends and family asking them to pledge support to the cause. Langston said the spring 2017 semester class raised \$2,600 in the one hour they attended.

No class explanations or preparations were made before going to the radiothon, according to Langston. She said the reasoning behind the choice was to help prepare students to think on their feet and quickly grasp the story.



TS CLASS IN K RADIOTHON

“They get to see how to raise money,” Langston said. “They get to talk to people on the phone about the organization and why they should give and tell the story of the nonprofit Children’s Miracle Network.”

Caroline Whittenburg, a sophomore communication studies major, said she enjoyed the fast-paced environment of the radiothon and not receiving any background knowledge beforehand.

“You had to adapt to the fast-paced environment,” she said. “I think we all learned some skills about how to be quick on our feet and think through ways to be able to pitch something, like how to donate money. It was something I had a lot of fun doing.”

On April 3, the class was taken to University Medical Center in Lubbock where they toured the Neonatal Intensive Care Unit and Pediatric Intensive Care Unit to see how the money they raised would be benefitting the hospital.

A benefit that comes with donating to the CMNH is the funds raised stay in the community where they are donated. UMC can use the donations however they see fit to help the children in Lubbock.

Funds are most commonly used for equipment purchases, research, charitable care and education.

Whittenburg said she had never seen a NICU before, and being able to see premature babies and how expensive it is to run this kind of department really opened her eyes. She said it was a nice way to see how the money she helped raise was benefitting the children.

Langston said she absolutely plans on continuing student participation in the radiothon in the future.

“These students realized they could help people with a simple phone call,” she said. **mc**

(Abby Aldrich graduated in 2017 with a Bachelor of Arts degree in Journalism.)



**Children’s
Miracle Network
Hospitals**



CoMC Alumni Host 2017 Career Development Conference in Dallas

by Rachel Blevins, photos by Hannah Woodfin

David D. Perlmutter, Ph.D., welcomes the attendees of the 2017 Career Development Conference

Texas Tech University College of Media & Communication students and recent graduates had the opportunity to attend the 2017 Career Development Conference in Dallas on Jan. 9.

The conference is an annual event hosted by CoMC alumni working in the Dallas-Forth Worth area. Laurie Nelson (B.A. public relations, 2014), an account coordinator for HCK2, served as the chair of the event. She said she first attended the conference when she was a student.

“What brought me back as an alumna was the desire to share with current students what I had learned and taken away from attending as a recent graduate the year before,” Nelson said. “I am at my current job because of a connection I had made through the CDC, and that’s a big part of why this event exists. It’s not necessarily just about landing a job, but teaching students how to network and use the connections they make to their best advantage throughout their careers.”

"It's not necessarily just about landing a job, but teaching students how to network and use the connections they make to their best advantage throughout their careers."

-LAURIE NELSON

Nelson said one of her biggest take-aways from this year’s conference was the opportunity to see how truly invested in connecting with students the TTU CoMC alumni group in Dallas is.

“Through months of planning and organizing, we recruited a number of alumni from various graduating classes to speak

with students and they didn’t just agree to attend, but were excited about being there,” Nelson said. “Our alumni are passionate

about helping students and guiding them through the start of their careers, and that’s great to see from the perspective of a former student attendee.”

Matthew Cobb (B.A. journalism, 2010 and advertising, 2011), senior marketing coordinator for the City of Allen Parks and Recreation Department, served as a committee chair for the event.

“Being involved with the CDC has provided the rewarding experience of helping students get a leg up on the job hunt and prepare for professional careers,” Cobb said. “By serving on the planning committee, I’ve had the opportunity to meet and build relationships with many of our college’s outstanding alumni.”

Cobb said his involvement in the event reminded him of the dedication that TTU CoMC professors, staff and alumni have to ensuring students will excel as professionals.



Jennifer Schuder speaks with CoMC students.

Joy Stratton helps a conference attendee sign in.



“The CDC is the perfect example of how it benefits to be a Red Raider,” Cobb said. “Not only do students receive a great education, but a strong network of alumni provide help with career development.”

Joy Stratton (B.A. public relations, 2015) was also a committee chair for the conference. She said the first CDC she attended introduced her to the recruiter for her current position as a content specialist at HCK2 Partners.

“I came back this year as an alumna, panelist and recruiter because I want other recent graduates to have the same experience I did,” Stratton said. “I remember how scary it was graduating without a plan, but this conference really works. We are fortunate to have such a dedicated alumni network.”

“The event was very beneficial, informative and relaxed.”

-JADE SAMANIEGO

Stratton said volunteering as a member of the committee has opened her eyes to everything that goes on behind the scenes to make the conference possible.

“When I was a recent graduate, I had no idea the amount of work and the hours it takes to make the CDC a success,” Stratton said. “When the alumni and committee chairs say they are here for the students to help any way they can, we really mean it! Otherwise we wouldn’t have put that much time and energy into its success.”

Jade Samaniego, a senior media strategies major from Dallas, said that attending her first CDC this year opened her eyes to the importance of pursuing networking opportunities and looking for new skills to learn.

“The event was very beneficial, informative and relaxed,” Samaniego said. “I would have loved to have attended in past years. I would recommend everyone in the media and communications college to make the effort to attend this.” **mc**



Mark DeTranaltres, Sarah Chollar Ward, Charlene Stark and Tim Davila lead a panel discussion.

(Rachel Blevins graduated in 2017 with a Bachelor of Arts degree in Journalism. Hannah Woodfin graduated in 2016 with a Bachelor of Arts degree in Public Relations.)

C



MCS



RAUF ARIF, PH.D.

Assistant Professor – Journalism & Electronic Media

Born in Pakistan, Arif worked as a news reporter in Islamabad for over eight years, both for print and electronic media, including CNBC Pakistan TV. Arif received his MS in Mass Communication (2009) from the University of Kansas and Ph.D. in Mass Communication & Journalism (2014) from the University of Iowa. His political observations on U.S.-Pakistan relations have appeared in national and international media.



PATRICK CASTER, M.F.A.

Assistant Professor of Practice – Creative Media

Patrick Caster has been a video professional for over 40 years. He served as editor on the Emmy award-winning documentary, *A Hard Road to Glory*. He has managed production companies in California and Texas, while his production work has taken him to Thailand, Malaysia, South Korea, Ireland, Mexico, Canada and the Caribbean. He has taught at two Dallas area colleges as well as holding a position as guest lecturer at the University of Texas at Dallas.



ZIJIAN (HARRISON) GONG, PH.D.

Assistant Professor – Advertising

Gong graduated from Texas Tech University with a Ph.D. in Media & Communication. His research focuses on helping media practitioners enhance the persuasiveness of their messages, and has appeared in refereed journals such as *Communication Monographs*, *Journal of Broadcasting and Electronic Media*, and *Communication & Sports*. He has taught classes such as *Communication Research Methods*, *Advertising Campaigns*, and *Media Planning*.



AMY KOERBER, PH.D.

Associate Dean for Faculty Success and Professor – Communication Studies

Originally from Omaha, Nebraska, Koerber has published articles on a wide array of topics in health and science communication. Her book "Breast or Bottle: Contemporary Controversies in Infant-Feeding Policy and Practice" (University of South Carolina Press, 2013) received the 2015 Conference of College Composition & Communication award in the category of Best Book in Technical or Scientific Communication. Her next book, "From Hysteria to Hormones: A Rhetorical History," is under advance contract with the Penn State University Press/Rhetoric Society of America series in Transdisciplinary Rhetoric, with expected publication in May 2018. Koerber received her M.A. in English from the University of South Dakota, and her Ph.D. in Rhetoric and Scientific and Technical Communication from the University of Minnesota.



AMBER KRAUSE, PH.D.

Assistant Professor of Practice – MCOM

Krause graduated from Texas Tech University with a Ph.D. in Media & Communication. Her research investigates the intersection between consumer behavior and persuasive message characteristics in the context of environmental and agricultural issues. Prior to seeking a graduate education, she gained practical experience in video production, creating multimedia-based curricula. In addition, she has worked in sales and consumer relations for two years.



ASHELEY LANDRUM, PH.D.

Assistant Professor – Advertising

Landrum received a bachelor's degree from the University of Texas at Austin, and worked as a newsroom editor for a digital communications company before earning her M.S. in Applied Cognition & Neurosciences and Ph.D. in Psychological Sciences degrees from The University of Texas at Dallas. Her research program is dedicated to examining factors that influence public understanding and the perception of science and emerging technologies, and how these factors develop across the lifespan.



ANTHONY LASTRAPE, M.A.

Assistant Professor of Practice – MCOM | Based in Waco, TX

LaStrape has been an adjunct instructor in the College of Media & Communication at Texas Tech University since 2016. He received his B.A. from Texas Tech in University Studies, and his M.A. from Texas State University in Communication Studies. He is currently pursuing a doctorate in Education from Tarleton State University. His research is focused on using Structural Equation Modeling to interpret the results of student development strategies used on community college campuses. He has taught courses in political communication, public speaking and rhetorical criticism.



GORDANA LAZIĆ, PH.D.

Assistant Professor of Practice – Communication Studies

Lazić earned her Ph.D. at the University of Denver in 2013. She teaches courses in culture and communication, intercultural communication, fundamentals of communication, and communicating in a global society. Lazić's research interests include cultural studies, critical theory, and rhetoric in the context of resistance and social movements. More specifically, her work focuses on notions of difference and power in non-democratic contexts.



TONY JOE "TJ" MARTINEZ, M.F.A.

Assistant Professor of Practice – Creative Media Industries

Born in West Texas and raised in New Mexico, TJ is a native of the High Plains. His love of storytelling drew him to filmmaking, and he has made both documentary and narrative films while enjoying the challenges and rewards of each. His films have screened at multiple conferences and festivals, including the American Folklore Society Conference and SXSW Film Festival. TJ holds a M.F.A. in Film Production from the University of Texas-Austin.



DUSTIN MCDUNN, M.A.

Assistant Professor of Practice – MCOM | Based in Waco, Texas

McDunn earned his B.A. in Journalism from the University of Montana and his M.A. in Communication from the University of Hawaii. He has experience in the field as a journalist working for Montana Public Radio and KNDU-TV in Kennewick, Washington. As a general assignment reporter, Dustin covered everything from on-the-spot breaking news to light-hearted personal interest stories. He got his start in academia at Kapiolani Community College in Honolulu, where he taught journalism and advised the student newspaper.



LIZ INSKIP-PAULK, M.A.

Instructor & Editor-in-Chief of CoMC Publications

Originally from England, Inskip-Paulk arrived at Texas Tech University as a freshman for a swimming scholarship. After graduating with a B.A. in Advertising and Public Relations, she went on to work in the advertising industry as a copywriter, and then returned to TTU to study further for a master's degree in English Composition and Rhetoric. With more than two decades in the writing profession (most recently with STEM-related topics), Inskip-Paulk is Editor-in-Chief for the College of Media & Communication. She teaches media writing.

(Kayla Black is a junior journalism major from Mesquite, Texas.)



COMMUNICATION

tailors a class

by Alexa Rosas, photo by Hannah Woodfin

In cooperation with the Texas Tech pre-nursing program, Jenna Shimkowski, Ph.D., assistant professor of communication studies, Marjorie Buckner, Ph.D., assistant professor of communication studies, and Melanie Sarge, Ph.D., assistant professor of advertising, have collaborated to develop a new course, COMS 2320, Communication in Nursing, which opened its first section this fall.

"The idea behind the class is that we are tailoring communication concepts to nurses, [and trying] to formulate or design a class that is really targeted to their experience working as a nurse," Buckner said.

The class, according to Shimkowski, will provide its students with knowledge of theories, principles and practices regarding interpersonal and organizational communication, by dividing the class into three sections: Communication Foundations, Communication and Care, and Communication in Health Organizations.

The collaboration was first conceived by Dean of Nursing Michael Evans and Media & Communication Dean David D. Perlmutter who met to discuss ways to improve communication among health professionals and with the public.

"It occurred to us that we needed to start early in the training of nurses - not just offer workshops after they were set in their careers," Perlmutter said. "Why not a class offered by us [CoMC], but tailored for undergraduates on the pre-nursing track? Our two faculties then followed up with a fleshed-out definition of what that class would teach."

With completion of the class, the nursing students will understand how to more effectively communicate with patients, families and physicians. They will gain skills related to developing therapeutic communication styles, managing cri-

COMMUNICATION STUDIES DEPARTMENT

to PRE-NURSING STUDENTS

ses, adapting health-related messages to targeted audiences, and communicating across multiple technologies.

Evans explained, "The first benefit is that the course impresses upon the pre-nursing students how vitally important and fundamental effective communication is to nursing and to health care. The course also teaches the students the principles of effective communication in a variety of situations experienced in health care."

"The benefit for the TTUHSC is that it helps us to better select applicants who understand how to communicate well and who will use these essential skills throughout their time as a student and in their nursing career," he added.

Shimkowski said, "We want students entering the nursing profession to feel confident in educating patients and their families, improving their workplace environments, and developing more effective professional relationships through competent communication practices."

According to Buckner, the class' biggest asset is that it is specific to nurses and that the students are not left alone to make the connection from their communication class to their career path. They now have a partner in that journey.

"This class helps make those connections with them," Buckner said. "They can then say that they understand some broad communication topics and how they can use it in their career."

Brian Ott, Ph.D., professor and chair of the department of Communication Studies, said he hopes that the class will aid future nurses in doing their job to the best of their ability.

"I think this class fills a very important need," Ott said. "It demonstrates a recognition on behalf of the medical industry for effective communication.

Whether that's interpersonal or organizational communication, I think it demonstrates that they recognize the significance of it in effective medical practice."

The class has no prerequisites but is now a requirement of the Texas Tech pre-nursing program. The first section of the class,

which opened this fall, will serve 110 students, but the spring section is expected to be significantly larger, at 210 students, to meet the program's demands.

"The demands of nursing school can minimize the time spent on communication techniques, which can ultimately cause disastrous outcomes in health

care," according to Amanda Veasart, a RN and assistant professor in the school of nursing. "Organizers hope to see the course grow into an interactive virtual course, to cater to distance education students."

There are approximately 600 declared pre-nursing students on campus, Veasart said, but with the program admitting three times per year, that number will continue to grow.

Perlmutter said, "The nursing communication class is just one of the partnerships that we have already established or plan to establish in the near future, with other units at Texas Tech and in the health science system."

"We want to be seen as a world-class example of how a communication college can be in partnership with all sorts of units in health and STEM disciplines to advance science and the public good," he added. **mc**



Jenna Shimkowski and Dean Perlmutter with the first COMS 2320 class.

(Alexa Rosas is a junior journalism major from San Antonio. Hannah Woodfin graduated in 2016 with a Bachelor of Arts in Public Relations.)

STUDENTS EXPLORE A WORLD OF POSSIBILITIES IN LONDON

by Alexa Rosas, photos by Ryan Ortegon

In May 2017, College of Media & Communication students embarked on a two-week study abroad in London. Led by Assistant Professor Justin Keene, Ph.D., and Associate Professor Katie Langford, Ph.D., students toured Ink, the world's leading travel media company.

As the group met with the two editors of the company, they could envision their future careers.

"I really understood when we were touring that I could actually work there - or somewhere like it," said Rachel Pereboom, a junior public relations major from New Braunfels, Texas.

"Study abroad is a valuable learning experience for students," Keene said. "Students get to put themselves in the shoes of someone else who is of a similar age and maybe even a similar background, but they just happen to live in a different country."

Roger Saathoff, Ph.D, associate professor of Journalism, helped lead a London study abroad in 2016.

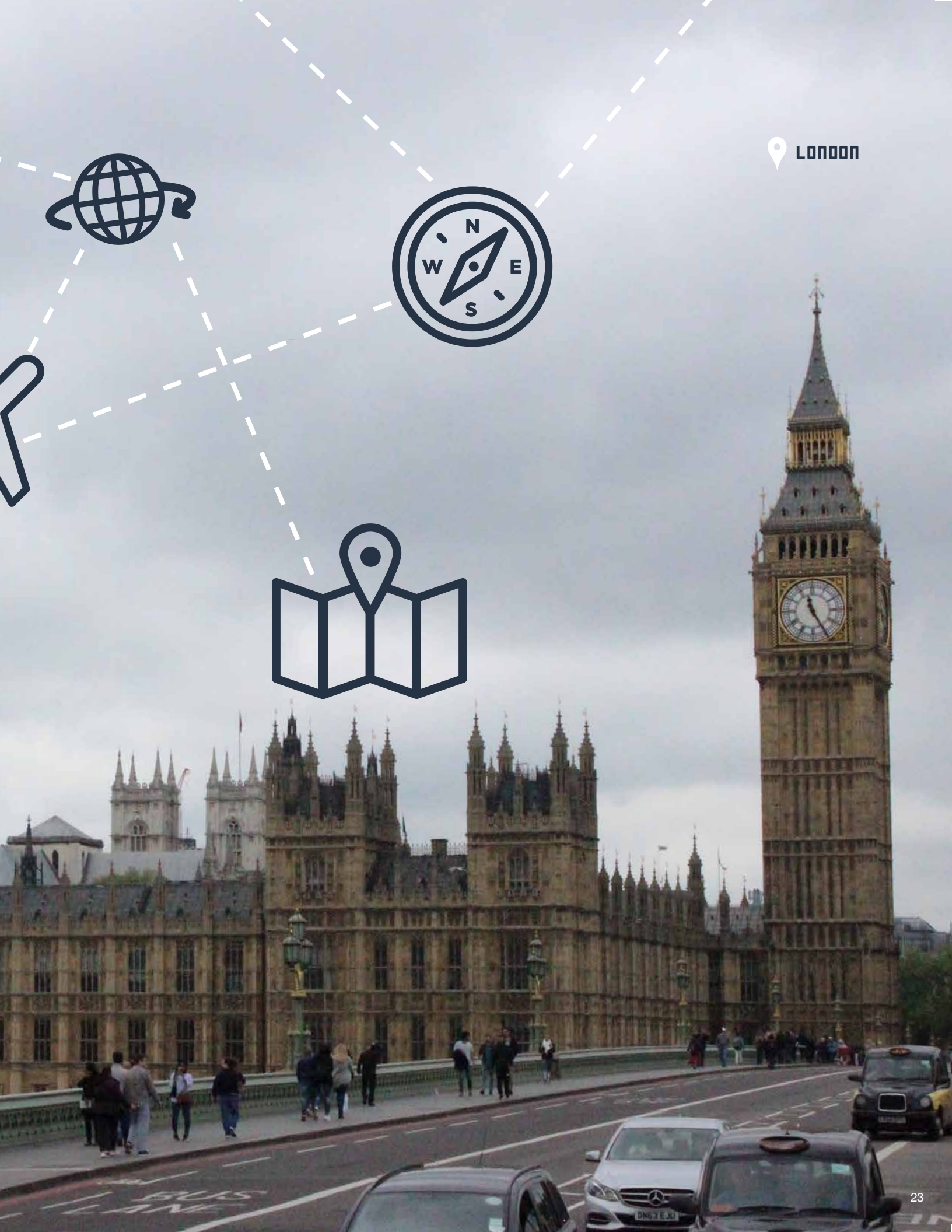
"The world has become much smaller in a figurative way or in a symbolic way," Saathoff said. "Introducing students to a nation that is different from their own can both widen their worldview and make them more comfortable with differences," he added.

While the agency tour was a significant learning opportunity, students also experienced a new perspective on history.

(cont. on next page)→



 LONDON





STONEHENGE



(cont.'d from page 22) "London is very old, and I think, in America, we get this skewed vision of history," Keene said.

Saathoff added, "As students visit the places where much of America's political and legal system were conceived, they begin to develop a more well-rounded view of history."

The students were enrolled in two classes while abroad: Visual Storytelling with a Smartphone and the Rhetoric of War and Remembrance. For each of the classes, the students were required to submit a 15-photo essay with captions suitable for social media every two days, as well as longer blog posts, which worked to tell a story about what they had learned in the days prior. Finally, the students turned in two longer editorial pieces, both of which focused on the students' overall experience in London.

In addition to grading the students' writing, Langford also engaged with students as they traveled the city, asking them to reflect on what they had learned throughout the day and what they had learned from her preassigned readings.

While the students continually took pictures and wrote about their experiences, they also explored the 900-year-old halls of Windsor Castle and the al-



The Study Abroad class visited Stonehenge, a prehistoric ring of stones near Amesbury, England.

leys of Oxford. They experienced a different take on democracy in the Houses of Parliament, and gained a new perspective on history with tours of Westminster Abbey, Stonehenge, the Roman Baths, and with a scavenger hunt through the British Museum.

Keene said he enjoys watching the students of various backgrounds bond in a way that is unique to study abroad.

"Your roommate is probably someone you didn't know prior to the trip," Keene said.

"You definitely see them grow as a group where they start to cross these boundaries that exist within college."

The London Study Abroad trip was certainly an eye-opening experience for Rachel Pereboom. "Before I went to London, I always just assumed that I would live in Texas (or at least the United States) after college," she said. After spending two weeks in London, Pereboom plans to broaden her post-graduation job search to include the whole of the United States and Europe. [mc](#)

(Alexa Rosas is a junior journalism major from San Antonio. Ryan Ortegon is a sophomore electronic media and communications major from El Paso, Texas.)



Journalism Alum

Pursues Career as Author, Motivational Speaker

by Rachel Blevins, photo courtesy Linda Swindling

Linda Swindling speaks at a TED^x conference at SMU.

SMU

After graduating from Texas Tech University with a bachelor's degree in broadcast journalism in 1988, and a law degree from the Texas Tech School of Law in 1991, Linda Byars Swindling went on to become an author, motivational speaker and the CEO of Journey On.

While working as an employment, corporate and insurance attorney, Swindling published her first book, "The Consultant's Legal Guide." Then she decided to try something new.

"I left the law practice of Withrow, Fiscus and Swindling to devote full-time efforts to start a professional development firm called Journey On," Swindling said. "I create corporate programs on communications and negotiations. In addition, I speak at conferences, associations and organization functions."

Swindling has spent five years as a facilitator, coach and adviser for CEOs and executives. She was also elected to the national board of the National Speakers Association and has served as the president of the National Speakers Association-North Texas.

She is the author or co-author of more than 20 books such as "Stop Complainers and Energy Drainers" and "The Manager's High-Performance Handbook." Swindling noted that while her bio states she is "a recognized expert on workplace influence, negotiations, and helping professionals get what they really want," she calls herself "a 'recovering' attorney, a business owner, and former tap dancer."

Swindling encourages students to enjoy the journey and to make the most out of their education while at Texas Tech.

"Media professionals have to be flexible and ready for change," Swindling said. "With Texas Tech's journalism and broadcast training, I learned to write tight, meet legal deadlines, and later create books and articles. When on a podcast or at a radio or television station, I feel more comfortable on the set."

Bill Dean, executive vice president and CEO of the Texas Tech Alumni Association, worked with Swindling on the Student Foundation, now called the Student Alumni Board. He described Swindling as an individual with a "can do" attitude, who demonstrated strong leadership abilities.

"I have followed Linda's career over the years," Dean said. "I have read her books and we have kept in touch via e-mail. She is definitely a highly talented professional writer and speaker. It didn't just happen—she has worked hard at improving her writing. I think we gave her the foundation and she definitely built on it over the years." **mc**

(Rachel Blevins graduated in 2017 with a Bachelor of Arts degree in Journalism.)

► Check out Linda's new book, "Ask Outrageously!: The Secret to Getting What You Really Want" on Amazon.

CoMC Graduate Student Wins Award at Geographical Society of America South-Central Conference

by Rachel Blevins, photo by Hannah Woodfin

College of Media & Communication graduate student Derrick Holland won the award for Best Graduate Student Oral Presentation at the 2017 Geographical Society of America South-Central Conference in San Antonio on March 13.

Holland's presentation, co-authored by Coy Callison, Ph.D., CoMC's associate dean for graduate studies, was titled "Hashtags and Likes: An Analysis of the Social Media Conversation Surrounding Water Scarcity." It detailed the almost 70,000 tweets that were related to water issues in California and Texas in January and February 2017.

"I am very honored to have received this accolade," Holland said. "Dr. Callison and I are not geologists by trade, so going to a conference dominated by another field of study and winning this award speaks to a number of things."

Callison said Holland's strong work ethic and his ability to tie information from different fields back to their work in strategic communications are significant factors in what led to the award. He said he sees this recognition as evidence of the progress he and Holland have made after 18 months of diligent research.

"Derrick Holland came into our Ph.D. program wanting to do work that he could feel was benefiting the people of the state," Callison said. "I was very glad to see that he was interested in water scarcity and message factors in strategic communication aimed at addressing the problem."

Holland said the award shows that his work with Callison is not only appealing to different fields, but also that those fields understand the importance of working together across disciplines.

"It shows that faculty and graduate students within the College of Media & Communication are not complacent with staying in our 'safe-place,' meaning we are not afraid to branch out of our comfort zone and collaborate with other fields," Holland said. "This cross-disciplinary collaboration is extremely important, and it is one of many reasons this department excels."

Holland said this line of research began when Callison received a grant from the Cynthia and George Mitchell Foundation, which was focused on understanding and examining attitudes and behaviors surrounding water issues.

"These issues include water scarcity and water pollution," Holland said. "This



Derrick Holland

conference presentation is separate from the grant, but its overall goal is very much joined with that of the grant study. The presentation topic was the conversation surrounding water scarcity on social media."

Trent Seltzer, assistant dean for graduate affairs, said Holland has proven to be a great collaborator and student to work with.

"I've been consistently impressed with Derrick," Seltzer said. "He is persistent, intellectually curious, and constantly strives to produce outstanding work. He approaches his graduate studies in a professional, 'roll up your sleeves and get to work' manner—an approach that I admire." **mc**

(Rachel Blevins graduated in 2017 with a Bachelor of Arts degree in Journalism. Hannah Woodfin graduated in 2016 with a Bachelor of Arts in Public Relations.)



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The Daily Toreador and La Ventana

Visit www.dailytoreador.com and click on Buy Photos.



The Professors of the College of Media & Communication

Photo taken during the CoMC Spring Faculty Meeting held on Jan. 17, 2018



Top row, left to right: Kent Wilkinson, Roger Saathoff, Andy King, Cam Stone, Phil Terrigno, Olan Farnall, Patrick Caster

Second row from the top, left to right: Paul Bolls, John Velez, Leo Eko, Asheley Landrum, Luke LeFebvre, Brian Ott, Mark Gring, Eric Rasmussen, Bolanle Olaniran

Third row from the top, left to right: Shannon Bichard, Weiwu Zhang, Adam Testerman, Randy Reddick, Zijian (Harrison) Gong, James Hodgins, Bryan McLaughlin, Trent Seltzer, Jo Grant Langston, Justin Keene, Rob Peaslee

Fourth row from the top, left to right: Miglena Sternadori, Rauf Arif, Lisa Dubois Low, Katie Langford, Tony Joe "TJ" Martinez, Melanie Sarge, Erica Taylor, Erik Bucy, Marjorie Buckner, Michael Zahn, Jody Roginson

Second row from the bottom, left to right: Sherice Gearhart, Marilda Oviedo, Kristi Gilmore, Narissra Punyanunt-Carter, Melissa Gotlieb, Amy Heuman, Amber McCord, Jenna Shimkowski, Gordana Lazic, Sun Young Lee

Bottom row, left to right: Elizabeth Paulk, Glenn Cummins, Todd Chambers, David Perlmutter, Amy Koerber, Coy Callison, Jerod Foster



Student Media Realigns WITH THE College of Media & Communication

Michael Cantu and Avery Aiken develop stories for The Daily Toreador.

by Alexa Rosas, photos by Ryan Ortegon, Eliud Ramirez

For three years, alumnus Brett Winegarner worked for The Daily Toreador, where he served as the multimedia, sport and managing editor. There, he was instilled with writing skills and the work ethic that have served him well as he moved into his career.

Today, as the communications coordinator for the Texas Tech Alumni Association, when Winegarner works with an intern or student assistant, he tells them this: "If you know how to write, you will master life."

At the beginning of June, and with the approval of the Office of the Provost, the Department of Student Media, which includes The Daily Toreador, the student newspaper, and La Ventana, the student yearbook, began to operate under the College of Media & Communication.

Since 1959, these programs have historically been within the Office of Student Affairs, where it was one of many departments, Cathy Duran, associate vice provost for student affairs, said.

"Student Media operates with a highly student-focused and independent editorial model. It provides news and information, by student reporters and editors, to the campus community through The Daily Toreador, in both print and digital delivery, as well as through Texas Tech's yearbook, La Ventana," she said.

Bill Dean, associate professor of public relations, was a student at Texas Tech when the paper was called The University Daily.

"There was a day when there was a much closer relationship between what was then The University Daily and the journalism program," he said. "During this time, students in advanced reporting classes used the student newspaper as their lab."

David Perlmutter, dean of the College of Media & Communication, looks forward to the realignment.

"We live in a very blended, converged world of media," Perlmutter said. "There is no such thing as a purely print publication anymore. There's no such thing as something that's only in one electronic medium. All communicating organizations are trying to figure out ways to deploy the stories they tell across all platforms, so, for example, a

news organization is trying to tell a story, certainly in a print product - but they are also trying to tell the story in video, through social media and through a thousand other channels, venues, software platforms and such."

As the university does produce a lot of media content, Perlmutter said he hopes for a better integration of all of its various forms.

"Think more about alliances and collaboration and connections, rather than just one medium and one story and then we're done," Perlmutter said.

"Despite the merger, the way the student media outlets operate will not change," according to Michael Galyean, provost and senior vice president of academic affairs. He goes on to explain that the realignment is not meant to change the operational functions of the publications, specifically with regard to the editorial independence of The Daily Toreador and La Ventana.

"Student media provides students with an opportunity to be engaged in the overall university community, in terms of discussions about the various activities of the university and the issues related to the way it is run, its academic programs, or the success of students," Galyean said.

"It's really important for students to have that voice, and I think student media is a means by which students can participate and influence the campus in a broad sense," he added.

In addition to providing students with a platform, student media may also work to create students who are more active consumers of media, added Perlmutter.

"Whether students are actively contributing to student media or not, the publications still serve to educate the university community as a whole," he said.

Chris Cook, the managing director of the Office of Communications and Marketing, said he believes that journalism plays a central role in educating everyone.

"It's very important for students to at least absorb some of what's

going on around them through the news media. I think it's important to know the state of your country, the state of your city, or the state of your university. It's important so you can make educated decisions, whether it be at the voting booth or in your choices at school," he said.

The realignment is expected to yield substantial opportunity for the College of Media & Communication, for student media, and for the student body at large.

Duran said, "The realignment is very positive. The CoMC will be able to enhance and expand student opportunities to participate in cross-platform media learning experiences. I believe that students of all majors will be able to gain valuable insight and practical experience to be prepared to work not only in media environments, but in any environment that requires excellent communication skills."

"The realignment under CoMC will also allow greater participation in internships, more scholarships, and more extended professional development that an academic unit can provide," she added.

Susan Peterson, director of student media, said that in addition to an opportunity for financial stability, the realignment should provide students who work for student media with more opportunities to participate in internships and practicums.

Avery Aiken, managing editor of *The Daily Toreador*, looks forward to a more unified building, a united front.

"We have a lot of really talented advisers and administrators within the college that, to have their guidance, to have their input, to have their involvement and investment in student media will be extremely beneficial," she said.

By placing student media under CoMC, the administration hopes to provide more of an academic connection between the college and student media, which, in addition, may provide more opportunity for fundraising in support of student media.

"In the long run, it is going to be a great arrangement," Galyean said.

McKenzi Morris, editor-in-chief of *The Daily Toreador*, said, "I see [the realignment as] being a really great way for us to show more of the college and more of the campus what we do, and to get our name out there a little more and help us do some more recruiting and get real-world experience to students more than we do now."

As part of its Quality Enhancement Plan, which serves as part of the university's accreditation for the next 10-year period, Texas Tech has adopted the goal of communicating in a global society, Perlmutter said.

"We want all student majors at Texas Tech to gain some understanding of how to be effective communicators in this increasingly integrated world, whether they're accounting majors, biology, history or communication studies," Perlmutter said. "We think student media, as a voice for students, can also play a role in helping achieve the QEP in helping students achieve some of those skill sets."

"Our plan is to recruit more students from outside of the College of Media & Communication, especially in the sciences, to be involved in student media," Perlmutter continued. "Not necessarily as daily reporters, but also as one-off commenters, participants in debates, to work on projects to help science and health communication, and basically to find their way and their voice on campus while they're here."

The realignment was supported by disciplines outside of CoMC. Dimitri Pappas, Ph.D., associate professor in the Department of Chemistry and Biochemistry, argues that scientific research would not exist without communication, where written letters to scientific societies used to serve as the early means of furthering scientific research. Pappas also cites the power of communication skills in the world of science as a necessity.

"There is a spectrum of quality in scientific communication," he said. "If you look at high-level papers or see some of the powerhouse researchers give a talk at a conference, you immediately see and hear the difference in their communication skills. Scientific research is getting increasingly competitive, especially as some countries ramp up their research funding efforts, so it's imperative that we teach students to effectively communicate their findings, as well as the impacts of their research."

Student media is an asset that can be undervalued by STEM students, Pappas said. He hopes to see more students from math and

the sciences sharing their stories and inspiring younger students to pursue these fields.

"Imagine a freshman on campus in their first semester reading an article about a student's work in a laboratory," Pappas suggested. "That student now knows what's possible for them at Texas Tech and what kind of opportunities exist."

While STEM students aren't vastly different from others across campus, they are able to bring a unique perspective to student media, as they have different sets of experiences from others on campus.

"STEM students can certainly highlight new career options, and discuss how their academic training can impact the world," said Pappas.

Perlmutter said he feels with the new realignment also comes a push for increased faculty participation in student media.

"We'd like to have more opportunities for faculty to have debates on important issues of the day on the pages of student media, to speak out in editorials, especially on science and health issues, to have more profiles of faculty and some of the interesting research that's being done here at Texas Tech," Perlmutter said.

"We think a lot of students, as well as a lot of people outside of our community, might be interested in that, so I want to see more faculty involved with student media. Connected to the students, for the students," he added.

As a former participant in student media, Cook reflects on how instrumental a faculty member can be in shaping student journalists.

"Faculty involvement serves the university from the inside out; they may guide a student in a way that leads to more credible stories and storytellers, which creates a better-informed university, administration and student body," he said.

Todd Chambers, an associate dean in CoMC, said, "We live in an information economy. It is driven by content, and any major across this campus is touched by media in some form or fashion."

According to Chambers, working for the student paper, the student yearbook, or helping out at the campus radio station are just a few ways to ensure that students from across the university are able to have access to and learn about today's information economy.

Because the realignment serves students and faculty from across campus, Perlmutter has called for a taskforce that will involve representatives from different disciplines who will develop a way to best serve the university community.

Aiken also looks forward to more diverse majors participating in student media because they represent differing perspectives on what it means to be a Texas Tech student.

"We might only know the halls of Media & Communication," Aiken said. "But then we have these students coming from the engineering departments and they really have a different perspective. They have different events that are important to them. They have different perspectives on finals week, on internships, on study abroad, and they're bringing that to the newspaper and helping us to expand how we see Texas Tech."

Aiken said that she is excited for the realignment, as it is an investment in the future of student media and in the student body.

Peterson said she hopes that the new Texas Tech model for student media may serve as an example for other universities. "If they could take bits and pieces of what we've done and adapt that to their situation, that might be a good, new type of business model that could work for them."

Chambers said, "I think it's going to be a really exciting time for us over the next two years, because we are just going to showcase how awesome things are here at Texas Tech, and this is just one small part of it." mc

(Alexa Rosas is a junior journalism major from San Antonio. Ryan Ortegon is a sophomore electronic media and communications major from El Paso, Texas. Eliud Ramirez is a senior electronic media and communications major from Donna, Texas.)

COMC

graduate

— SWINGS INTO —

PROFESSIONAL

GOLF

by Kayla Black, photo courtesy Elin Arvidsson



ELIN ARVIDSSON



Looking forward, ARVIDSSON PLANS TO CONTINUE PLAYING GOLF AS LONG AS HER BODY AND MIND ALLOW IT.

Elin Arvidsson is a graduate of the College of Media & Communication, from Falkenberg, Sweden, and a professional golfer.

Arvidsson was recruited to the Texas Tech golf team by Coach JoJo Robertson. After visiting the campus, Arvidsson said it was an obvious decision to attend Texas Tech.

Coming from a small town in northern Europe, Arvidsson said the opportunity to study and play golf at TTU was an incredible opportunity and so much fun.

One of Arvidsson's favorite things about Texas Tech is the campus. She said she loves being in the College of Media & Communication at 1 p.m. and being able to be at the Rawls Golf Course 15 minutes later ready for her next event.

"I really like how well Texas Tech takes care of their student-athletes," Arvidsson said. "Coming from a small town with a population of 40,000, Texas Tech was an incredible experience for me."

Arvidsson said walking around the beautiful campus together with thousands of other students was amazing, and she is glad to call herself a graduate of the university.

Growing up in Sweden was great, Arvidsson said. She participated in several sports, including soccer, horseback riding, hip hop dance and rowing. Arvidsson said both her parents and her older brother played golf from an early age, so it was a natural choice for her, as well.

Arvidsson said the culture in Sweden is very different. She said although her degree is in Communication Studies, she had the opportunity to learn about the American culture, history and society, which she found very interesting.

Before coming to Tech, Arvidsson knew she wanted to be a golf professional, but found it important to earn a degree in something she was interested in.

Arvidsson said she barely spoke English before her first day at Tech, so pursuing a degree in communications was something she felt was important and made the transition easier.

"I would like to get in contact with those poor tutors who helped me out my first semester," Arvidsson said. "They did an amazing job."

Arvidsson said she would not be where she is today without her mentor Bart Reagor, a Lubbock businessman and TTU grad. She said everything he taught her has been incredibly important and helpful.

Right now Arvidsson is enjoying her golf career after studying at Texas Tech. However, she said being a professional golfer is not as glamorous as it sounds, as she travels across the country alone in her Mazda.

"Being a professional golfer is like being the CEO of your own company," Arvidsson said. "It takes a lot of dedication, planning, practice and sacrifice."

Although playing professional golf is hard, stressful and lonely, Arvidsson said she loves it. She is always striving to play better than she did the week before.

Looking forward, Arvidsson said she plans to continue playing golf as long as her body and mind allow it. Apart from reaching her goals within her golf career, she said her only other plans for the future include having a non-golf related career, a family, and not living out of a car for 30 weeks of the year. **mc**

(Kayla Black is a junior journalism major from Mesquite, Texas.)



Students *go on set in* New Zealand

by Alexa Rosas, photos by Jerod Foster

For the 2017 Summer I session, 17 TTU CoMC students took EMC 4301, Media, Tourism and Culture, with Robert Peaslee, associate professor of Electronic Media and Communications, and PHOT 4300 Travel and Culture Photography in Journalism, with Jerod Foster, associate professor of practice.

However, for these students, these two classes were spent in the opposite hemisphere exploring the cities, mountains and film sets of New Zealand.

While traveling, Foster worked with the students so they could practice producing images as though they were working for an editorial entity, while Peaslee encouraged students to ask what tourism is, why people do it, and why the sites visited on the trip were relevant.

“The goal [of Peaslee’s course] was to get our students thinking more about tourism practices: how they impact the local community, how they impact the way people think about themselves in those places, and how that overlaps with film and television industries,” Peaslee explained.

Foster suggested that the main benefits of the study abroad program are that it allowed the students to develop a unique portfolio, to travel and to become more culturally competent.

“I think students really yearn for that,” Foster said. That is why, according to Foster, the faculty encouraged the students to stay off their phones and instead go out and interact with the community. “Good photography experience isn’t going to happen unless you have a good life experience there,” he added.

As the students began to grow as photographers and with their understanding of the film industry, Foster saw the group begin to understand what it means to be editorial and promotional, as well as how these two approaches are combined in the field of professional photography.

Foster said, “I think students got a great sense of how they need to know more about things in the world other than just photography. That is why I love pairing these two classes together.”

The students traveled from the North Island down to Queenstown at the end of the South Island. On the journey, the group moved from Auckland to Rhudaur in New Zealand, the country’s adventure capital, and also visited Hobbiton, the shire from The Hobbit films, a location which also served as a focal point of Peaslee’s course.

From Rhudaur, the group traveled to Tongariro National Park, where the group was outfitted with crampons and were then sent off on a 13-mile hike, where they saw more of the scenery made famous through the blockbuster films.

“You’re walking through, climbing through, and hiking through some of the prettiest places on the North Island,” Foster said. “It gives you a sense of what New Zealand is like visually.”

The group then traveled to Wellington, New Zealand, where the heart of the nation’s film industry resides. While in Wellington, the group received a presentation by Tourism New Zealand from which they learned about the country’s current tourism demographics and the ways in which the federal government is looking to continue to build the industry in the future.

The group then flew to Abel Tasman National Park, traveled south to Dunedin and ended the journey in Queenstown.

“There are many sites across New Zealand that have been locations for The Lord of The Rings and The Hobbit films. They attract visitors who pay for tourism experiences that get them to the real authentic places where these things were shot, so they can do a number of things,” Peaslee said. “There is a whole industry around this, even now, almost 20 years after the first The Lord of The Rings film.”

Foster explained, “I think the most im-

portant thing is that we want the students to have an experience that transforms their knowledge of how small the world really is. New Zealand is a good place to do that because it really is at the end of the world.”

Foster said he enjoys seeing students become increasingly reflexive as the trip progresses, especially as individuals. “That idea, that sense of place in the world, is one of the greatest things that comes out of a study abroad,” he said.

Peaslee said, “In terms of any type of content production, whether it’s photography or videography, I hope students get a better sense of how content can be produced ethically. Even if it’s meant to be strategic or persuasive in its message.”

Senior advertising major and trip member, Hannah Wright, had never worked with a camera prior to beginning the photography class this past summer.

“New Zealand was the best place to take a photography course, whether or not you knew your camera. There were so many opportunities to take pictures and really understand where your camera works the best,” she said.

As Wright looks forward to beginning her professional career, she said that she will look back on her time in New Zealand as a positive experience, where she faced her fears by bungee jumping, challenged herself by embarking on her experience with strangers, and learned the importance of pursuing her own interests.

“Sit by yourself,” Wright said. “Get lost in your music while staring out at an incredible view. If no one wants to do what you want to do, then do it yourself, or you might regret it later. That was when I became humbled by life in New Zealand.” *mc*

(Alexa Rosas is a junior journalism major from San Antonio. Jerod Foster is an associate professor of practice, and graduated in 2013 with a doctorate in Media & Communication from Texas Tech University.)

COMC ALUMNI *honored in* "Twenty Under Forty"

by Katie Main, photos courtesy A-J Media

In December 2016, 20 Lubbock locals were recognized as Lubbock's Twenty Under Forty. Included in the list were four Texas Tech alumni: Amy Punchedard, Patricia Vitela, Matt Ernst and Ashley Knox. Punchedard, Ernst and Knox are College of Media & Communication grads, and Vitela is a current student.

Punchedard is the director of marketing for First United Bank. She said she was excited and honored to be recognized as one of Lubbock's Twenty Under Forty.

"I love living in Lubbock," Punchedard said. "It's been a great place to have a career, and it's been a wonderful place to raise a family."

Punchedard said there are so many young people doing great things in the community, and to be recognized in this way among her peers is an honor.

Punchedard said one of the best things about being a professional in Lubbock is getting to remain connected to the Texas Tech community.

Punchedard said she loved attending Texas Tech and studying in the College of Media & Communication. She said it has been great to continue to work alongside her professors who have now become mentors to her in her professional career.

"What's so great about Texas Tech, and Lubbock in general," Punchedard said, "is there are so many opportunities to get plugged into the community upon graduation, if you're willing to stay."

Punchedard said finding an internship through the career center when she was in college led to a full-time position in an advertising agency in Lubbock, which led her to become the director of marketing for First United Bank.

"I am just grateful that I went to school at Texas Tech and was able to get plugged into this community and now have an incredible life here," Punchedard said.

Punchedard's advice to other young professionals in Lubbock is to find ways to get connected to the community through volunteer work.

Being involved in civic organizations and serving on boards and committees, Punchedard said she found there are a lot of organizations that are looking for help from communications professionals.

"Whether that be using our knowledge about dealing with the media or knowing how to promote a business, using your gifts and talents to help serve in the community will certainly open doors for you," Punchedard said.

Punchedard added it is possible to really make a difference in a city like Lubbock.

Vitela said it was an honor to be recognized as one of Lubbock's Twenty Under Forty. She said she couldn't believe she was nominated, let alone won.



Amy Punchedard

Vitela, assistant managing director for Planning and Administration in the Operations Division at Texas Tech, said she is incredibly grateful her beloved alma mater saw fit to hire her, as it is a privilege to work for a place so near and dear to her heart.

“Not only does that prove that they invested in me, but they believe in me,” Vitela said. “Texas Tech practices what they preach by hiring their graduates. If they weren't confident in their graduates, they wouldn't hire us.”

Vitela said it's hard to put into words all that she learned at Texas Tech. She said it gave her the confidence to go forth and do what she wanted to do in life.

Since packing everything she owned into her little Ford Taurus and moving to Lubbock when she was 19, Vitela has had her fair share of obstacles getting to where she is today.

Vitela said she owes much of her success to being welcomed into the Texas Tech family, as well as Lubbock in general.

Vitela said she had a hard time finding a job upon graduating. She earned an education degree, but struggled to find a career in the field as there was a teaching surplus in Lubbock at the time.

She found a job as a support facilitator for LISD while she waited for a job to open up. Shortly after, Vitela applied to

Texas Tech and was hired as an events coordinator. She has been promoted twice since then, to where she is now.

“It was really discouraging right off the bat,” Vitela said. “But, it made me so incredibly grateful when I got my job, and one I absolutely love.”

Growing up a military “brat,” Vitela said she has lived in her fair share of cities. However, she said Lubbock is the perfect fit for her.

Vitela encourages students to get involved and give back to the community. She said the more involved you are, the more fun Lubbock will be.

She and her husband are very active in Lubbock Chamber of Commerce and Young Professionals of Lubbock. Vitela has served as chairwoman for a couple of committees for events and as adviser for Relay for Life at Texas Tech. They also have two restaurants in Lubbock.

Looking forward, Vitela said there is a lot of room for growth within her career as it pertains to ongoing university projects. She said she loves her job and will stay as long as they will let her.

Vitela encourages young professionals in Lubbock to just keep going and never give up. She said not to be afraid to try something new.

Ashley Knox is the senior marketing manager for South Plains Mall.

Knox said it was great to be nominated, let alone selected to stand with 19 other community leaders in Lubbock.

“It really was just an honor to be nominated and to be recognized by my peers,” Knox said. “It's heartwarming.”

Knox said there are a lot of positive sides to living and working in



Patricia Vitela



Ashley Knox

Lubbock. She said although it is considered a smaller community, Lubbock is made up of many different businesses and industries that make the opportunity to grow a career here one in a million.

Knox said no matter how big or small a business in the community is, everyone plays a role in giving back and that makes Lubbock even greater.

Knox said attending Texas Tech prepared her in many ways to be where she is today. She said the professors and mentors available at the university left a lasting impression on her and can be used as sounding boards. And the time-management and networking skills learned at the university level will translate into a professional career.

“It teaches you the ability to think on your feet and be prepared for just about everything,” Knox said. “There are so many opportunities out there, and the university will prepare you for what you are going to encounter and how you will handle it.”

Knox said she cannot think of a better place to start a career and really grow.

She said Lubbock has a lot to offer outside of the educational setting, and it is eye-opening and refreshing to see a wonderful group of professionals who want to build up and continue the success of business and opportunity for the city.

Knox said nothing great comes without a lot of hard work. She would consider the obstacles she has faced getting to where she is today as opportunities to grow and expand.

From Lubbock Chamber of Commerce to Young Professionals of Lubbock and the Advertising Federation, Knox said the community is set up with great tools you can use to expand your knowledge, network and skills.

“Learning from those who have come before you and are doing it right now is probably one of the best parts of growing my career here,” Knox said.

Knox said living in Lubbock is the best of both worlds with the small-town camaraderie but all the perks of

shopping, entertainment and sports. She said there’s nothing done in this town that is not done in a big way, and it is a great honor to live here.

Matt Ernst may be a familiar face with many viewers across the region.

Ernst, an alumnus of

CoMC, joined the Ramar Communications FOX34 team in 2006 after interning with a local television station’s weather team, working as a student in the university-run student radio, KTXT-FM, and with radio stations KFYO and KKAM.

Ernst graduated in 2006 with a degree in broadcast journalism with a minor in atmospheric science and is a member of Young Professionals of Lubbock, the Texas Tech Alumni Association, and the National Weather Association. He serves as a board member and former president of Big Brothers Big Sisters of Lubbock, and volunteers for the Lubbock Area United Way as a loaned executive, helping local business run their charitable campaigns each year.

“From the first few days in Dr. Dean’s intro class, I knew I was in the right college and was going into a field I really enjoyed. Several years later being able to do what I enjoy has presented me with some great opportunities,” Ernst said. **mc**



Matt Ernst

(Katie Main is a senior journalism and electronic media and communications double major from Cypress, Texas.)



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News Writing Class TO CAREER

By Abby Aldrich

HOME IS WHERE YOUR HEART IS.

For AJ Dickman (BA EM&C, 2010), the phrase could not be more accurate.

Dickman originally came to Texas Tech in 2002 to study telecommunications in the then-School of Mass Communications. After the fall 2005 semester and before graduating, he decided to take some time off and move home to Roswell, New Mexico, to be closer to family.

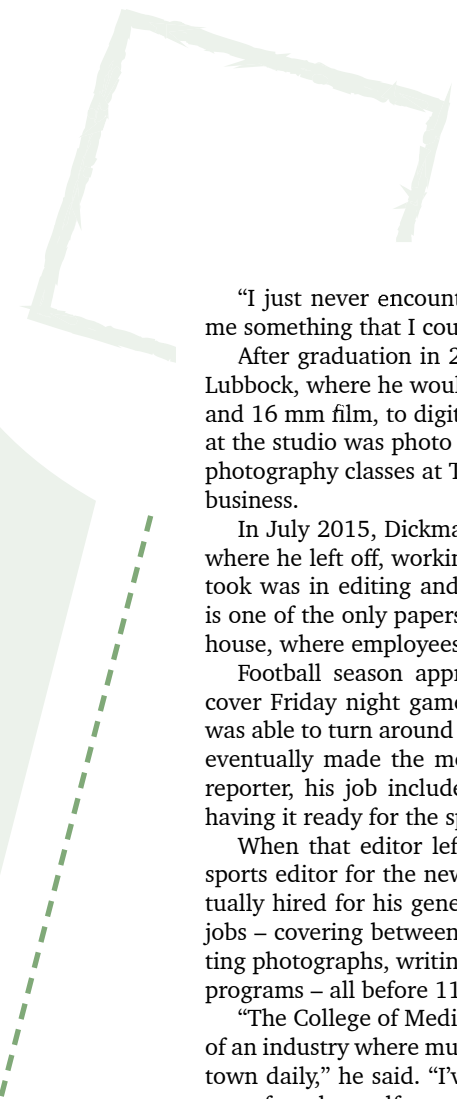
One day in Roswell, Dickman was sitting in his grandma's house reading the Roswell Daily Record, and he stumbled upon an ad for a general assignments reporter with the paper. Wanting the job, he decided to turn in some work he created in a news writing class he took at Texas Tech. Dickman said it took some time for editors to go through the stack of applications, but when they arrived at his, he was contacted and asked to go out in the field and do a test story for the paper. Upon completion, he was hired.

For about a year, Dickman published work covering just about every beat.

In 2008, he decided to return to Texas Tech and focus on his studies. In 2010, he completed his bachelor's degree in electronic media and communications in the new College of Media & Communication.

"The great thing about an electronic media and communications degree is that you don't get a little bit of a lot of things, but you get a lot of a lot of things," Dickman said. "It prepares you to go out and have a variety of different jobs in a lot of different media fields."

Because of engaging professors who had a passion for what they taught, Dickman enjoyed the classes he took. Screenwriting and video production became two of his favorites, taught at the time by Robert Peaslee and Glenn Cummins. He said both professors allowed him to be creative in the classroom.



“I just never encountered any professor in college who didn’t give me something that I could use in the world,” he said.

After graduation in 2010, Dickman worked at KK’s Video Studio in Lubbock, where he would transfer old formats, including VHS, Super 8 and 16 mm film, to digital copies for customers. However, his main job at the studio was photo restoration. He said he took a couple of digital photography classes at Texas Tech, which helped him get started in the business.

In July 2015, Dickman had the urge to go back home and continue where he left off, working at the Roswell Daily Record. The first job he took was in editing and page design. He mentioned the Daily Record is one of the only papers left in the region that still does everything in-house, where employees design their own pages and print on-site.

Football season approached and the paper needed a reporter to cover Friday night games. Working with multiple deadlines, Dickman was able to turn around stories after a game quickly and efficiently, and eventually made the move over to sports permanently. As the sports reporter, his job included writing the story, taking photographs, and having it ready for the sports editor by deadline.

When that editor left in October 2016, Dickman took over as the sports editor for the newspaper. Until a permanent reporter was eventually hired for his general assignments beat, Dickman was doing two jobs – covering between one and two events a day, taking and formatting photographs, writing the story, and designing the page with Adobe programs – all before 11:30 every night.

“The College of Media & Communication prepared me for the rigors of an industry where multitasking is a requirement, especially at a small town daily,” he said. “I’ve been nervous about covering events, but always found myself more than prepared for every situation.”

And, with all the difficulties the job can bring, Dickman is back home in a place extremely special to him.

“I’m in my hometown,” he said. “I’m reporting on kids who went to the same school that I went to. I feel like I’m doing some sort of service to my community by getting these kids’ names out there and getting them some recognition, kind of showing off what I feel is a very positive and definitely a very successful thing in Roswell.”

One of Dickman’s most memorable moments was in 2016 when the Texas Tech baseball team hosted the NCAA Regional Tournament, which the University of New Mexico was participating in. Dickman was able to convince the paper to allow him to cover the game, where he was finally able to complete his Texas Tech “trifecta.”

“I ran out onto the field after the 2008 game when we beat UT,” he said. “I ran out on the basketball court after an overtime upset against Washington one year. And I finally got to get out on the wall at Dan Law Field [at Rip Griffin Park]. Nobody rushes the baseball field. You never get the chance to do that as a fan, but I got to do it as a reporter.”

In 2016, the Roswell High School women’s basketball team won their first state title. Dickman said when the team won, he was out on the court with them and felt like he was a part of the team, celebrating a historic moment. With the game being at 7:30 on a Friday night, it led to a quick turnaround for Dickman to meet his deadline.

Every year, the New Mexico Press Association recognizes journalists for work covered at daily newspapers all around the state. In 2016, Dickman took home an award for his sports writing on the state championship.

“It surprised me,” he said, “but it also showed me that I can write a story on a tight deadline on the biggest event of the year.”

In 2016, Dickman also won awards for a photo series on baseball and softball tournaments and a music review he wrote over Mike and the Moonpies.

Dickman said for students, some of the greatest opportunities they can have at this university are getting to know their professors and taking advantage of all the extracurriculars the college offers. He said students should enjoy the field they want to pursue after graduation, and use the resources they have available to them before commencement rolls around.

“This might not be what most soon-to-be or recent graduates want to hear, but I still don’t know what I want to do for the rest of my career,” Dickman said. “But right now, I’m having fun, I feel like I’m doing a service for my community, and if I do decide to pursue another line of work, I know I have the skills needed to run with that job and make the most of it.” **mc**

(Abby Aldrich graduated in 2017 with a Bachelor of Arts degree in journalism.)

HARRIS DISTINGUISHED LECTURE

Features Silvio Waisbord

by Kayla Black, photos by Eliud Ramirez

The Texas Tech University College of Media & Communication's 2016 Thomas Jay Harris Distinguished Lecture Series was held on Nov. 17-18, and featured Silvio R. Waisbord, a professor of media and public affairs at George Washington University.

Kent Wilkinson, director of CoMC's Harris Institute for Hispanic & International Communication, described Waisbord—who has also gained experience as editor-in-chief of the *Journal of Communication* and the *International Journal of Press/Politics*—as a leading researcher of the press and politics in Latin America.

"As the editor-in-chief of two major journals, he has a broad understanding of media and communication, as was reflected in two lectures he gave during his visit," Wilkinson said. "Dean David Perlmutter and I were also eager for Dr. Waisbord to interact with our faculty and Ph.D. students regarding research and academic publishing, as they are critical to advancing quality scholarship as well as the research mission of the college and university."

As Wilkinson noted, Waisbord gave two lectures during his visit to Texas Tech: one to graduate students and one to faculty.

Magdalena Saldaña, a former journalism instructor of CoMC, said she found Waisbord's lecture to the faculty both fascinating and challenging at the same time.

"Dr. Waisbord's lecture was enlightening," Saldaña said. "As communication scholars, we are constantly thinking of new theories and methods to develop our research, but he pushed us beyond that. He suggested new approaches to achieve a post-disciplinary status, integrating multiple communication perspectives to understand an issue as opposed to increased fragmentation of the field."

Saldaña said she also enjoyed the lecture for graduate students because Waisbord highlighted some of the key aspects of what he referred to as "broken communication."

"He focused on the study of communication across differences, looking at people's inability and disinter-





Silvio Waisbord



Kent Wilkinson, Silvio Waisbord, Jorge Ramirez



Kent Wilkinson, Silvio Waisbord, Magdalena Saldaña, Jerry Hudson

est to engage with those who think differently,” Saldaña said. “I believe that’s particularly important now, when our society is divided by political and social issues. I think our students largely benefited from Dr. Waisbord’s visit and his provocative thoughts.”

Alicia Miklos, an assistant professor in Spanish at Texas Tech, said that because of her background in cultural studies, she found Waisbord’s advice on breaking communication barriers incredibly insightful.

“Dr. Waisbord’s innovative lecture engaged with pressing theoretical issues for those who approach the study of communications from within or outside the discipline ‘proper,’” Miklos said. “This was, in fact, the message of his talk: that it may be fruitful to question those very disciplinary borders.”

Waisbord has authored or edited 10 books, and is the author of more than 100 journal articles, book chapters and newspaper columns. [mc](#)

(Kayla Black is a junior journalism major from Mesquite, Texas. Eliud Ramirez is a senior electronic media and communications major from Donna, Texas.)

JUNCTION STUDENTS

— enter the world of —

**PROFESSIONAL
PHOTOGRAPHY**



This past summer, Hayden Denny, senior international economics major from Amarillo, Texas, was able to step outside of his field of study and immerse himself in the field of professional photography.

Jerod Foster, associate professor of practice in journalism & electronic media, and graduate assistant, Simon Parmley, led 14 Texas Tech students across the state, where they applied their knowledge of photography to discover new limits, the best views, and learned what it means to be a professional editorial photographer. The class, popularly part of the Junction Intersession, is officially called Special Problems in Photography.

“The Junction class is unique in that it puts students in a job,” Foster said. “It is as if the students are traveling on assignment as editorial photographers.”

Denny explained, “We basically became professionals for two straight weeks. We were put on location as if we were on assignment, shooting for whatever entity.”

“It put us in the shoes of a professional photographer and challenged us as to what we would do and how we would attack a certain photographic issue in that setting,” he said.

The course consisted of a lot of early mornings, just as many late nights, and plenty of movement. While the class was based in Junction, Texas, the group visited two ranches in the county, and then spent several days traveling around the state. In this time, the students visited the Mason Mountain Wildlife Refuge, the Llano River, then moved as far south as the Sabinal River, and eventually headed west towards Mexico.

According to Foster, throughout the trip the group photographed some of the most culturally and naturally relevant sites in Texas, from Dolan Falls, the largest waterfall in Texas, to Independence Creek, the largest tributary to the Pecos River, and finally, the Davis Mountains, where the students photographed Big Bend National Park, visited Terlingua and Presidio, and then climbed Mount Livermore, the fourth largest peak in Texas.

Along the route, the students worked as though they were shooting for a number of different entities such as The Nature Conservancy and Texas Parks & Wildlife. And according to Foster, it is not uncommon to see students get published by these outlets after the trip.

Foster said that sometimes all it takes to teach photography students is the physical movement off campus and away from what they are used to, as it may spark an individual’s creativity as well as introduce them to the world of professional photography.

“They are doing the same kind of work that I’d be doing for The Nature Conservancy or Parks & Wildlife or the New York Times. That can’t be replicated inside of a physical classroom on campus,” he said.

As a student, Denny gained skills that he could not have learned from a book. “You have to be in the position of standing in a river or standing over a cliff or trying to avoid the poison ivy to learn the types of skills we learned on this trip,” he said.

The biggest takeaway for Denny was learning to change the way that he views his subjects. “Anyone can take the first perspective that they see of any given place,” Denny said. “They can show up, take one shot and then walk away. You have to be willing to sit with it and experience it and change your angle, change your perspective, and metaphorically change your lens.”

Foster said that the course is a necessity for students who have an affinity for being outdoors, for nature photography, for natural history, or have an interest for working in an editorial capacity.

“There is something that happens to you when you climb a mountain. There is something that happens to you whenever you are having to walk thousands of dollars’ worth of gear across the rapids of a river,” Foster said. “A lot of times we get stuck on our grade, ‘Did we make an A or a B there?’ and then that’s the only sense of accomplishment you get in the class. In this class, you get a grade, but you also have to overcome so many other obstacles to get the shots to even get the grade.” *mc*

(Alexa Rosas is a junior journalism major from San Antonio. Eliud Ramirez is a senior electronic media and communications major from Donna, Texas.)

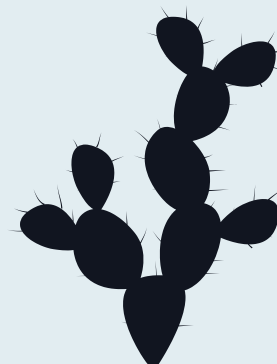


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"...sometimes
 ALL IT TAKES TO TEACH
**PHOTOGRAPHY
 STUDENTS**
 IS THE PHYSICAL MOVEMENT OFF CAMPUS
 & away from what they are used to,
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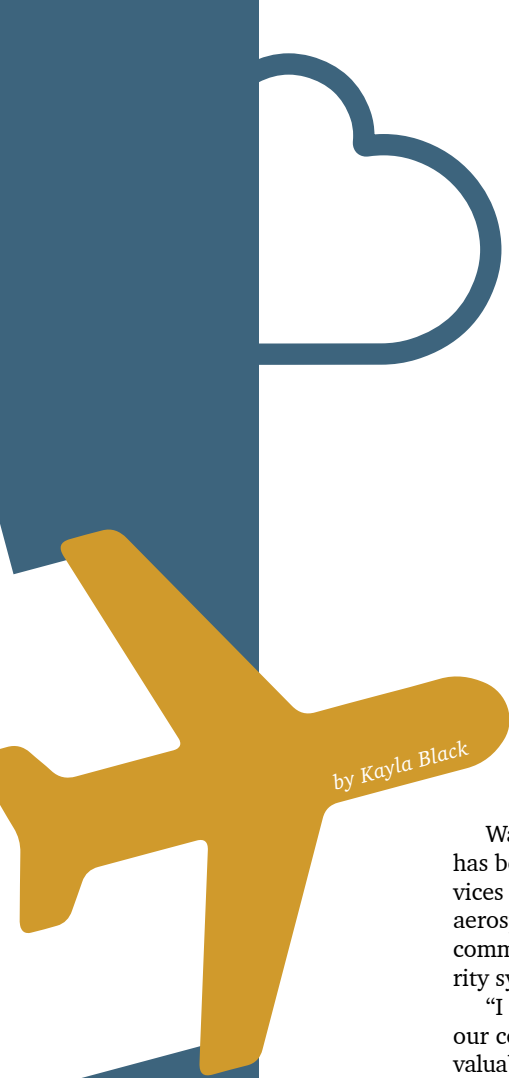
-JEROD FOSTER





FLYING

HIGH
career



by Kayla Black

Wayne Barringer (BA public relations, 1991) has been the director of creative and branding services for the Boeing Company, the world's largest aerospace company and leading manufacturer of commercial jetliners and defense, space and security systems, since 2013.

"I feel like what we have done at Boeing is make our communication organization stronger and more valuable to the company," Barringer said.

While Barringer now works in Seattle, his journey toward his career began in Lubbock, Texas.

Barringer was born in Buffalo, New York, and moved to Plano, Texas, in high school. He attended Texas Tech University from 1987-1991, and graduated with a bachelor's degree in public relations.

He said his biggest influencer while a student in the College of Media & Communication was Cathy Morton. Barringer said she taught four or five of his classes.

"She was just outstanding at teaching us basic skills, teaching us behaviorism concepts, providing us extracurricular activities, showing us how to be involved professionally and in the community—easily the best professor I ever had," he said.

Morton advised the Public Relations Student Society of America at CoMC during the time Barringer was the vice president of the organization. He said through Morton's mentoring and connections, he got involved in the Ronald McDonald House in Lubbock, where he made many new connections.

While Morton was Barringer's mentor, and by far his best professor, he said the toughest professor he ever had was Harmon Morgan. Barringer said Morgan was tough, but he made you learn.

"In one of his classes we took, we studied the AP Stylebook from cover to cover, and every week we would have a test from 50-100 questions on each chapter in the stylebook."

He said Morgan pushed his class, and to this day Barringer said he still remembers what he was taught. He said because of that class, he feels ahead in his AP terminology.

Morgan passed away in 2003. He taught in CoMC from 1969-1991.

As well as being the director of creative and branding services at Boeing, Barringer is on the board of directors for the In-House Agency Forum, a professional organization focused on internal public relations agencies. He said he has been an adjunct professor at three universities: Texas Tech in the 1990's, Western Washington University in the 2000's, and the University of Washington since then.

Barringer's advice to students pursuing communication degrees is to go above and beyond what you learn in the classroom. Be curious, and have another focus that supplements your communications focus.

"Find ways to educate yourself about your field of study beyond the classroom—internships, informational interviews, paying attention to the media, and really trying to relate them to what you're learning and what you want to do." **mc**

(Kayla Black is a junior journalism major from Mesquite, Texas.)

.....2017.....
WILLIAM S. MORRIS III
MORRIS LECTURE

by Joseph Marcades, photos by Jay Crain & Hannah Woodfin



Paul Bolls introduces Mary Beth Oliver at the 2017 William S. Morris Lecture.

An internationally recognized media effects researcher encouraged media consumers to understand the negative effects of media, but to also focus on the positive effects, during a presentation April 14, 2017, at Texas Tech University.

The College of Media & Communication hosted researcher Mary Beth Oliver, Ph.D., a professor and researcher at Penn State University's College of Communication, at the annual William S. Morris III Distinguished Lecturer series held in the Frazier Alumni Pavilion.

Oliver specializes in media and psychology, focusing on both the psychological effects of media and on viewers' attraction to or enjoyment of media content. Her work specifically focuses on media and social cognition, and on media and emotion.

Her research interests include media entertainment, media and stereotyping, and positive media psychology.

Her lecture, titled "Meaningful Media for Well-being and Social Good: The Good, the Bad, and the Challenging," focused on the ways media impacts people in their daily lives. She said people tend to focus on the bad aspects of media while discounting all of the good.

Her main point was the need for people within the field to recognize the bad effects of media, but to embrace what is good about the consumption of media, as well. She said she has tried to figure out ways to help people use media in a positive way to connect with the world as opposed to blocking it out.

Derrick Holland, Ph.D. candidate at CoMC, said it was a one of a kind experience for all of Texas Tech University.

"Dr. Mary Beth Oliver is one of the top researchers in media and communication," Holland said. "It was truly an honor to hear her speak about her past and current research."

Holland said he believes her research about the impacts of positive media on inspiration to be quite novel, and many within the field should be looking at her research as a guide on how to view content.

"She makes the valid point that we often focus on the negative aspects of media, which are warranted," Holland said. "However, her focus on how we can utilize positive media is something we, as a field, should focus on moving forward."

As for his own research, Holland said he would keep in mind what Oliver said about the use of positive media in any of his future research endeavors.

"It will impact my future research in that I will keep an open mind and pursue further research regarding positive media," Holland explained. "I will also attempt to implement her expert approach to the experimental method within media research." **mc**

(Joseph Marcades is a senior journalism major from Lubbock, Texas. Jay Crain graduated in 2015 with a Bachelor of Arts in Electronic Media and Communications. Hannah Woodfin graduated in 2016 with a Bachelor of Arts in Public Relations.)



Dean David Perlmutter, Larry Ackers, Colleen Sisneros, Dennis Harp



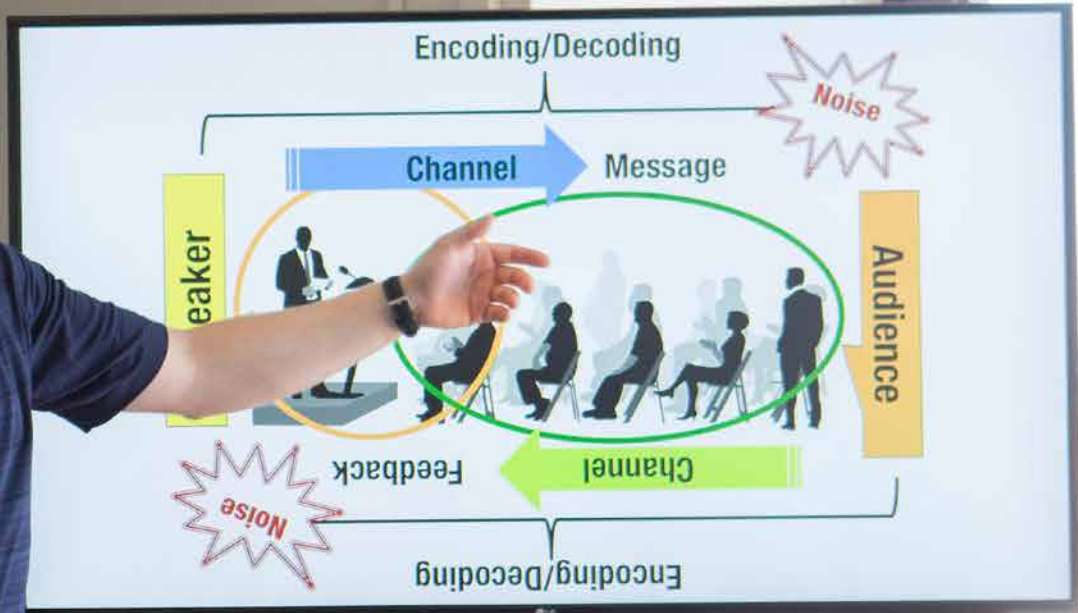
Mary Beth Oliver speaks at William S. Morris Lecture.

“ It was *truly an honor* to hear her speak about her PAST AND CURRENT research. ”

-Derrick Holland



From left to right: Dr. Glenn Cummins, Dr. Erik Bucy, Dr. Mary Beth Oliver, Dr. Paul Bolls, Dean David D. Perlmutter



Luke LeFebvre presents a workshop.

A YEAR IN...

COMMUNICATION TRAINING CENTER

UPDATE

By Katie Main, photo by Hannah Woodfin

The Communication Training Center opened in August 2016 in the College of Media & Communication as part of Texas Tech University's Quality Enhancement Plan.

Luke LeFebvre, director of the CTC, said the mission of the center is to improve communication across campus, specifically targeting faculty, graduate students and instructors to improve oral and visual communication in the classroom for undergraduate students.

LeFebvre said the CTC has achieved a number of accomplishments during its inaugural year. He said the center created signature, custom and specialized workshops in which 131 students have taken part since January 2017, some winning awards as a result.

"We've had some really good things happen as far as our workshops and the impact that we've had in a short period of time with people coming out as winners," LeFebvre said.

The CTC is partnered with the Graduate Student Writing Center, the Graduate School, the Center for Biotechnology and Genomics, the Harris Institute for Hispanic & International Communication, the CoMC Center for Communication Research, The Center for Global Communication, and the TTU Innovation Hub.

LeFebvre said the relationship with the Center for Biotechnology and Genomics has been a great partnership that is continuing to grow, as well as working with the Graduate Student Writing Center which has partnered with the CTC in creating a boot camp for graduate students working on their theses.

The CTC has also partnered with students from Honduras. LeFebvre said the students took part in the CTC's workshops and were introduced to the Harris Institute for Hispanic and International Communication, working with the institute's director, Kent Wilkinson, Ph.D.

LeFebvre said a graduate student certificate program is now being offered through the Communication Studies department. He said it is the first in the nation to offer certification for directors of centers of communication in institutions of higher education.

LeFebvre said CoMC Dean David Perlmutter put it best when he said the CTC is launching the boat and building it at the same time.

"Right now, I think we're doing a good job at staying afloat," LeFebvre said. "I hope the ship continues to be built and get stronger, but I think we're in a good spot."

LeFebvre said the short-term goals of the CTC have to do with being able to network across campus to minimize dropout, withdrawal and failure rates among undergraduate students.

"We want to improve the experience in the classroom," LeFebvre

said, "and we think we can do that through improving oral and visual communication."

The CTC ran five workshops in the spring 2017 semester. LeFebvre said workshops were offered in Basic Fundamentals of Powerpoint Design, Advanced Powerpoint Presentation, Non-Verbal Communication in the Classroom, Poster Presentation Design, and Oral Defense Presentation.

Looking forward, LeFebvre said the CTC's decisions will be data-driven and based on feedback. He said the center will be carrying the five workshops into the fall and developing two new ones.

LeFebvre said the CTC is important to CoMC because it is an outlet to demonstrate the skills and knowledge in the college's disciplines, as well as act as a good community member in the university.

"Here are the skills that we have," LeFebvre said. "We're willing to share and work with you to communicate whatever ideas and knowledge you have in the most efficient, effective and competent way possible."


LeFebvre said another goal of the CTC is to improve the quality and efficiency of communication, inside and outside of the classroom, so students have a positive experience with their professors. He said this is to build institutional integration and higher retention and graduation rates.

"That's what we want," LeFebvre said. "We want people to be able to communicate through ideas, to do it clearly and confidently, and to be able to reason through complicated situations."

LeFebvre said the CTC's long-term goal is to be able to train the next generation of directors of centers, communication or otherwise, throughout the nation.

"I think we can do that through hosting summer workshops and trainings for center directors to come here and see how we do it, and take that template back and make it work at their institution," LeFebvre said. [mc](#)

(Katie Main is a senior journalism and electronic media and communications double major from Cypress, Texas. Hannah Woodfin graduated in 2016 with a Bachelor of Arts degree in Public Relations.)



STUDENTS *to* CONSULTANTS

by Alexa Rosas, illustration by Anna Rodriguez

In the heart of Central America, Texas Tech College of Media & Communication students found their summer classroom in the mountains, jungles and on the beaches of Costa Rica.

In May, Coy Callison, Ph.D., professor and associate dean for graduate studies, and Trent Seltzer, Ph.D., associate professor and assistant dean for graduate studies, led a group of graduate and undergraduate students to Costa Rica to provide an opportunity for students to apply their classroom learning to issues such as sustainability and eco-tourism.

“Instead of just being observers of practices abroad, we go in and participate,” Callison said. “We wanted to do something where we weren’t just flies on the wall in other countries. We wanted to go and integrate ourselves, and give our students a chance to work in those countries.”

The students prepared consulting packages beforehand for clients Café Britt and Buena Vista Lodge. For these projects, the students were only allowed to use information that they could derive from internet research.

When the students first arrived at their destinations, they acted as tourists. At Café Britt, the group



took the company’s coffee tour where they learned about the history of the country and coffee production, as well as the processes behind producing one of the nation’s leading exports.

The students were not allowed to speak with the clients, said graduate student Kristina Janet. The students were left to ponder the client’s question: How should they promote their coffee tour, specifically to a U.S.-based audience?

At Buena Vista Lodge, the group was introduced to their client’s situation the same way. As they toured the grounds and participated in small sustainability-focused workshops, they considered ways in which the company can attract an audience who is focused on sustainability and nature, Callison said.

After touring each location, the students were given the opportunity to interact with a representative from each organization, so that they could learn more about the topic and location. Then, the students were given the opportunity to revise their presentations as needed.

The students dressed formally as they made a 20-minute presentation followed by a Q&A with the client. After the presentations, the students received feedback through more informal conversations with the clients.

“The students also had to adapt on the fly to the peculiarities of each situation,” Seltzer said. “For example, during the Buena Vista Lodge presentations, a torrential downpour started. It was so loud that the students had to almost yell to be heard over the racket—which lightened the mood considerably and gave everyone a good laugh.”

Being introduced to the clients in this way was such a good example of real life, Janet said. “Because how you think it’s going to be is totally not how it was.”

Giving students real-world experiences, real clients and a project with a global component can aid students in the hunt for jobs and internships, Seltzer said.

By offering students a chance to work in their field of study before graduation, Callison and Seltzer hoped to see their students leave with more than professional experience.

“It’s very important for students studying communication to have these kinds of experiences, to reinforce the things they learn in their classes as a part of their regular degree program,” Seltzer said.

Callison added, “A lot of students take classes from us, they do well, and then they get worried whether they really know how to do this stuff or not.”

“They say, ‘I have a college degree, but can I really be a PR consultant?’ Sometimes you can read all you want and you can pass the test on how to ride the bike, but you have to ride the bike to prove to yourself that you can ride the bike,” he explained.

Study abroad trips are also ways to help a student expand their worldview, Callison added. Students are able to understand that people all across the world have similar concerns.

“As we think about becoming global citizens, we realize that it’s not really the U.S. against the other countries, but seeing that we’re all in this together,” Callison concluded.

The Costa Rica study abroad is the only study abroad trip that is tailored to graduate students. Taking the traditional classroom experience and transforming it can leave lasting effects on students, according to graduate student Samer Melhem.

“To get to experience learning and being a student in a non-traditional way, it motivates you,” Melhem said. “I feel that I came back with an energy that I will have for a long time.” **mc**

(Alexa Rosas is a junior journalism major from San Antonio. Anna Rodriguez is a senior graphic design major from Merkel, Texas.)

Faculty Help to UNDERSTAND AND IMPROVE Communication

by Kayla Black, photos by Eliud Ramirez

Understanding human communication is one of the main missions of the College of Media & Communication at Texas Tech University. Justin Keene and Melanie Sarge are CoMC faculty who are doing their research to help establish that understanding.

Keene has a dual doctorate in cognitive science and mass communications. He started doing research when he was a master's student in 2007. Keene is interested in two trajectories: how people process mediated messages and different effects with cognitive processing and emotional reactions, and how people process information when they are interested or uninterested in a certain topic.

He pursues the first trajectory in two avenues.

"One of them is drug prevention messaging—how can we craft drug prevention messages that are tailored to cause reaction in the people who are currently using drugs, if that's the intent," Keene said. "Or prevent use if people have never used. And how can we tailor them based on what we know about psychobiology or neuroscience?"

"The other area is focused on how people process information when they know a lot about that information already," Keene added. "So, sports fans know a ton about sports, right? Especially on this campus. Ask anyone about college football, or more recently in the last couple of years, college baseball, and then all of a sudden they start expounding all of these facts to you," he said.

Glenn Cummins, Ph.D., is the CoMC associate dean for research. Cummins said that a challenge researchers in the college face is when people think of CoMC, they do not think about the research component. It is a big part of what daily activities involve, and a big part of the charge in terms of the broader academic mission, he explained.

"Dr. Keene's research is another great example of something that people simply wouldn't think about as being a part of our culture here," Cummins said. "Dr. Keene's primary motor research is psychophysiology or the study of physiological processes that help us understand the psychology of media consumption. When he's doing research, he frequently records measures of heart rate, skin conductance, and facial muscle activation. People simply wouldn't think about this being done in a college of media and communication."

While those are Keene's primary focuses, he also researches other areas. He said he is currently writing a paper about biological underpinnings of political identification with Paul Bolls, a CoMC public relations faculty member.

"There's certain things about the way you approach, and avoid, and have surveillance information intake kind-of patterns in your life that we can use to predict your political identification," Keene said. "And how those things then lead to choice behavior with political news."



Justin Keene

He has also done work with Eric Rasmussen, Ph.D., related to how kids process TV differently with or without their parents in the room. He said they will be doing a follow-up study in June.

“I think the dynamics of human communication are probably one of the most untapped things from a neurological level. We communicate verbally, and have very advanced languages, and that sets us very much apart from, say, reptiles that have similar visual tracts as humans. Primates have pretty advanced hand signals and grunts and all that, but they don’t have phonics like we do. So I’m just really fascinated by that, and how did we come to have this advanced language,” Keene said.

With advanced language comes advanced technical aspects, such as persuasive communication.

Melanie Sarge, Ph.D., is a researcher in persuasive communication. She began researching when she was a master’s student in 2007. Her research examines message factors and human biases that influence selection, processing and comprehension of health and science information.

“A lot of Dr. Sarge’s research looks at health, health issues and obesity issues, things that are very relevant

to contemporary society,” Cummins said. “So she’s looking at those, but again from a communications standpoint, to look at what types of messages people might consume. What is the nature of media messages with respect to health, wellness and obesity? She’s doing research that again has relevance outside of this building.”

Sarge said she takes various concepts from theories and looks at how some of those concepts can be translated into specific message features to see if they increase people’s selectivity of the message, the time they spend with it, and if it affects their comprehension of it.

“Essentially, I’m often studying it in mainly persuasive messages because I like to study health in an environmental communications context,” Sarge said. “By studying those contexts, often our goal is to either have people understand something about the environment or a health issue, or trying to change, reinforce or shape some person’s attitude, belief or behavior.”

Sarge said her interest in researching persuasion was sparked when she took a persuasion class as an undergraduate. She said she loved all the theories behind how to get someone motivated about something.

“Once I got to grad school, I started working on projects that were health campaigns aimed at getting information out to people, trying to get them to talk to their doctors about different things, or to live a healthier lifestyle,” Sarge said.

In the health area, Sarge has done research on the Human Papillomavirus (HPV) and looked at messages to encourage both parents and students to talk to their doctor. She has also looked at weight loss messages in popular media, celebrity influence in terms of breast cancer, and using narrative research to get information out about breast cancer and promote screenings.

Currently, she is working with a team in Human Sciences on healthy eating among adolescents.

“I haven’t really worked on an issue dealing with adolescent communication before this,” Sarge said. “HPV research is mainly (focused on) college students; overweight and obesity is focused on an older group; and then communication about breast cancer on the general population. None of those touch on kids.”

Cummins said that these faculty members are good models. They are very engaged with both graduate and undergraduate students—producing research that involves mentorship of graduate students while training the next generation of media researchers, as well as working with undergraduates. He said they let undergraduates know their experience can also involve the research component of CoMC.

“Both of these faculty are great examples of young, junior faculty who are doing incredibly creative work in the realm of media research,” Cummins said. “And doing work that has a broader social significance.” **mc**

(Kayla Black is a junior journalism major from Mesquite, Texas. Eliud Ramirez is a senior electronic media and communications major from Donna, Texas.)

Melanie Sarge



CoMC Alumni Honored at HALL OF FAME AND OUTSTANDING ALUMNI EVENT

by Rachel Blevins, photos by Eliud Ramirez

Four Texas Tech University alumni were honored by the College of Media & Communication on Sept. 16, 2016, at the college's annual Outstanding Alumni and Hall of Fame Dinner.

Bill Marcy, who has three engineering degrees from Texas Tech, was inducted into the college's Hall of Fame. Marcy, who was the university's provost and senior vice president of academic affairs at the time, recommended and supported the creation of the then-College of Mass Communications. The Board of Regents subsequently approved the proposal.

Dean David Perlmutter said he is glad the college was able to publicly recognize Marcy's impact on the CoMC faculty, staff and students.

CoMC's Outstanding Alumni for 2016 are Donna Huerta, Sheri Mudd and Joel West.

"Our Outstanding Alumni recipients are living testaments to the robustness and versatility of the communications degree within our college," Perlmutter said.

Huerta earned a Bachelor of Arts degree in Journalism from Texas Tech in 1984 and has spent the bulk of her career working in communications for various municipalities and transportation entities in Texas. She served as the first public information officer/communication director for the North Texas Tollway Authority. Currently, Huerta is the public information officer for the Texas Department of Transportation.

Mudd earned a Bachelor of Arts degree in Public Relations from Texas Tech in 2001 and a Master of Arts in Mass Communications in 2002. She began her career in broadcast media as an account executive at KLBK-TV and KAMC-TV in 2007, becoming the KAMC local sales manager in 2012. Mudd is also an active community member, working with non-profits including the American Cancer Society, Make-A-Wish North Texas, and March of Dimes.

West graduated with his Bachelor of Arts degree in Public Relations in 1989 and with his Master of Arts in Mass Communications in 1993. He began his career in the commercial printing industry. West also worked for the college, aiding in academic and commercial communication research. Now, West is the national sales manager for KAMC-TV and KLBK-TV in Lubbock.

CoMC's Outstanding Alumni Awards program began in 1981 to recognize alumni who have made significant contributions to the field of communication. The Hall of Fame recognizes individuals who have contributed to quality education in the college. They may or may not be alumni of the program.

Award recipients were selected by a committee of students, faculty, and alumni appointed by Perlmutter. [mc](#)

(Rachel Blevins graduated in 2017 with a Bachelor of Arts degree in Journalism. Eliud Ramirez is a senior electronic media and communications major from Donna, Texas.)



Joel West



Sheri Mudd



Donna Huerta



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