

Kennesaw State University  
Department of Communication

December 2012

# Pipeline

SOCIAL S

● One Tweet Was All it Took ● Focus on Interning

● Integrated Global Communication ●

● A Diamond in the Rough ● Alumni Association ●

● Who's Behind the Desk ● Private Eye ●

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Welcome to the inaugural issue of Communication Pipeline, the Department of Communication's new student-produced magazine. Students in the experimental Electronic Magazine Communication course wrote, edited and designed this first issue under the guidance of professors Barbara Gainey and Tom Gray. This course provides students an opportunity to learn about the many aspects of producing a publication, including research and information gathering, writing, editorial functions, photography, layout and design, and project management and promotion. These skills benefit all Communication students, regardless of their concentration. We hope you take time to read and enjoy this publication, which is written for Kennesaw State University Communication students, faculty, staff and alumni. We also invite you to complete the readership survey to provide us feedback.

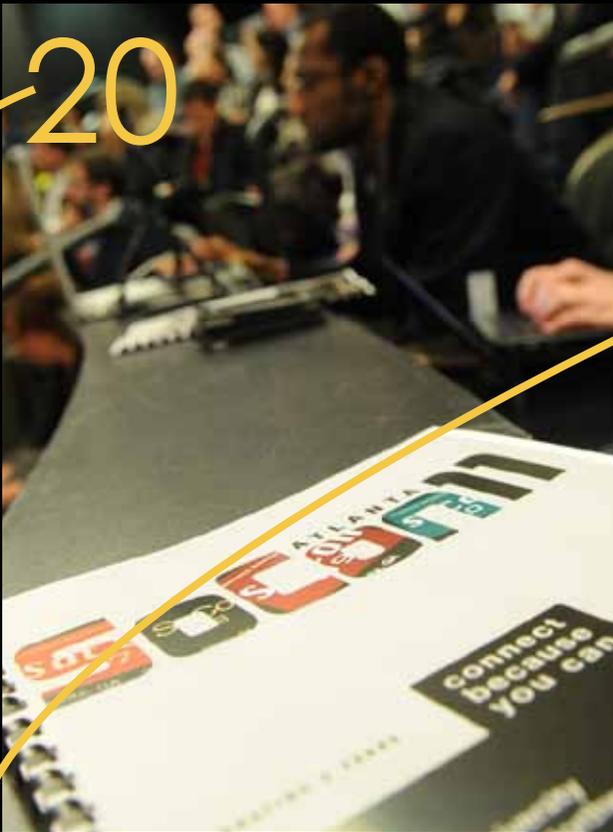
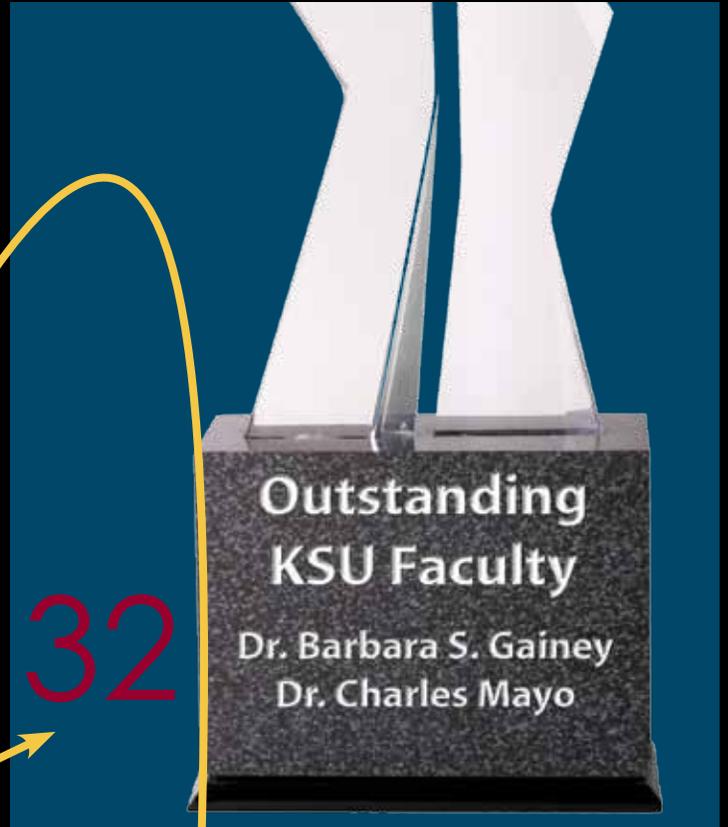
# Welcome



photo by: Karen Rooker

Front Row: *Lauren Smith, Jordyn Ownbey, Steven Ozer, Emily Fogarty, Amelia Greeley, Dane' White, Karen Rooker*  
Second Row: *Brianna Powell, Janay Johnson, Charly Soares, Lindsay Morgan, Heather Burrell, Carena Constantaras*  
Back Row: *Tom Gray, Barbara S. Gainey, Alex Budd, Kevin McCarthy, JohnDeFoor, Sadjr Williams*  
Not Pictured: *Lindsay Haney, Christian Driver*

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# A Diamond in The Rough

The Journey of the Department of Communication, from Rough to Brilliant

by Carena Constantaras



Department Chair, Dr. Wassmuth

Walking into the Department of Communication on the 5th floor of the Social Science building, I was already running a few minutes late for my interview with the chair of the department, Dr. Birgit Wassmuth. At first, I thought I had walked down the wrong hallway as the entrance to the office was blocked by a sign stating that construction was taking place. Luckily, after placing a short call to see if I was in the right place, I was greeted and led under the tarp into the back office space where Dr. Wassmuth was waiting.

Dressed in bright turquoise with a welcoming smile, Dr. Wassmuth introduced herself to me as I sat down across from her. As we began talking about the history of the department, I couldn't help but notice pictures of her around the office, dressed in racecar gear standing on the track. And another, up on the shelf with hundreds of books, actually in the car with a helmet on. As a transient student from The University of Georgia, there's a lot that I don't

know about the KSU's Department of Communication and Dr. Wassmuth. So I sat back, took out my pen and eagerly listened.

Originally located in the J. Wilson building, the Department of Communication has come a long way in just six years. When Dr. Wassmuth joined the department in January of 2006, she was hired for the specific purpose of bringing life back into the department and gaining back the respect across campus that had been lost due to fluctuation of faculty in and out of the department over the years. Originally from Germany, Dr. Wassmuth has a refreshing, go-getter attitude that I couldn't help but admire.

With a passion for Figure 8 racing and a fearless attitude, Dr. Wassmuth has a zest for life that makes her stand out among other professors. Having a positive attitude and the ability to adapt to change, she was the perfect candidate for the job. As we talked about the unrest that the department was faced with at the time of her arrival, Dr. Wassmuth jokingly stated that she just had to "roll up my sleeves and dig in." She began by visiting as many communication classes as possible to introduce herself, to listen to the students, and to solicit their input in order to find out what changes could be made to better serve the students.

As the ball got rolling, things started to change pretty quickly. Rooms that once held 30 students were suddenly lecture halls with space for 60 to 120. Though a few part-time instructors jumped ship during the transition, the majority of them were interested in the challenge and embraced the changes in class size and teaching styles.

The growth of the department continued. A fourth area of specialization, Journalism and Citizen Media, was added to the existing three; Media Studies, Organizational Communication and Public Relations. The department also added the Public Speaking Showcase for the annual public speaking competition, funded by CNN, to its list of collective accomplishments. Tricia Grindel and Dr. Wassmuth are now working on developing a writing competition for students. Dr. Wassmuth believes that competition is healthy and that it allows students to get involved and excited about what they are doing.

As a pioneer of change with a love for technology, Dr. Wassmuth fully embraced the idea of "cloud computing"

when it was introduced on campus in 2010. She was excited that the Department of Communication was the first on campus to use it in certain classes. Cloud computing, which allows students to access a virtual desktop with specialized software from their laptops (such as In-Design, Photoshop etc.) has proven to be successful since its implementation. Dr. Wassmuth believes it's useful as well as fascinating because "it makes specialized software more accessible to the students."

As the Chair of the department, Dr. Wassmuth is all for creative ideas and experimenting with new technologies. When talking about change, she smiles and her eyes twinkle when she says, "I'm the kind of person who gets excited about these things because I'm willing to try out something that will enable us to do it in a more efficient and effective way. If it fails, we won't repeat it. No big deal. We just won't do it again, but we certainly learned from the experience. I always encourage my faculty who have innovative ideas to go for it."

Embracing change as well as emerging technology has helped the department grow and become one of the leading departments across campus. Just this year the master's degree program in Integrated Global Communication was launched and is now home to 12 students. So where does the Department of Communication go from here? According to Dr. Wassmuth, there's still much to be done, a lot more change that will take place, but that's not a bad thing.

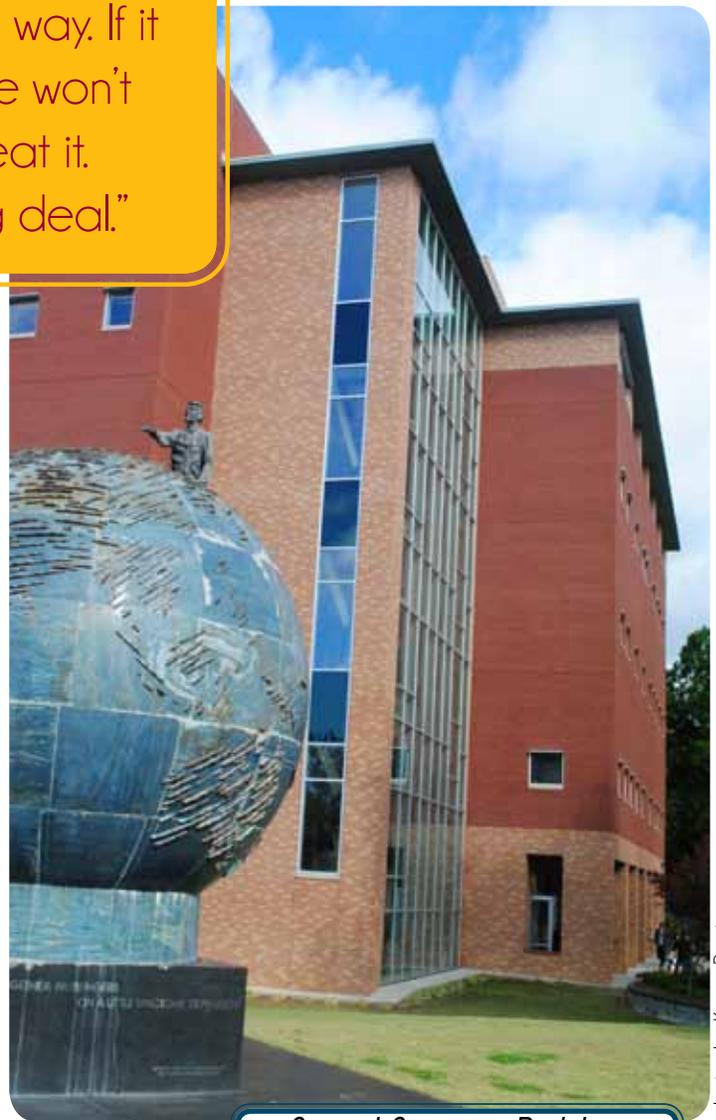
Looking into the near future, Dr. Wassmuth sees the Department of Communication becoming a school, with the possibility of concentrations becoming individual majors. Five years down the line she hopes that several programs in the Department of Communication will be accredited, and believes that this will "give us more clout when we're asking for resources. It will help make the university stronger and more confident overall." With a dynamic Chair and a collaborative, innovative faculty, there's no limit to what the Department of Communication can do.

In fact, at the ceremony of the master's program, the Dean of the Graduate College, Dr. Amlaner, jokingly stated that he was looking forward to seeing a new proposal for a Ph.D program in the future. Although it

might not be for a few more years, Dr. Wassmuth's answer to that bold statement was one which she uses quite often in her life... "why not?"

"I'm the kind of person who gets excited about these things because I'm willing to try out something that will enable us to do it in a more efficient and effective way. If it fails, we won't repeat it. No big deal."

As I walked out of Dr. Wassmuth's office, I realized that the construction that was taking place in the department that afternoon was actually a good metaphor for the change that's been taking place over the years. Just like the construction in the office, the department is dynamic and constantly improving and has made many changes over the years to get to where it is now. There is no doubt in my mind that in a few years, when I come back to visit KSU that I will be walking into a building dedicated to just Communication students. ▶▶



photos by Karen Rooker

*Social Science Building*

# Focus on Interning

with Professor Tom Gray

by Charly Soares

We talked to Professor Tom Gray, Kennesaw State University's Internship coordinator to find out all there is to know about interning. Gray believes that early planning is the most important tip. Often times, students coast through their first semesters of college and do not think about the future. In order to intern through the program at KSU, you need at least 60 hours of credit and a cumulative GPA of 2.5. Planning early on in your college career for a high enough GPA is vital. The more courses you take, the harder it is to raise your GPA.

The next tip from Professor Gray is to read over the internship eligibility requirements carefully. The requirements are posted online on the communication department's website. Not only are there personal requirements for you the student, but there's information on what counts as an internship and what doesn't. There

are a number of requirements. For example, there's no credit for interning at a home location or a business where a member of your family would be supervising you.

"Internships come in all shapes and sizes and no matter what field of communication you are interested in, there's one just for you!"

Once you have been approved to participate, start looking for the internship that is for you. A good rule of thumb is to start looking and inquiring a few months before the time you plan to start. Check the company or organization's website. You can usually find deadlines, paperwork requirements and the appropriate contact person for their internship program.

Interning is a wonderful experience, can be rewarding in numerous ways and is recommended by all. Professor Gray's last bit of advice is if interning for class credit isn't an option, don't give up, you should still intern and gain the experience! If you have questions, contact Professor Tom Gray via e-mail at [tgray17@kennesaw.edu](mailto:tgray17@kennesaw.edu). ▶▶



Professor Tom Gray, Kennesaw State University's internship coordinator

photo by Karen Rooker

## On the Fence About Interning?

### Here's Some Food for Thought.

Interning puts you right in the middle of the action. While interning, you gain real world experience, network with all types of professionals in your field and add meaningful experience to your resume. With the economy still in a rut, more and more companies are hiring interns because the companies look at your internship as a 'job trial.' In many instances, it is also a way for you to get some 'real value' out of the credit hours you earn as an intern.



photo by Karen Rooker

# Don't Sell Yourself Short:

## A Helpful Guide to Building an Effective Resume

by: Sadjir Williams

The average employer will only spend a few moments looking over a resume. Your resume is the only thing that will connect you to an employer so it is important that you construct a well-crafted document that reflects you, your skills and what you have accomplished in the best way possible. "First impressions are lasting, so you want to have a good one!" said Experiential Education Associate Margaret Browning when asked about the importance of a good resume. The job market is more competitive than ever and with these helpful hints you can build a resume that will set you above the rest and get you one step closer to the job of your dreams.

The first step to building your resume should always be research. It is vital to research your field of interest,

the company you're applying at and the position you are applying for. This information will help you create an effective and professional document.

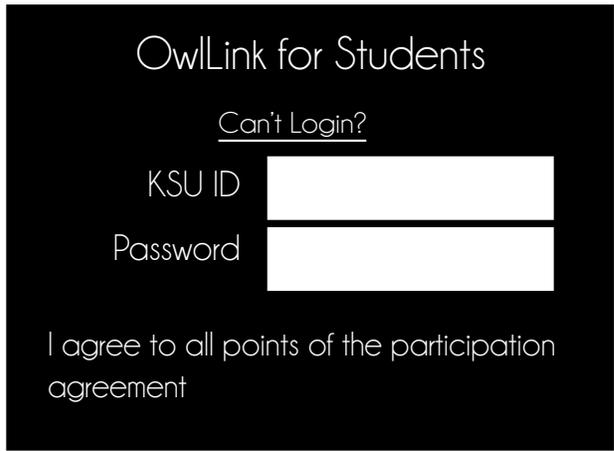
Each resume you create should be printed on quality white or off-white paper with font being no smaller than 10-point and no larger than 12-point. When choosing a font for your resume, Arial, Garamond, Times New Roman and Verdana are strongly recommended because of their readability. Your document should include your name, full address, up-to-date contact information, and should only be 1-2 pages in length depending on your level of experience. If you must use two pages be sure to include your name on the second page, but note that most employers prefer a single page format.

There are several resume formats to choose from and you have the freedom to select whichever style you think will work best for the information you are presenting. When selecting the format for your resume, avoid using resume template. Employers have a trained eye for these cookie cutter formats and will not even consider your resume because it will show you took the easy route to create one of the most important professional documents of your career.

To get you started, here are three formats to guide you in creating your perfect resume. You may have heard of the chronological resume, as it is the most common. In this format, you provide your information in an organized fashion listing all relevant job titles and responsibilities from the most current position and moving backward chronologically. Employers love this format because it is concise, factual and most importantly easy to scan.

Your second option when selecting a resume format is the functional resume highlights special skill sets and achievements both academic and extracurricular. However it is important to note, this format is only effective if you make sure to provide the skills and achievements relevant to the position you are applying for. You should make a point to list the company title, your job title, the length of time you held the position and a brief summary of your responsibilities.

Your third option is a hybrid of the first two formats which is commonly referred to as the combination resume. When using this format, you will include a list of your skills and accomplishments followed by an employment section highlighting



*Once on the Career Services website, look for this icon on the right side of the page.*

the companies you've worked for, your previous job titles and a brief description of your responsibilities. This option may be best suited for an applicant who has had little work experience, but has been actively involved in extracurricular activities.

Regardless of the format you choose, spelling and grammar are paramount. Sentences and phrases can be used, but bullet points are preferred when highlighting job responsibilities and skill set and remember the use of action verbs is more effective than the passive ones.

So now that you have conquered the list of do's, here are some things to avoid. You should never put personal information on your resume, regarding your marital status or your social security number. "Employers can be biased and you don't want them to make decisions on your personal information as opposed to your professional potential," said Browning. Pictures should never be placed on a resume and hobbies should only be listed if they are relevant to the position in which you are applying.

The resume building process can be difficult and time consuming but Kennesaw State University has a number of resources within the Career Services Center that can assist you in building the best resume possible.

For more information, please visit [www.careerctr.kennesaw.edu](http://www.careerctr.kennesaw.edu). ►►

## OwlLink: Tips From the Pros

Now that the resume process is complete, you may be wondering, "whats next?" Applying for jobs can be a hassle, but the Career Service Center staff has created a website to make job hunting a little less stressful.

OwlLink is an online job services system. It provides students and alumni access to many different resources that can be accessed from the comfort of their home computers, including information about on-campus recruiting and online job postings.

The website serves as a professional network where registered users can communicate with other students, alumni, and even professors in their respective fields. The Online Career Portfolio (OLCP) was created to promote student success. By utilizing this resource, you can gain a better understanding of how your experiences can develop skills that will you prepare you for a career after you graduate.

The OwlLink sign-in can be found on the Career Services Center site. Students will need their KSU ID to create an account and begin utilizing all that the system has to offer.

# KSU Study Abroad Program

## Become Enlightened by Traveling the World



by Lindsay Morgan

Have you ever thought about expanding your education overseas? If you are a KSU student you are already paying for study abroad. Every semester you are enrolled at KSU you are paying a \$14 global learning fee. This fee helps support the Global Learning Scholarship that is available to all students interested in studying abroad that meet the 2.0 GPA requirement. This unique scholarship allows students to receive up to \$2,000 toward the cost of studying abroad and was received by 99.9 percent of students who studied overseas during summer 2011.

“I will say when most people think of studying abroad they are worried about the funding and expenses, but if you really want to do it, it’s possible with the help of scholarships and grants,” said Emily Dolezal, a KSU study abroad adviser. According to Dolezal, studying abroad is not only about meeting new people, learning a country’s language and culture, but also about creating life-long memories.

“I gained an international perspective of America, developed long-term friendships and realized how diverse the world is,” said John DeFoor, a KSU student who studied abroad in May 2011. DeFoor studied marketing for two weeks in London and Paris. He not only acquired class credit, but also obtained a greater understanding about the world and other cultures. DeFoor believes his opportunity to travel abroad was a beneficial life experience. It will assist him in communicating with diverse people from different countries in the business world.

Students who study abroad are eligible to apply for a Global Engagement Certification, which requires students

to study abroad for at least four weeks and then reflect on their time overseas. The certificate can be used to build a student resume or cover letter.

“Most of the study abroad advisers studied, lived and worked abroad. Our experiences made such an impact on us. We are trying to do the same for students. This is a unique and valuable program created to help students succeed in unfamiliar cultural environments,” said Dolezal. She believes the biggest unanticipated reward from studying abroad is learning about one’s self.

There is a myriad of choices for each major and concentration. Students will live in host homes and international dorms while experiencing a classroom environment and participating in field trips. Kennesaw State University sends the second largest number of students abroad and offers the second most study abroad programs in the state of Georgia. The university offers a variety of programs for studying abroad such as internships, direct study programs, immersion programs and independent experiences. Don’t let the opportunity to utilize the Global Learning Scholarship pass you by. Studying abroad is a great opportunity. ►

For more information regarding the KSU Study Abroad Program, visit the website:

<http://www.kennesaw.edu/studyabroad/>

photos provided by Talia Cuiterrez, Katie Shuford, Andrew Walker



“...It’s been a fantastic experience. It’s been really cool to be part of breaking news and getting those stories on air.”

*Design by Lauren Smith*

# What Happens When News Breaks?

by John DeFoor

When major events happen around the globe how does society learn about them? If the event is local, word-of-mouth is a possibility. If not, social networking websites like Facebook and Twitter can also transmit a message from the witnesses to the world. However, for critical information to be reliably gathered and transmitted in a relatively short amount of time, many people turn to news groups. But how do news groups gather the news?

Leah Sims works as a News Tip Specialist at CNN. She graduated with a communication degree from KSU. Sims acts as liaison between CNN's viewers and the newsroom. She answers phone calls and e-mails from people with story ideas while also checking the web and social media for news.

"We take viewer submitted news tips and story ideas and verify to a point that our resources will allow us to," she said. "Then we will give the information to the newsroom so they can potentially report it."

Each specialist has their own computer with multiple screens in order to monitor the news airing on CNN and other networks, and to confirm facts online. Sims admits the job can become stressful when there are high call volumes. The specialists must try to field the stories as fast as possible. She must also decide whether each story is nationally newsworthy or if it would be better suited for a local affiliate station. Her department receives tips for events locally, nationally, and overseas.

"When the Norway attacks happened in July, our department got a lot of phone calls from people in Oslo, Norway, telling us what was going on or saying they were eyewitnesses," Sims said. "We got a couple of eyewitnesses on air. When breaking news happens overseas we definitely hear about it."

Before her career as a News Tip Specialist, Sims first began her career in communication at age 10 when she

started a newspaper for her neighborhood friends. "I would say that writing has always been one of my interests," she said.

While attending KSU, Sims was involved in several student media groups, including The Sentinel and Owl Radio. "I wanted to get as much experience on campus as I could." With the Sentinel Sims wrote a variety of stories from a review of a theater production to genocide in Darfur.

"It gave me the opportunity to write and see what I wrote in print." As for Owl Radio, she covered entertainment stories such as the psychological elements of Natalie Portman's Black Swan or who would play Catwoman in the upcoming Batman movie. "I remember ranting a lot about the Twilight movies," Sims said.

Outside KSU, Sims interned in a variety of fields including 640 WGST Radio, Atlanta Magazine, and GolinHarris, a public relations agency, providing her with a variety of skill sets.

"Versatility is so important these days." She believes her experience on campus helped her to gain internships which in turn helped her get her job at CNN. "It gives you more experience that is sometimes more hands on than in a classroom."

Today, outside her position as a News Tip Specialist, Sims is working on her first broadcast story for CNN: a story regarding child sex trafficking and the fight against it.

"CNN is very encouraging of growth and development in their employees... I'm excited about being a part of that process from beginning to end." With the production of this story, Sims will be exposed to the broadcast side of CNN to see if that interests her.

"I work for some amazing people," Sims said. "Overall it's been a fantastic experience. It's been really cool to be part of breaking news and getting those stories on air." ►►

# 7 Great Advising Tips

## Advisor Dr. Deanna Womack Discloses 7 Awesome Advising Tips for Students

by Carena Constantaras

**W**e've all been there before. The moment when you start to panic because you realize that you won't graduate on time if you don't have that course! But the course is blocked because you haven't taken the prerequisite yet. So you find yourself in a complicated situation and you don't know what to do. But there are ways to avoid this unnecessary stress and stay on track. How you might ask? Dr. Deanna Womack, a professor and adviser for the Department of Communication, has seven secret tips to get you from freshman year to graduation with ease.

**1** Take the time to think about why you are a Communication major. Where do you see yourself going in the field of communication? Before signing up for classes each semester, take the time to sit down and think about where you want to go in the future. Is there any particular field that interests you more than another one?

**2** Don't take all your General Education courses first. Plan ahead and allow yourself to take one or two lower division courses each semester to balance out the heavy workload that comes with being a senior. According to Dr. Womack, it is better to take a mixture of courses so that when you get to your senior year, you can take a combination of upper division courses and electives. This way, you won't find yourself struggling to make A's in all of your classes, but instead will be able to put your best effort into each course.

**3** Don't just take courses based on what time they're offered. While this is tempting, there are consequences

to choosing courses this way. Dr. Womack says, "Once you graduate and enter the 'real world,' your employers won't be impressed by the 'fruit-basket' of courses you've taken if you can't apply them to real life." So as much as you might hate it, at the end of the day it's worth waking up at 8 a.m. for a few months to take the course that will benefit you the most.

**4** Be intentional about which course you're taking. In the long run it can be tempting to ask friends which class is guaranteed to add an "A" to your transcript, but taking the easy way out is not the best way. Take the time to think about how you can apply your courses to your future career goals, and how they will benefit you once you graduate.

**5** Consider declaring an informal minor to round out your academic studies. If you don't have the time to fully complete the requirements for a certain area, but you have taken three or four courses, this tip applies to you. Dr. Womack advises students to utilize those extra courses they've taken when building a resume. Her advice? Group your courses together on your resume in a way that makes sense to set yourself apart from other job applicants.

**6** Get involved and be on the look-out for great opportunities. Many students are unaware that KSU is home to the National Collegiate Sales Competition put on by the Coles College of Business each spring. The competition is a great opportunity for Communication students to try something new and gain experience in a professional sales environment. Participants are judged by executives from Fortune 500 companies and now in its 12th year, the

competition boasts a 100% success rate for job placement.

**7** Hone your communication skills. Nowadays, nearly every position requires individuals with superior communication skills. Employers are looking for potential employees who can communicate proficiently with co-workers as well as customers. So take what you've learned and apply it. Not only will you be seen as more professional, but this will also give you a leg up on your competition.

Keep these seven tips in mind to help you decide which courses you should take and how they might benefit you once you graduate. Since the implementation of Degreeworks, a software program that keeps track of completed courses and graduation requirements, advising has become a little more efficient. Dr. Womack suggests that students utilize the program and keep up with their progress along the way. For advice on how to use Degreeworks and any basic questions about the Department of Communication, stop by the College Advising Center. The center is set up to familiarize students with the communication department, as well as how courses transfer in from other universities and to answer any other generic questions students might have. School is stressful enough as it is, so utilize these seven tips and let advising work for you. ▶▶



*(Above) Dr. Womack advises communication student.*

*Design by Dane White*

# eCOMnomics

by Alex Budd

College is expensive and is getting more expensive each year. Most college students are unprepared to face the financial burdens that are required to earn a degree. With these helpful tips, you'll have a better chance of maintaining your financial health throughout your college career.

## Money Saving Habits Every Student Should be Aware of

### 1 LIMIT VICES

Vices are automatic dollars coming out of your pockets. The more vices control you, the less money you will control.

### 2 DRINK WATER, LOVE WATER

Always order a water to drink at restaurants, which will save nearly \$2.50 every time you eat out for lunch or dinner.

### 3 CARPOOL OR USE THE SHUTTLE

If you're living on campus this tip is not for you. Carpool to class, dodge parking completely by shuttling friends to campus and taking their car back till their class lets out. This saves on gas money and time.

### 4 TAKE ADVANTAGE OF KSU CAMPUS ACTIVITIES

These are great opportunities for students to find free food as well as a host of other student organizations to keep your social life growing.

### 5 REDUCE UTILITY USAGES & WASTE

Countless dollars are wasted every second on electronics that are left on, lights not being turned off, or TVs running through the night. Air conditioning is also a heavy hitter on utilities.

### 6 MUST PURCHASE HYGIENE NECESSITIES IN BULK

This would include everything needed to keep you healthy and clean. Buying in bulk saves money and reduces the amount of shopping trips.

### 7 NEVER BUY A BOOK WITHOUT GOING TO THE FIRST CLASS

Some classes won't require you to buy the textbook but if they do options include: Renting, Buying Online, Sharing the cost and book with other students.

### 8 BE RESOURCEFUL

If you watch the pennies, the dollars will take care of themselves. Use trips home to visit the parents as an opportunity to stock up on goods. Use any materials you can get your hands on so they do not have to be purchased at the store.

### 9 USE YOUR KSU ID FOR DISCOUNTS

See the next page for a list of ten places you can receive discounts using your student ID.

## TEN PLACES TO TAKE ADVANTAGE OF YOUR STUDENT DISCOUNT

Chilitos Mexican Grill

Mellow Mushroom

Jersey Mike's Subs

Panda Express

Baskin Robbins

Dunkin' Donuts

O'Charley's

Super Cuts

Bruster's

Los Reyes



## From a Cave to Network Television

**K**SU Alumnus Billy Berger was recently featured in an October two-hour Discovery Channel special about living in the Stone Age. The 2006 graduate was sent to the wilderness in northwestern Colorado with nine other participants in an attempt to survive with no food, metal tools or modern clothing. In the show *I, Caveman*, the group wore animal skins and had to make their weapons and capture their food however they could. The premise of the show was to determine if men and women today were capable of surviving as our ancestors did 20,000 years ago.

Berger is an avid outdoorsman and displayed his skills a number of times during the program including starting a fire by rubbing sticks together, as well as crafting stone spearpoints. He has spoken on the topic of primitive survival skills at outdoor expos and college anthropology classes. He is well known for his ability to chip arrowheads out of stone and shape hunting bows from trees. Berger has also placed a number of videos on YouTube and has written numerous articles for bow hunting publications.

*I, Caveman* had the highest ratings of the Curiosity Series so far and Berger was recognized for playing a big role in the success of it. The producer has expressed his interest in having Berger participate in more programs in the future. ►►

# Creating a New Cohort of Leaders in Globally Integrated Organizations

by Lindsay Morgan

Are you looking for an opportunity to further your educational experiences in global communication? Are you interested in a professional-oriented and innovative program that allows students to develop leadership skills with a global reach, in cities, such as, London or Hong Kong? If so, KSU's new master's program in Integrated Global Communication is the right choice for you. The four-semester program has four modules and allows students to be hands-on and use their skills to communicate globally.

During the first module of the master's program, students will study subjects such as international public relations, multinational corporations, and communication theories. The second module of the program is an in-depth exploration of research methods and communication technology, which was created for students to observe global communication in international environments. The third module, the summer-experience practicum, allows students to work abroad for nonprofit organizations, advertising agencies or any corporation that has a global reach. Can you imagine working for a

multinational corporation in Belgium, London or Hong Kong? The fourth and final module of the program requires students to take part in a colloquium where students will work together in teams to design and present a cohesive global communication campaign for a client.

You may be wondering, how much is this going to cost? The program costs \$28,000, but all travel-abroad expenses, fees and books are included for all four semesters. Because the program is based around global communication and technology, students will receive an iPad2 to easily communicate with professors, post assignments and access learning materials online. And yes, the iPad2 is also included in tuition expenses.

"This program is four years in the making. There has been a hard-working group of faculty members that created this program, and we have finally seen the light of day," said the Interim Director of the program, Charles Mayo. The faculty showed the general description of the program to

academic scholars all over the United States to get anonymous feedback and recommendations to strengthen the program.

"There was a tremendous amount of research that indicated America's students who graduated from college, and were entering a master's program, lacked the skills that are required to deal with global



communications, media, workforces, publics and markets. Most graduate programs do a great job of teaching things like theory and research methods, but they lack a skills component. So that is how we decided on this particular topic," said Mayo.

This is a unique and innovative program in the Southeast United States. The summer-international experience is the only program of its kind in this region of the United States. Exceptional undergraduates with a cumulative GPA of 2.75 or higher can be considered for the major if they meet all admission qualifications, but a communication background is not required. It offers a great opportunity to experience communication from a global perspective and acquire the necessary skills to work worldwide with international corporations.

Those interested in obtaining more information regarding the M.A. in Integrated Global Communication at KSU, should contact the graduate admissions office at [www.kennesaw.edu/graduate/admissions](http://www.kennesaw.edu/graduate/admissions). ▶▶

## Student profile: *Lindsey Tulkoff*

"I think the program is very versatile, and I also believe if people want to go into the corporate world, government spectrum, or work for a nonprofit organization, they can because this program is very beneficial," said Lindsey Tulkoff, a student in the Integrated Global Communication master's program at Kennesaw State University.

Tulkoff is from Marietta, Ga. She graduated magna cum laude from University of Alabama. Her undergraduate major is in International Studies. She has a dual minor in Spanish and History. She is a graduate assistant for the communication department and helps professors by performing research concerning

crisis communication and crisis management. She also assists in collecting contact information from various reporters.

"I really liked the global emphasis KSU has always had. It is a challenging program, but not impossible. I can see where I have grown as a student," said Tulkoff. She plans on taking the Foreign Service Exam in hopes of one day representing the United States overseas. In addition, she is interested in pursuing a career with the CIA. She feels the program is beneficial because the professors are knowledgeable and have been helpful, since she does not have a communication background.

She plans on visiting London, Barcelona or Hamburg to complete the summer-international experience. Tulkoff has enjoyed making friends in a learning environment because everyone actively participates and supports each other academically.

"I strongly encourage students to take part in this program if they are looking to further their educational opportunities in a global environment. I am happy I chose KSU's master's program in Integrated Global Communication," said Tulkoff.

In her spare time, Tulkoff enjoys wakeboarding, spending time with her two dogs and going to concerts. She is in the process of creating her own rock band when she has free time aside from school. She was an international ambassador for the University of Alabama. She was involved in the history honors society and was a peer mentor for the history department. ▶▶



Lindsey Tulkoff





# A Movement for Collective Intelligence

## The Center for Sustainable Journalism at Kennesaw State University

by Kevin McCarthy

On the fifth floor of the Social Science building sits a set of rooms with bare walls drowning in fluorescent lighting only accented by the presence of several computers and a group of individuals with a unique passion for producing ethically sound journalism.

Funded by a generous \$1.5 million donation from the Harnisch Foundation, the Center for Sustainable Journalism at Kennesaw State University conducts entrepreneurial experiments in journalism for the digital age by operating on two fundamental levels; the practical and the academic.

The gift, donated to the Center's founder and Executive Director Leonard Witt, is the largest ever offered to a citizen journalist scholar and assists in seeking out new business models for producing high quality and ethically sound journalism.

"The center is an incubator, economic engine and nurturer of new, sustainable models for high quality,

ethically sound journalism. The goal is to produce projects that will be spun off into stand-alone nonprofit or for-profit entities," said Witt.

Already in its second year, the Center is highly regarded by citizen journalists and media professionals who motivate the staff to work diligently toward becoming completely self-sustainable within the next three years acting as an incentive to not only produce high quality journalism but to do so quickly.

## Awards

To reward the work of outstanding citizen journalists, the Center holds an annual award ceremony appropriately titled *SoCom* to recognize individuals and organizations that best leverage innovative communication technology by presenting them with The Social Communication Excellence Award.

At the ceremony, top honors are awarded to the Social Networker of the Year and the Rookie of the Year for individuals or organizations nominated for a SoCom award for the very first time.

Journalists also have the opportunity to receive praise by being honored in one of the following categories; Best Blog of an Organization, Best Business Mobile App, Best Web Video, Most Innovative Use of Social Media, Most Creative Social Good Campaign, Most Influential Atlanta Blogger or Social Networker and finally the Social Media Educator of the Year.

For more information or to nominate an individual or organization, visit [sustainablejournalism.org/socom](http://sustainablejournalism.org/socom)

## Conferences

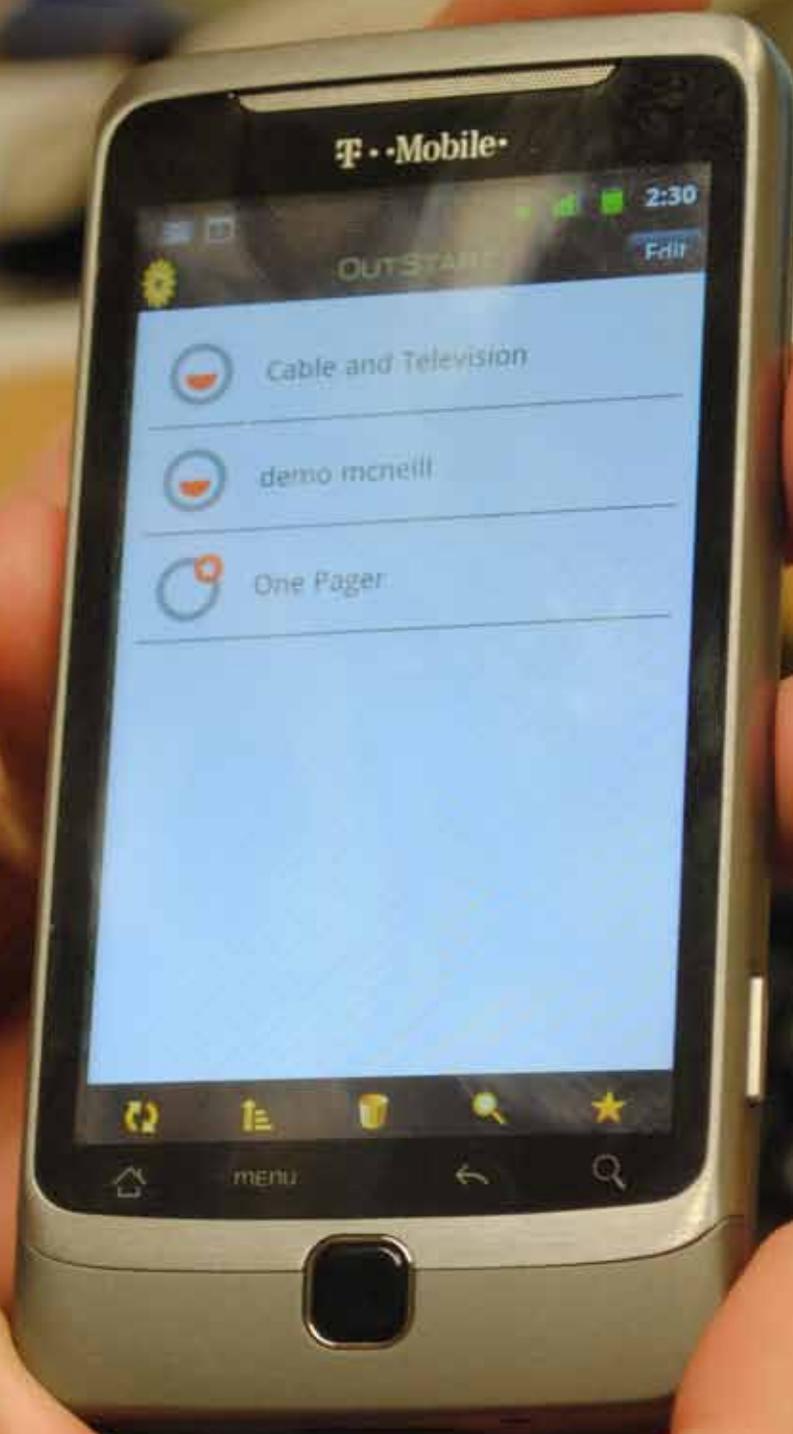
Encouraging the future success of citizen journalists, the Center is also home to several premiere gatherings of social media and citizen journalism professionals. Now in its sixth year, SoCom, the Center's conference series on social media, is an excellent networking opportunity and boasts a variety of break-out sessions for more than 300 attendees ranging from public relations and journalism professionals to consultants and small business owners.

Bringing together diversified marketing professionals with backgrounds in digital and interactive media as well as public relations and advertising The Social Media Integration Conference (SMIATL) offers professionals an exclusive opportunity to attend the only annual conference focused exclusively on the integration of social media. Offering invaluable social media expertise, the conference is conducted by some of the most innovative professionals in the field who are responsible for successfully implementing cutting edge integrated social media strategies and tactics across a variety of organizations.

Whether you're a blogger, social media strategist or journalist the best way to protect yourself and your organization is to always be knowledgeable about the rules of your craft. Co-produced by Harvard Law's Berkman Center, the Media Law in the Digital Age conference is a must attend for anyone publishing online

content or working with digital media. Attendees of the conference will join experts in the field of law, digital media, journalism and academia with opportunities to attend numerous break-out sessions covering an assortment of topics such as the legal implementations of social media, using the work of other's and copywriting your own work and how to build and manage an online network in a rapidly evolving digital media landscape. ►►





Dr. McNeill demonstrates how to use the Mobile Delivery Engine on his personal cell phone.

# Private Eye: Investigating Online Security

by Karen Rooker

**D**r. Stephen J. McNeill, KSU faculty since 2005 and lecturer of Media Studies, knows all about privacy in our technologically changing world, and how that world changes as the years press on.

McNeill notes the importance of taking the time to know privacy settings. Google Buzz, the failed social-networking predecessor of Google+, received backlash from users because they automatically made Gmail user's contacts public (unless they opted out). Sites such as Google+, Facebook and Gmail record your every click and can change their privacy settings/policies at any time.

A lot of cases of privacy issues could have been solved by using common sense (i.e. don't post your exact location, or be aware when you tag/your friends tag you at a place). While they seem like small, harmless posts, you never know who is on the other end of the screen. Even browsers, such as Google Chrome, only delete history when done so manually by the user. This new Google browser also creates a "client ID" during the installation of Chrome, an additional cookies-like tracking concern. McNeill knows it all comes down to the integration of Google products, and the delicate balance between privacy, ethics and analytics.

Logging in via a cell phone also poses other risks, as contacts are imported directly from your phone to your Facebook account. McNeill recommends logging out of any Gmail, Facebook or social networking application after use, acting "as though your every move is transparent to everyone." He also notes that you

should turn off GPS tracking on your phone.

"People will give up their freedoms and their privacy for two things; fear and convenience. They make it so easy to join Google+ because it's integrated, but what people don't understand is that they're having their privacy encroached upon or taken away," said McNeill.

However, anyone wanting to build a Web presence, either socially or professionally, must take the risk of privacy loss. The benefits of utilizing social/mobile media, both personally and in the classroom, outweigh the possible consequences.

Have you ever wanted to take an online course, but didn't want to spend an extra hundred dollars on separate software or CDs? Well, through the technology of a Mobile Delivery Engine, or MDE, professors deliver courses entirely through mobile devices. Very few universities in the U.S. currently have this technology, because it is still relatively new to the market. Imagine if you never had to wait for Vista to load, or deal with frustrating "down time." An MDE operates through a browser, so as long as a student's phone has connection capabilities to download, that's all they need for the MDE.

"[The MDE] takes streaming media, tests, PowerPoints, even Flash-based items, and converts them into something that can be delivered to a cell phone via text, email or propriety application. Once that is utilized, a student can view material downloaded to the app or the phone. You could be on a plane without WiFi and still be able to take a test, read the lecture

notes, and listen to the lecture."

McNeill favors the MDE for multiple reasons, although it is still in beta testing stages at KSU. One reason includes the fact that an MDE eliminates the concern over hardware and software restrictions. Accordingly, students with an old computer could access new technology through the MDE, or Flash file format on an Apple product.

But the engine doesn't just simplify and streamline activity for students, it also allows professors to have access on-the-go as well. Professors can track, grade, reset tests (when students have technical errors) and view recorded algorithms. All those times when your internet really did kick you out of your test on Vista, or when your computer really did crash and you couldn't make up the test? Consider those worries gone, because instructors are able to view exactly what happened with the software and where it went awry.

Even though that may seem a bit Big-Brother, the MDE can be integrated into a Learning Management System (LMS) such as Vista, and provide endless advantages for those wanting to learn on the fly. And compared to the privacy invasions of various social networking sites, it isn't too bad.

If you're still unsure of your stance on social media, take some time to check out the various resources and opportunities available in your community. KSU is home to the Center for Sustainable Journalism (who just hosted a Social Media Integration Conference Sept. 16-17 on KSU's campus), the Department of Communication has its own Twitter account, and even its own Facebook page. ►►

Brad Wilson working as multimedia associate producer



photo provided by Brad Wilson

# Milestones

## Fighting Cancer and Graduating College

by John DeFoor

The last week of college can be a stressful time for the typical senior. Each student works fervently to finish major projects and cram for the finals while mentally preparing for the end of an important life chapter. Brad Wilson's last week was no exception. However, not only did he find himself fighting class deadlines and upcoming tests but also a greater threat: cancer.

In his last week at KSU, Wilson worked and studied, looking forward to two major milestones: the completion of his last chemotherapy treatment and graduation with his degree in communication.

Wilson has always been a strong communicator. "Communication has always been part of my personality," he said. "I've always been open. I like to communicate... that translated into my desire to be in communications by writing for a college paper and so-forth. It is just something that comes naturally to me." Wilson began his college education at Gainesville State College on the Oconee campus. While the college had two separate campuses, the college only had one newspaper, The Compass. The stories written in Oconee were printed on the back pages of The Compass. So, Wilson decided to start a newspaper for the Oconee campus called, "The Voice," where he acted as Editor-in-Chief. He was also hired by the local weekly newspaper, The Oconee Enterprise, as a staff writer.

"The alternative is death...it's either get this treatment or die..."

Wilson transferred to KSU in January 2009 where he met Kelsey Danner. Danner, a Kennesaw friend of Wilson, describes him as "very extroverted and very friendly." The first time Danner met Wilson was in a class at KSU, one of those evening classes few students are happy about attending. It was the first day of classes and everyone looked miserable. "I remember the first thing he said was 'Wow, everyone looks so happy.' I laughed so he sat next to me."

Two days before a Disney vacation late in 2009, Wilson noticed a mysterious lump on his body. Since the trip was already planned, Brad went to Disney while wondering: was something was wrong with his body? When he returned home from the trip, he visited his general practitioner and then a specialist, who confirmed the growing suspicion: he had cancer.

The surgery was quickly scheduled and the cancer was removed. After the surgery, the doctors ran a blood test and found no remaining traces. The cancer was, by all indications, gone.

Life continued as it had before. Wilson began an internship at CNN while continuing his college experience. He planned on graduating in the summer and finally getting his degree.

However, in May Wilson's world was shaken once again. A follow-up scan revealed not only that the cancer was

back, but that it had spread to his lymph nodes. He would have to undergo chemotherapy.

"I remember having this conversation with my parents at the end of May," he said. "They were like, 'do you want to take the summer off?' And I could have. I could have gone through chemo without classes and taken the final two classes in the fall semester."

But Wilson still had two months remaining on his apartment lease; he said he would not pay for months of a lease without also living there. He also did not want to go to chemotherapy and then come to his apartment just to sit; so he enrolled for his last two classes at KSU. He would graduate as planned.

"I needed school to get me through chemo as weird as that sounds. I needed the stimulation, the human interaction of me being able to do something while I went through. So like many other students, Wilson sat and listened to his professors for hours on end. He worked on his journalism capstone project creating a video highlighting the publisher of Oconee Enterprise. He went out to Oconee County from Kennesaw with film equipment and then edited the footage while hooked to an IV of chemotherapy medicine at Georgia Cancer Specialists at Kennestone Hospital.

"I think it gave him something to work for..." Danner said. "He looked sick but tried to act healthy." She said he lost all his hair, even his eyelashes. A PICC line, peripherally inserted central catheter, was placed in his arm so the doctors did not have to stick him with needles every day. Danner said that Wilson "was never a victim about it." He even used his chemotherapy as a conversational icebreaker in class. "He never wanted people to feel sorry for him or cut him some slack."

"Everybody looks at kids with cancer and they think they're so brave, they're so strong and there's a certain truth to that," Wilson said. "You do have to have a strong will and a certain amount of strength

to go through chemo but what's the alternative? The alternative is death...it's either get this treatment or die.... This is nothing special... this is my new normal." Wilson's last day of chemotherapy was July 26. He graduated on July 28 and then on Aug. 1, he moved home.

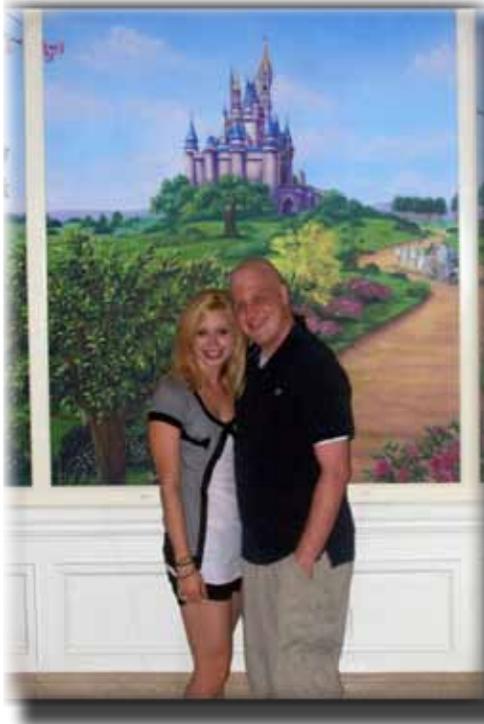
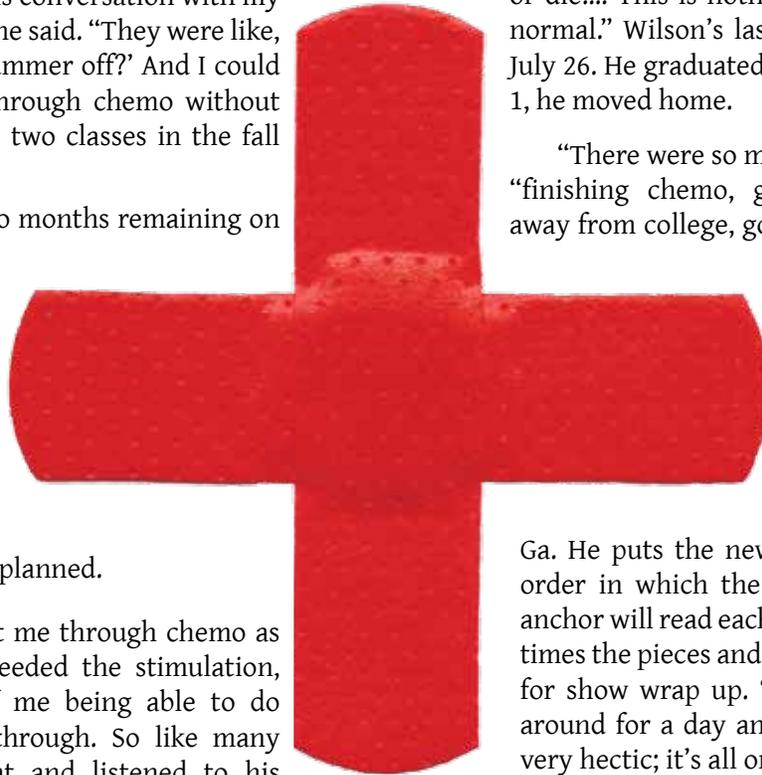
"There were so many big milestones," he said, "finishing chemo, graduating college, moving away from college, going back home; just a wider range of emotions... Wow this long chapter of my life is over and now I have to go on to the next one."

Today Wilson works as a Multimedia Associate Producer at 13WMAZ, a local newscast in Macon, Ga. He puts the newscast together, decides the order in which the stories will be told, which anchor will read each story, assigns camera shots, times the pieces and counts the newscaster down for show wrap up. "If you followed a producer around for a day and watched what we did, it's very hectic; it's all on you."

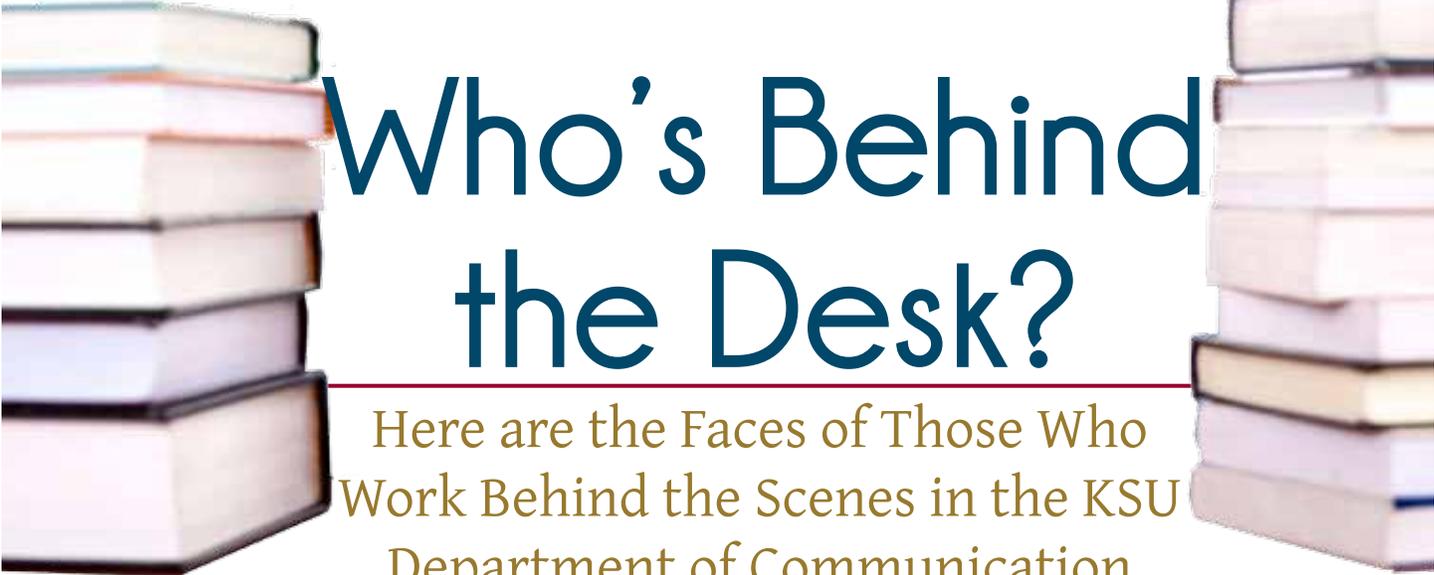
One of Brad's favorite aspects of his position is the opportunity to book the guests for the weekend morning shows; Wilson gets to bring in a variety of guests which include cooks, financial guests, and various bands which they feature every Saturday. For communication majors interested in working in television, Wilson recommends internships at places such as CNN, FOX, WSB, WXIA and all other major locations for news.

"For anyone that is interested in TV, I strongly encourage them to get an internship," he said. "And if they can't get an internship, watch the news and watch how differently things are said as opposed to how you in journalism would write them because it is very different. Internships are HUGE."

Wilson has been in remission since last year. He goes every three months for a blood test and every six months for a scan but he does not complain. "I will gladly go for checkups," he said and then jokingly added, "Cancer sucks, don't get cancer." ▶▶



*Brad Wilson back in Disney World with his friend Kelsey Danner. On the day of this photograph, Wilson received a call from his doctor informing him that his last scan came back clean. Wilson has been in remission ever since.*



# Who's Behind the Desk?

Here are the Faces of Those Who Work Behind the Scenes in the KSU Department of Communication

by Lindsay Haney

As I sit down at the table to prepare for this interview, I look around me at the carnage that exists. It is September 19 and the construction for the new Department of Communication is in full swing. I begin to think “these women must be going crazy with no place to actually do their job,” which does not bode well for an interview. I am expecting grouchy, ready-to-get-this-thing-over-with attitudes and I begin to worry. So imagine my surprise when three charming and smiling women turn the corner and introduce themselves. Their names are Jeannine Jones, Lauren Booth and Careese Stephens. I, like any Communication Major, recognize them immediately. I have seen them countless numbers of times while trying to attain the ever sought after Communication degree. From the first time I came in to declare my major to the last time I went through to wait for my last advisement appointment these women have always been friendly and helpful. But I found myself thinking that I know nothing about them. I have seen them and talked to them for four years. I know absolutely nothing about them except they work in the Department of Communication. As I began the interview, I wonder what I will learn. Nothing could have prepared me for the dynamic trio that sat in front of me.

Lauren Booth is the lead administrative assistant of the Communication Department. Booth has a degree in English Literature & Creative Writing from Agnes Scott College. She is the assistant to the chair of the department and is the reason that the faculty is as composed as they look in their pictures. Jeannine Jones is the main person manning the front desk. She has a degree in Psychology from KSU and is currently working toward another degree in History Education. Careese Stephens, the student assistant is a senior this year at KSU, majoring in Psychology.

While their job includes the mundane things that you would think of an administrative assistant doing like making copies, answering phones, and assisting students, the main thing that they love about their job is the atmosphere that exists within the Department of Communication. All of them agree that those who work in the Department of Communication are like one big family.

“Everyone goes to lunch together. There are not two or three people that only hang out with one another. Everyone enjoys spending time and laughing with everyone,” says Booth.

“We have potlucks periodically where the whole office brings in food. We do it because we want to not because we have to. We all have a great time together,” added Jones.

In addition to the great atmosphere, some of the major changes that the ladies have seen during their time within KSU include the current expansion of the department and well as the addition of the graduate program. The larger the department grows, the more the faculty must rely on these ladies. The graduate program puts a lot of demands on them. From books and supplies to promotion these ladies are in charge of getting the graduate program up and running.

“Our job is very reactionary. We have to be prepared at all times,” said Jones.

These ladies have a lot of advice to offer students. Some of the main topics that were discussed included taking advantage of early registration, paying fees on time, utilizing the communication department website for the answers to simple questions, going to class and becoming involved in different student organizations. All of this will

help communication students receive a more well-rounded education. Many say its important to know the faculty in addition to going to class

The staff also has advice for post college life.

“Do not be afraid to change jobs,” said Jones. “Experience as much as you can while you are young and have the capability to do so. Also, find a job that you love. Money is not everything. If you are miserable within a job, the pay will not compensate.”

Even with the comradery and practical jokes, the women say that another reason their job makes them get up in the morning is the bond that they develop with students.

“We love the relationship that we have with the students that we see on a regular basis,” said Stephens.

“There used to be students that would come up, check out books and hang out in the office while they did their homework. Over time we developed a great relationship. One of the rewards was to keep up with them throughout their time at KSU and to see them graduate,” says Jones.

This kind of attention to the people that they influence makes these women a vital part of the Communication Department. For many people, they are the face of the department and they take that very seriously. The advice that they give for students takes on so much more meaning now that I have witnessed the kind of care they show to their students.

“My advice is to find as much information that you can on your own,” Jones said. “Answers to basic questions can be found through our website. Most of the time, we look up things following the same steps that any student can do. This skill will help you in the future to be able to look for jobs and with interviews. You need to research the job that you interview for so you know what they are looking for.”

“You should definitely use Career Services. After all, you pay for it so why not take full advantage of what is being offered?” said Stephens.

“Get them to help you with your resume and also with finding an internship. We see a lot of resumes within our department and some type of work experience or internship really does set you apart from all of the other applicants,” stated Booth. “It shows that you haven’t just learned the material, you have applied it in the real world.”

Anyone who has ever worked in an office knows that the administrative assistants are usually the only reason the upper administration is not running around with their hair on fire. From tedious filing to answering phone calls, the administrative assistants are the backbone of any great company or in this case department.

They are always helpful and friendly to all students and faculty and will go out of their way to make sure that students leave with their questions answered. These women are the face of the Department of Communication; and through their proficiency, management and organization they keep the Department of Communication going. ►►



photo by Karen Rooker

Lauren Booth and Jeannine Jones

# KSU Alumni Association

## Networking Made Easy

by John DeFoor

Located just down the road from the West Deck is a house. While this house may look like many others around it, the people who work within hold a special importance to Kennesaw State University and its community. This is KSU's Alumni Association.

The Alumni Association works to build relationships between alumni by re-establishing old friendships, creating new ones and building business relationships among its members while simultaneously promoting the image and success of the university.

"I think this office and the service it provides is critical to the success of the university," said Lisa Duke, director of Alumni Affairs. According to Duke, Kennesaw State University has more than 57,000 graduates. By definition, a Kennesaw Alumni includes those who have attended KSU for at least 15 credit hours - Kennesaw actually has more than 100,000 alumni.

"Just think about how much energy, enthusiasm and funding for the university for scholarships, programs and outreach that we can harness if we pull together all of those alumni," she said. "So this office is critical."

KSU's alumni include Larry Nelson - a famous golfer, Ty Pennington - the host of Extreme Makeover: Home Edition and Mac Powell - the lead singer from Third Day.

The Alumni Association reaches out to the community through a variety of means including the mailing of newsletters and connecting through social networks and discussion boards.

"We want to make it as easy as possible for alumni to stay involved with the university and know what we're doing," said Duke.

Fundraising is a major part of the Alumni Association. Between 2007 and 2011 the association helped raise \$1 million for KSU's Comprehensive Capital Campaign, to fund the Math and Science building as well as modifications needed for other buildings, but Duke is quick to point out, "We're not just about the money; our goal is to build a relationship with alumni."

The Alumni Association helps plan organizational reunions and events such as book readings, art exhibits and even pub crawls. The events are catered toward various alumni groups Kennesaw has seen over the years. Through these events, alumni can communicate with the university and other alum to form friendships and potential business relationships while also supporting their alma mater.

While students might believe the Alumni Association is only for alumni, the group also provides opportunities for students to get involved and network. In STARS, the Student Alumni Recruitment Society, current students give prospective students tours of KSU's campus and serve as volunteers for association events, including access to board members and alumni. The networking can build business relationships or perhaps even open the door to potential jobs.

For more information about the Alumni Association or to get involved, visit [community.kennesaw.edu](http://community.kennesaw.edu). ►

"We want to make it as easy as possible for alumni to stay involved with the university..."



Alumni Association networking event

photo provided by Alumni Association

# One Tweet Was all it Took

## Social Media in Education

by Karen Rooker

One tweet was all it took.

While sitting on her couch one evening, Assistant Professor of Communication Amber Hutchins enjoyed watching “Attack of the Show” on the G4 network and using her laptop. It was to her, just another night of relaxing at home and using social media. She tweeted, “Watching Morgan Spurlock talk about media impressions on Attack of the Show @aots (G4TV) Have a feeling I’ll show it in persuasion class.” After a brief commercial break, the show returned live to read their Twitter feed and Hutchins happened to be the lucky Tweeter whose name appeared!

Hutchins isn’t just a lucky fan, educator and social media enthusiast. She’s also writing a book with another professor that she met through Twitter. The two didn’t meet in person until about halfway through the process, according to Hutchins.

The textbook focuses on the ethics, research and theory behind social media for PR. Hutchins noted that, “It will also talk about the link between traditional techniques and social media techniques, the foundations of good writing, strategy, planning, research and how they all come through in social media.”

Casual users know Twitter as a means of sharing short opinions with the world. Networkers, businesses and celebrities know it is also an extremely effective marketing tool. The micro-blogging social media site that employs the use of hashtags to link related tweets is also host to multiple celebrity and public figure accounts. We often dream of connecting with an esteemed artist, celebrity crush, TV host or political icon; yet for Hutchins, creating such a connection was only 140 characters away.

The textbook provides a foundation for “Social Media for Public Relations,” a new course in the PR concentration, offered for the first time in the spring of 2012 at KSU.

Hutchins uses social media in the classroom and is a firm believer in providing interactivity through both social media and traditional activities (so students stay engaged in her classes).

Hutchins lectures, takes questions, and creates conversations all while the live Twitter feed of her students (linked by a hashtag) projects onto the wall behind her. She uses Twitter in many of her classes, including PR Campaigns and Persuasion. Once students sign up for Twitter in her class, she says that often the conversation continues into the weekend, with students retweeting and posting links to related articles.

“It builds community, students become a resource for each other,” said Hutchins. “Social media can really enhance what you’re doing in the classroom. But beyond that, within the Department of Communication, so many of our majors are going to use social media every day on their job.”

Most students know the basic functions of social media and how to utilize sites for their personal social networking, but Hutchins also encourages students to become fluent in social media for professional development. She suggests separating your social media platforms (i.e. using Facebook for socializing, but Twitter as a professional tool).

According to the Pew Research Center’s Internet & American Life Project, 65 of adult internet users are also active social networking

participants. Specifically, “The frequency of social networking site usage among young adult internet users under age 30 was stable over the last year – 61% of online Americans in that age cohort now use social networking sites on a typical day, compared with 60% one year ago.”

Simply put, we live in a digital age that is here to stay, and the influential power of social networking sites cannot be ignored. Everyone can benefit from building a strong, professional social networking presence. ►►

### Who to Follow

@Amberhutchins

Dr. Hutchins

@COM\_at\_KSU

Dept. of Communication

@CSJournalism

Center for Sustainable Journalism

#PRStudchat

hashtag connecting PR practitioners with students

# Bringing The Courtroom To You

## A Graduate's Role as Associate Producer

by John DeFoor



Daniel Lewis working at HLN's "In Session"

Over the years, Americans have gathered around their televisions to follow some of the most memorable trials. Recently, America watched as Casey Anthony was tried and acquitted for the death of her daughter. We waited to hear if Amanda Knox would have her murder conviction overturned in Italian courts and tuned in to watch the trial of Michael Jackson's doctor Conrad Murray. As an Associate Producer for HLN and truTV, Kennesaw State University graduate Daniel Lewis works to bring stories like these to television on a truTV program called "In Session."

"The associate producers where I work do a lot of different things - we wear a lot of different hats. We edit, collect sound bites and help in the control room."

Working alongside producers and directors during live broadcasts, Lewis is responsible for making sure all the video elements are present as well as gathering additional footage as it becomes available.

Lewis began his work with HLN and "In

Session" during the Casey Anthony trial pulling sound bites and assisting with the production of news packages. He later traveled to Los Angeles to support one of HLN's anchors as they covered the opening statements in the Conrad Murray trial gathering arrival footage of the Jackson family and taking photographs of protesters outside the courthouse.

"I remember our [video] feed wasn't working right - technical problems, so they asked me to go out there and start taking pictures. I just took out my phone and

"Journalism is an industry that is consolidating. They want people who can do everything."



started taking pictures of protesters. They made them into voiceovers to roll during our coverage. It was nice to have a hand in a big story; this is probably the second biggest story of the year for HLN besides Casey Anthony. It was fun being out there in the field.”

As for Lewis’ work schedule, it isn’t as hectic as most journalists. “I work during court hours; those are very easy because the courts are only open 9 a.m. to 5 p.m.; I usually get weekends and holidays off,” said Lewis. However, becoming a journalist was not part of his original plan.

“I actually started school as a pharmacy major,” Lewis said. It wasn’t until his second year however that he discovered he wasn’t enjoying his courses as much as he had expected and decided to change majors.

With a newly found passion for English and writing, Lewis eventually declared a major in Communication. “I think it was the writing, I really love to write. It can be creative but also technical...at school it is good to prepare broadly: definitely with both writing and editing,” Lewis said. “Journalism is an industry that is consolidating. They want people who can do everything.”

In spring 2010, his last semester at KSU, Lewis obtained his first internship with CNN Sports as a freelance editor, often working 7 p.m. to 3 a.m.

“In general, this is the most difficult thing about journalism and working for a major 24-hour network,” Lewis said. “The scheduling can be brutal; someone has to be here all the time.”

As one of his projects, Lewis was asked to develop questions for an interview with Pau Gasol, the center for the Los Angeles Lakers. Lewis was also able to meet Gasol, sit in on the interview and later edits the footage for CNN International.

“The best thing about my job is its fun and different every day. You get to be creative and... cover the big stories.”

Upon graduation from Kennesaw State, Lewis continued his work with CNN as a freelance editor and eventually gained his current position as Associate Producer with HLN and truTV. Ultimately, Lewis would like to become a producer so he can produce his own shows and decide which stories his shows will cover. ▶▶

photo provided by Daniel Lewis

# From Kandahar to Kennesaw

Val Rich is a junior majoring in communication at KSU. His path to campus has been a little more challenging than what most students face. He came by way of Kandahar.

Rich joined the U.S. Marine Corps shortly after the terrorist attacks of 9-11. His next four years were filled with unique and interesting challenges. Early on Rich was assigned to a presidential security detail. He was part of Helicopter Marine Squadron One that protected the president on and off Marine One. Wherever the president traveled, Rich’s squadron was there for whatever was needed.

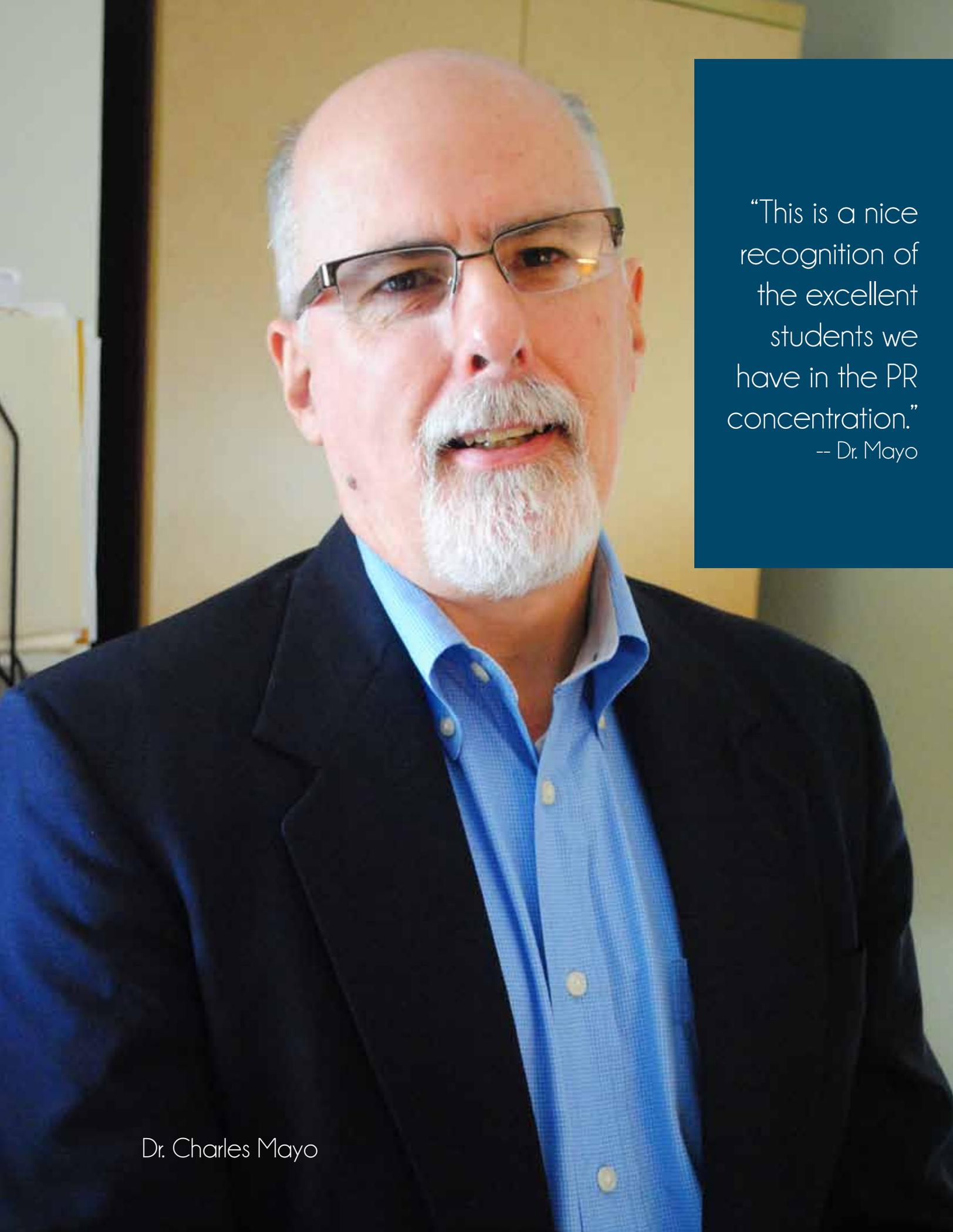
The next leg in his journey took him to Iraq. It was there he was part of an Explosive Ordnance Disposal Security Team as a fifty caliber machine gunner on the lead vehicle. The team’s job was to find and dispose of IED’s along Iraqi roadsides. Rich said one of the more challenging aspects of that assignment was being in the crosshairs of enemy snipers and surviving.

While Rich is proud of having served his country and for saving lives on his many combat missions, his military travels brought him another unexpected reward. While in California he met his wife, Candace. They were both stationed in Iraq and Rich proposed to her on the rooftop of the Marine compound.

The couple married when they returned home in 2005. Candace is also a junior at KSU.

Rich said he is proud of the time he spent and what he accomplished as a Marine. He believes his tour of duty has been a very positive factor in his life. He is now focusing intently on the next leg of his journey... and that is to be an alumnus of KSU.





“This is a nice  
recognition of  
the excellent  
students we  
have in the PR  
concentration.”  
-- Dr. Mayo

Dr. Charles Mayo

# Communication Faculty are Best in Class

by Charly Soares

Kennesaw State University's Communication department has a distinguished faculty and the awards to prove it. A quick walk through the offices of professors will overwhelm you with certificates hanging on the walls and award trophies on their desks. From local organizations to KSU students, wherever the award is from, the faculty gladly takes these acknowledgments seriously. Some of the most recent awards belong to Dr. Barbara Gainey and Dr. Charles Mayo.

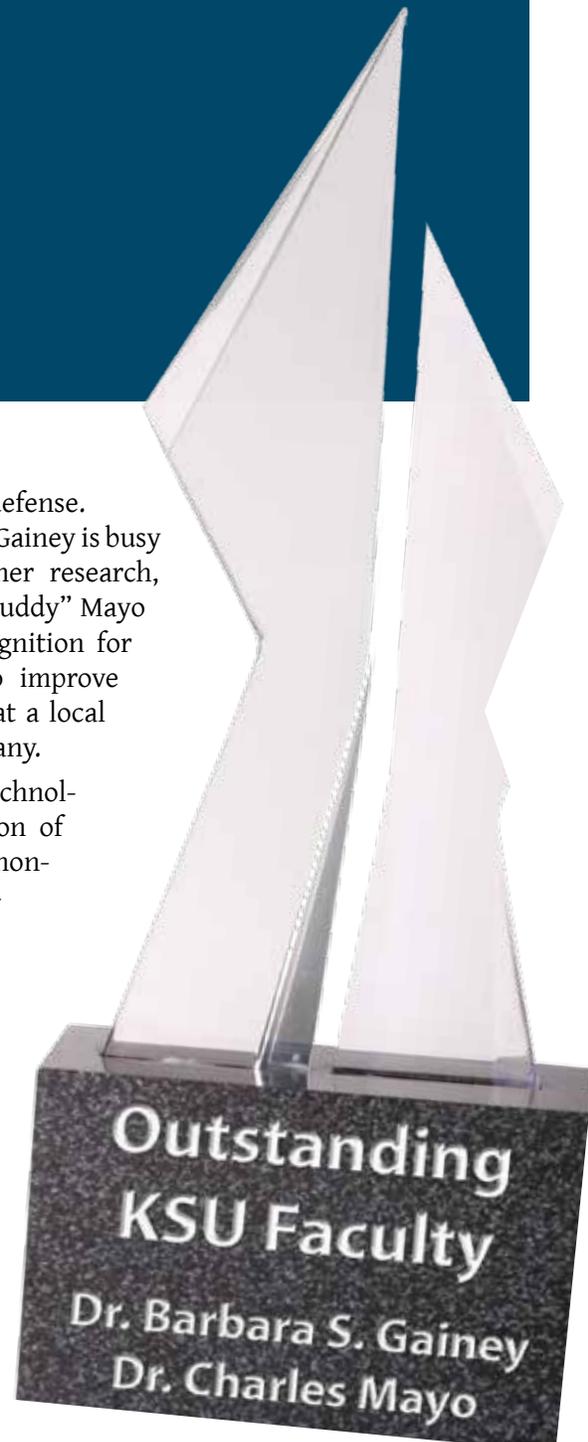
Dr. Barbara Gainey received the 2011 Tommy & Beth Holder Award in August. This award recognizes academic excellence within KSU. As the recipient of the Holder Award, Gainey will receive support which is intended to supplement available resources. The seed money will be used to encourage the development of new KSU courses and a "next generation" minor in crisis preparedness. Gainey is looking to take KSU to the next level by researching crisis preparedness-related courses as a minor in addition to the degree options already offered by KSU. Dr. Barbara Gainey is the only professor in the Department of Communication to receive the Holder Award this year and is taking her role in research with sincere dedication.

Gainey is looking at different courses and programs offered all over the country but isn't limiting her research to just the United States. In November, she attended an international conference in Berlin focusing on global

security and defense.

While Dr. Gainey is busy working on her research, Dr. Charles "Buddy" Mayo received recognition for his efforts to improve membership at a local Atlanta company.

The Technology Association of Georgia is a non-profit organization dedicated to the promotion and economic advancement of the state's technology industry. Mayo received the Friend of Tag recognition in Oct.



2011 for his students' public relations campaign proposals they created during his Spring 2011 Public Relations Campaign course.

"The challenges that TAG gave to [my] students were that they wanted actionable ideas that were going to have an immediate impact on the organization" said Mayo. "TAG was very impressed with how the students stayed focused on their request and the end product the students delivered."

"This is a nice recognition of the excellent students we have in the PR concentration at KSU and of the very good teachers we have in the Department of Communication," said Mayo.

In the future, as more faculty are added to the ever growing Department of Communication, more recognitions and awards are on the horizon. You can be assured they will be met with open arms and a humble pride. ▶▶



Dr. Barbara S. Gainey

photos by Karen Rooker

# KENNESAW STATE UNIVERSITY #SocialMedia

Design by Heather Burrell

## TIPS FROM DR. HUTCHINS:

- # Remember, Facebook owns Facebook and they can change settings at any time. Take time to learn privacy settings.
- # Develop your professional personality. You can have a Twitter stream that reflects you, who you are and can still be fun. But it should also be something that you are proud of if future employers Google you.
- # You should own your own online brand and you should develop that brand.
- # When someone searches for you, the first few things that come up should be things that you've built and that you want people to find.
- # Build your history personally.
- # Start a blog that talks about professional things that you're interested in.
- # Find professionals you want to emulate and follow them/their blogs.
- # Take advantage of professionals who are on Twitter; the beauty of Twitter is the interactivity.

## #KSUComDept Twitter & Facebook

by Alex Budd

Social media outlets like Facebook and Twitter will play an increased role in how the Department of Communication reaches students and alumni. Those interested may follow the department on Twitter @Com\_At\_KSU and on Facebook at KSU Department of Communication. Both of these outlets will be used increasingly to provide information in the future.

Find us on Facebook  
KSU Department of  
Communication

Follow us on Twitter  
@Com\_At\_KSU



# New Org on The

# BLOCK



## Highlight: SPJ

### Society for Prof. Journalists

by Brianna Powell

**K**SU is known for its thriving leaders and it is no secret that we value the importance of getting involved. As communication scholars, we are afforded many opportunities to advance our skills and stand out from the rest by joining student organizations.

The Department of Communication has just welcomed a new organization to unite a community of student journalists. The Society of Professional Journalists, known as SPJ, is the oldest and largest professional organization serving the news media. SPJ is dedicated to the perpetuation of free press as the cornerstone of our nation and our liberty, as stated in their mission. The KSU chapter of SPJ is newly organized by Dr. Carolyn Carlson, a notable professor at KSU. Dr. Carlson served as national president of SPJ, received The Wells Key, the highest honor of SPJ in 1994, and received the SPJ Freedom of Information Award in 1998 for funding the multi-organizational Campus Courts Task Force. Dr. Carlson is the former chair of the

SPJ Ethics Committee and the advisor for the KSU chapter.

The KSU chapter of SPJ will provide support for student journalists as they begin to mold their careers. SPJ offers advice, training, current information on important freedom of information decisions, and provides a multitude of resources for students to access to aid them in their future within journalism. The KSU chapter of SPJ invited Monica Pearson (formerly Monica Kaufman), anchor for Channel 2 Action News and a pioneer in Atlanta television and SPJ, to come and speak to scholars and has many more plans to inform students on current and future career endeavors.

The KSU chapter of SPJ has a promising future on the campus and within the communication department. We should look forward to great advantages and opportunities to excel further because of their contribution to our university. ►►

## The Veterans

### Lambda Pi Eta

Lambda Pi Eta is a national honor society for communication scholars. The Alpha Theta chapter was chartered on the campus of KSU in 1994 and serves to recognize, foster, and reward outstanding scholastic achievement. The goals of Lambda Pi Eta are to stimulate interests in the field of communication and to promote and encourage professional development among communication majors. They provide an opportunity to discuss and exchange ideas about communication and to explore options for graduate studies. Professors Josh Azriel and Emma Wertz are the advisers for the Alpha Theta chapter of Lambda Pi Eta and work within the Communication Department. Membership requirements and instructions on how to join can be found under student organizations on the KSU communication resource webpage.

## KCA

The Kennesaw Communication Association serves as a tool to provide opportunities to take theory, acquired through education, and transform it into skill by gaining the tools needed to reach success in your chosen career path. KCA hosts seminars, workshops, and mentor programs to contribute to your future endeavors. KCA will assist with building leadership skills, project planning and execution, writing, interviewing and public speaking skills.

The Kennesaw Communication Association has been involved with many organizations outside of the university by participating in community service projects. Some of those organizations include American Heart Association, United Way, and Bartow's Advocate for Children. Though officers of KCA must be communication scholars, the organization is open to all students who are interested in the benefits of the organization.

Revamped:

# Meet the Game Changer



PRSSA President, Brittany Singer

photo provided by Brittany Singer

The Public Relations Student Society of America (PRSSA) is a well-known organization in the communication department. PRSSA is the foremost organization for students interested in public relations and communication. PRSSA helps you enhance your education, broaden your network, and launch your career in public relations, as stated on the national website.

The current president of PRSSA at KSU, Brittany Singer, a senior communication scholar specializing in public relations is excited about broadening the scope of PRSSA on the campus. Singer says that her mission this year is to have members who are actively participating and networking to make notable strides toward the future of public relations.

“Students need to realize that

PRSSA is the connection and link into the national organization and access to professionals and potential teachers that can help them in the future. They need to use it to their advantage.”

Singer believes that with an active, full executive staff and a strong connection with the members, PRSSA will have the perfect formula to expand the horizons of the organization. Singer is looking forward to planning group events, connecting with members in surrounding chapters, coordinating speaking engagements, and expounding on knowledge to prepare students for their future endeavors in what public relations scholars call the “real world”.

PRSA-Georgia holds an annual collegiate conference called “Real World PR” which allows public relations students to enjoy career-advancing activities such as industry track seminars, informative workshops, a career expo and professional development activities. The conference includes networking opportunities and a chance to connect with Atlanta’s PR leaders and the GA PRSA Young Professionals Special Interest Group.

In addition to conferences, the College Relations Committee hosts a “Shadow Day” where students get a chance to visit corporate agencies and non-profit sectors of public relations professionals. The PR professionals spend an entire day with the student

and share information about their work environment, the position they hold, the company, and field experiences. Afterwards, there is a mixer with the Young Professionals Special Interest Group.

PRSSA chapters also have a chance to compete in the Bateman Case Study Competition, which gives students an opportunity to apply classroom education and internship experiences to create and implement a full public relations campaign. This coincides with the mission of PRSSA that is dedicated to enhancing education within the communication department.

The KSU chapter of PRSSA has established a notable rapport on our campus and has afforded many opportunities to communication scholars that are beneficial to their future.

President Brittany Singer simply states, “I’m excited to be working with PRSSA because it relates to our future as public relations students and I’m ready to get involved on campus and take strides to advancing the future of PR.”

KSU can look forward to PRSSA making a big impression this year because the members are driven and very ambitious about changing the dynamic of the organization and enhancing its purpose by implementing their mission like never before. ▶▶

“Students need to realize that PRSSA is the connection and link into the national organization and access to professionals and potential teachers that can help them in the future.”

# Communication Department Adds Great Diversity to Curriculum

by Steven Ozer

It is no secret that Kennesaw State University is growing faster than ever. Everything from class sizes, class offerings and on-campus living opportunities are evolving every day. With this university wide growth comes change within the course catalog. The Communication Department has added a number of courses to the curriculum in all concentrations to ensure that students are developing the most well-rounded, and up-to-date skills needed for future success.

Within the public relations concentration, the newest course added is “Topics in Public Relations.” It will feature a different focus from semester to semester. The course’s official introduction into the curriculum will be Spring 2012 when Dr. Amber Hutchins will focus on the role of social media in public relations. For the Summer 2012 semester, the topic will shift from social media to public relations activation which will be taught by Dr. Pauline Howes. “PR Activation cover some of the ‘how to’s’” of different elements of public relations that are not usually covered in detail in other classes. Examples of the topics to be covered in the class include conducting on-camera media interviews and training others to do so, planning special events, developing targeted media distribution lists and generating creative ideas through brainstorming. The course will be hands-on with an emphasis on student in-class activities.”

In addition to “Topics in Public Relations,” Professor Emily Holler is offering a new course in Health Communication. These course additions are going to be a huge help to students, especially those who are looking for relevant communications electives that can easily be applied to real world careers.

The journalism concentration is undergoing even more of a change. Starting Fall 2011, any students that declare themselves as a journalism concentration will be required to take “Advanced Media Writing,” which previously was a journalism elective.

## New Classes Will Include...

- °Topics in PR—Social Media
- °Topic in PR—PR Activation
- °Health Communication
- °Topics in Journalism
- °Children and the Electronic Media
- °Electronic Magazine Communication
- °Copy Editing





Each and every one of these new courses are specifically designed for the Kennesaw State University communication students. The skills that will be acquired through these courses will make each student more prepared for potential internships and future careers. The topics that each one of the new courses covers are extremely pertinent to the industries of the communications field. With the advancements within the communications field and the evolution of technology, classes need to continuously updated, the department recognizes this and is excited to deliver them in the coming semesters. ▶▶

### Professors Will Include...

- °Dr. Amber Hutchins
- °Dr. Pauline Howes
- °Professor Emily Holler
- °Dr. Erin Ryan
- °Dr. Barbara Gainey & Prof Tom Gray
- °Professor Tricia Grindel

Similar to the public relations concentration, journalism will be adding a “Topics in Journalism” course, which will allow any professor to pick from a wide range of themes for the course such as sports reporting, public affairs reporting, or social media use in journalism.

The media studies concentration will also gain an experimental course for the Spring 2012 Semester focusing on children and the electronic media. The course will be taught by Dr. Erin Ryan.

Another addition to the communication course catalog is a course that actually utilizes the skills learned through many communication courses. “Electronic Magazine Communication” focuses on creating and distributing this KSU Communication Department centric magazine. The entire magazine, which is available in print and online is completely written and designed by students in the course.

Professor Tricia Grindel is experimenting in Spring 2012 with a new Copy Editing course.



photos by Karen Rooker

For more information about any of these changes or additions to the curriculum, please visit [www.kennesaw.edu](http://www.kennesaw.edu) or consult the 2011-2012 course catalog.





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It's our first issue and we're inviting you to give us your feedback to make the next issue even better. Just mark the appropriate answer or rating for each question. The questions will take less than five minutes to answer. The few minutes you invest will help Pipeline serve you, our reader better. Please print and drop off the survey at the Communication Office by January 23, 2012.

1. What is your class ranking? 2. What is your concentration? 3. What did you like most about the publication? 4. What did you like least about the publication?
- Freshman  
 Sophomore  
 Junior  
 Senior  
 Other
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

5. Please circle an answer to rate the quality of Pipeline on the following:

• **Content**

Excellent      Good      Average      Poor      Very Poor      No opinion

• **Cover**

Excellent      Good      Average      Poor      Very Poor      No opinion

• **Ease of Reading**

Excellent      Good      Average      Poor      Very Poor      No opinion

• **Layout & Design**

Excellent      Good      Average      Poor      Very Poor      No opinion

• **Photography**

Excellent      Good      Average      Poor      Very Poor      No opinion

• **Writing**

Excellent      Good      Average      Poor      Very Poor      No opinion

6. What is the likelihood that you would pick up this magazine and read it again?

Very likely      Likely      Not very likely      Not at all

7. Would you prefer the publication to be online or in print? \_\_\_\_\_



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