

Expressions

A SCHOOL OF COMMUNICATIONS PUBLICATION 2016

What's Old is New:
Professor Explains the
Return of Vinyl Albums

Health Communications
as a Career

Teaching in Turkey


GRAND VALLEY
STATE UNIVERSITY
SCHOOL OF COMMUNICATIONS

Inspiring thought. Perfecting Practice

INTRODUCING EXPRESSIONS 2016

Welcome to the fourth issue of Expressions. Once again, we proudly share stories of the School of Communications students, faculty and alumni. Expressions, in many ways, reflects what we achieve and strive towards each year.

I began teaching at Grand Valley 16 years ago, and since May 2015, I have served as Director of the School of Communications. From this vantage point I get to see, and am struck by the many significant accomplishments of our students and faculty in the seven major programs of the school. We have much to celebrate. The articles in this issue reflect on the many successes of faculty and student, our local and global connections through teaching and learning initiatives, and a plethora of scholarly and creative activities.

We thank Professor Tim Penning who launched Expressions four years ago and successfully shepherded the content, design and distribution of the magazine. After this issue Expressions will continue under the charge of other faculty members in the School as Professor Penning takes on other administrative and scholarly duties.



I encourage you to proudly tell others about what we—and you—do in the School of Communications.

Vandana Pednekar-Magal, Ph.D.
Director, School of Communications



It's hard to believe this is already our 4th issue of Expressions. Over time and across issues, the goal has been to showcase the diversity of activity by our faculty, students, and alumni. This issue, my last as founding editor, brings more fascinating examples of the impact and success of the School of Communications on campus and around the globe.

In our **faculty and student** section, we share the story of how one of our Advertising and Public Relations students was named *PR Week* "PR Student of the Year," a significant

achievement for the student and one that puts GVSU's School of Communications in a national spotlight. Meanwhile, an enterprising group of students from several major programs showed their passion and innovation in creating "Humans of Grand Valley," a story telling effort that took a cue from the popular "Humans of New York" program. You'll also see an interdisciplinary achievement in the story about the women's baseball documentary project, which was an effort of professors, students, and alumni from several areas of study and produced an interesting historical documentary that has been screened in cities across the Midwest.

Our **features**, written by faculty members on a subject of their expertise and interest, also offers a fun and informative diversity of "expressions." Haiying Kong (Health Communications) writes about the growing field of health communications. Eric Harvey (Multimedia Journalism) shares his unique expertise and interest on how old media becomes new, in this case vinyl record albums. Toni Perrine (Film and Video Production) writes about her recent experience teaching in Turkey.

Finally, our **alumni** section is a celebration of diverse success. Two graduates of our broadcasting program were recently promoted to News Director and Morning Anchor at WOOD TV 8 in Grand Rapids. The owner of a Detroit-area communications firm has hired so many GVSU School of Communications graduates that he happily refers to them as the "Laker Mafia." A former Laker football player and Advertising and Public Relations major landed a dream job in sports PR with the Cleveland Cavaliers. And a group of alumni and faculty from the Film and Video Production major formed their own alumni chapter and launched it with a well-attended reunion last summer.

I hope you enjoy all the articles in this issue, and read more online via our blog and social media channels, which you can find at www.gvsu.edu/soc



Tim Penning, PhD, Professor of Advertising and Public Relations and Editor of *Expressions*



COVER

Vinyl record albums are becoming popular again. Eric Harvey, assistant professor of Multimedia Journalism, explains the phenomenon.



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Senior Wins *PRWeek* “Student of the Year” Award

Advertising and Public Relations major Daltyn Little was named the 2015 *PRWeek* Student of the Year in the spring of 2015. The national competition, sponsored by Toyota, garnered more than 100 individual campaign entries from students across the country. Little is the first GVSU student to earn the award.

“Nervous is an understatement of what I felt as I progressed through each round of the competition,” said Little. “The additional opportunity to attend the *PRWeek* industry awards

in NYC was phenomenal, and the people I met were some of the most talented and respected professionals in the public relations, advertising and communications world.”

Each year, *PRWeek* hosts the Student of the Year competition with different sponsors and opportunities for students who excel in all aspects of public relations. The 2015 challenge was a campaign for the Toyota Mirai, a revolutionary hydrogen fuel cell vehicle. In the challenge, Little crafted creative solutions to position Toyota as a leader in fuel cell technology and educate consumers and public officials on the importance of hydrogen as an alternative fuel.



The competition consisted of two rounds. The first was the initial submission of the full public relations campaign, followed by the announcement of the top five finalists. These finalists were then put through a second round of the competition including a phone pitch to *PRWeek* news editor Frank Washkuch and a 100-word essay.



“The *PRWeek* Awards are a national event with nominees from across the globe, and that type of recognition is a great accomplishment for the GVSU School of Communications, the Advertising and Public Relations program and Daltyn especially.”

“It is a highly prestigious award,” said Visiting Professor of Advertising and Public Relations Adrienne Wallace, who attended the award ceremony with Little. “The *PRWeek* Awards are a national event with nominees from across the globe, and that type of recognition is a great accomplishment for the GVSU School of Communications, the Advertising and Public Relations program and Daltyn especially. The knowledge and experience she has gained since beginning the project in September is going to be exceptionally beneficial for her future endeavors as a young professional.”

Wallace along with a handful of PR students and area alumni supported and advised Little during the competition. As the first place winner, Little received a \$1,000 cash prize and was given the opportunity to attend the *PRWeek* Award Ceremony held in New York City on March 19, 2015. According to the *PRWeek* website, the competition “has proven to be a springboard for numerous successful PR careers.”



Student Daltyn Little was accompanied by Visiting Professor Adrienne Wallace at the *PRWeek* Awards in New York City.

Students Adapt Program for Humans of Grand Valley

You may have heard of Humans of New York, but have you heard of Humans of Grand Valley? HOGV started out as an idea, moved on to be a Health Communications class project and now is an ongoing student initiative.

Humans of Grand Valley's current team consists of Ermoyan and Patti, Co-Creators; Nick Beardslee, Journalist; Fernando; Producer, Plamondon, Film Director; and Somers, Creative Director. Patti, Beardslee and Ermoyan are the journalists and photographers of the project and Lauren does the marketing and event planning.



The project started in a Health Communications class and involved students from both Advertising and Public Relations and Film and Video. The students found the collaboration of these majors to be very helpful and enjoyable.

Humans of Grand Valley is a project of (left to right): Front row: Gabriella Patti, Professor Kim Roberts, Lauren Somers and Jaclyn Ermoyan
Back row: Nicholas Beardslee, Michael Plamondon, Nishan Fernando

Jaclyn Ermoyan and Gabriella Patti, Co-Creators of HOGV, came up with this idea in 2013, their freshman year. However, last year, Ermoyan decided to use this idea for her New Media II class project. Ermoyan, Advertising and Public Relations major, worked on the assignment with Film and Video majors Nishan Fernando, Michael Plamondon and Lauren Somers, along with the help of Film and Video Professor Kim Roberts.

Humans of New York is a photoblog and bestselling book that features pictures, interviews and stories of people in New York. Similarly, Humans of Grand Valley features pictures, interviews and stories of people from the Grand Valley community. However, those stories are not in a book, but rather, on the HOGV website, Facebook page and Instagram.

One interesting aspect of this project was the different School of Communication majors that came together to create it. The project started in a Health Communications class and involved students from both Advertising and Public Relations and Film and Video. The students found the collaboration of these majors to be very helpful and enjoyable.

“Working with all of them provided an opportunity that we don’t always get as students,” said Beardslee. “We came together with our different strengths and created a project that I feel reflects that.”

When the project started, Ermoyan’s main goal was to capture the essence of the Grand Valley through photographs, stories



and quotes of the people inside the community. She has been very pleased with the support and help she has had to play out her goal.

“The support and compassion of the students, faculty and staff are what have kept this project going,” said Ermoyan. “If we weren’t interested in learning about each other, then this project would not have gone anywhere. We want to know our classmates. We want GV to be a greater community. That’s where this project has helped me reach my goals.”

Ermoyan also mentioned that one future goal is to interview GVSU President Thomas Haas.

Humans of Grand Valley features pictures, interviews and stories of people from the Grand Valley community. However, those stories are not in a book, but rather, on the HOGV website, Facebook page and Instagram.

More information on Humans of Grand Valley is available online.

humansofgrandvalley.wix.com/hogv

www.facebook.com/HumansofGrandValley

[instagram.com/humansofgrandvalley](https://www.instagram.com/humansofgrandvalley)

Communication Studies Professor Produces Women's Baseball Documentary

Frank Boring, Affiliate Professor of Communication Studies, produced the documentary, *A Team of Their Own*, which tells the story of a women's baseball league during World War II.

Boring's documentary is part of his work on the Veterans History Project with Jim Smither, GVSU History Professor, for about 10 years. They have gathered more than 60 hours of interviews with women baseball players between 2008 and 2009. In August of 2015, Boring's team went to the All-American Girls Professional Baseball League reunion in South Bend, Indiana. At the reunion, the team showed the players a rough cut of the film, and the players were extremely moved.

"Showing the 'rough cut' to the AAGPBL reunion was a fulfillment of a dream and a promise I made to those remarkable women," said Boring. "I came up with the idea over 10 years ago to interview them for the Library of Congress and eventually make a documentary. To see the film with them was emotional and fulfilling. I had delivered what I promised them. The interviews with the 46 women are now documented for American history."

The documentary tells the stories of the All American Professional Baseball League through the eyes of the women who played in it between 1943 and 1954. The project was founded to serve

as a partner with the Library of Congress in its national effort to collect and preserve the stories of American veterans and other participants in the American experience in wartime.

One of the aspects of the project Boring enjoys is the collaboration of academic units. Boring and Smither brought together the History Department with the School of Communications major programs in Film and Video Production and Advertising and Public Relations. The main editors of the project are alumni James Christie and Melissa Nickels, both Film and Video graduates, along with Leah Rickelmann and Andrea Lenneman, both Advertising and Public Relations graduates. Paige Anderson, also an Advertising and Public Relations graduate, is the Public Relations and Event Coordinator Supervisor of the project. Erin Harkness, Information Systems student, is the Web Design Intern. Noel Stojkov, Film and Video graduate,

has conducted research, obtained B-Roll materials, worked on graphics, and done some editing for the documentary. Lastly, Janet Coryell, History Professor at Western Michigan University, wrote the script for the documentary and conducted research for the project.

"It has been both a rewarding and a learning experience to work with different fields of study," said Anderson. "I not only enjoyed working as part of a PR team but I also enjoyed working with the film/video team. It made for an interesting mix, and students from both programs learned from one another."



"To see the film with them was emotional and fulfilling. I had delivered what I promised them. The interviews with the 46 women are now documented for American history."



The story of the film was picked up by the Associated Press and in turn led to publicity in dozens of newspapers and broadcast stations around the Midwest, including the Washington Times, Fox17 and WOOD TV8. The project premiered in 14 cities around the Midwest in the Fall and Spring of 2015 and the team anticipates more showings as the project grows.

ABOVE: A scene of women's baseball from the film

FAR LEFT: Taken at Saint Mary's College. Features a few documentary team members with Betsy Jochum, a former player of the All-American Girls Professional Baseball League. (From left to right: Melissa Nickels, Frank Boring, Betsy Jochum, James Christie, Andrea Lenneman)



LEFT: Former AAGPBL players attending the Loosemore Auditorium Premier on October 21st. There was time designated after the showing for the public to get autographs and photos with the players. (Left to right: Marilyn Jenkins, Rosemary Stevenson, Dolly Konwinski, Mary Moore)

New Faculty Join School of Communications

Over the past two years, several professors have joined the faculty of the School of Communications. Here is some brief information about them.

NEW TENURE-TRACK PROFESSORS



Eric Harvey
(Multimedia Journalism)

Eric Harvey joined the Multimedia Journalism faculty in the fall of 2015 after teaching digital media at Weber State University in Ogden, Utah. He earned his Ph.D. from the Department of Communication and Culture at Indiana University in 2013, writing his dissertation on how the various adoptions of the internet and mp3 files transformed music culture and commerce. Eric has published research in the peer-reviewed academic journals *Convergence*, *Cultural Studies*, and *The International Journal of Cultural Studies*, as well as the edited volume *Managing Media Work*. Most recently, he co-edited a special edition of *Cultural Industries Journal* on technologies and recording industries. Eric's journalism background has seen him write for *Rolling Stone*, *The Atlantic*, *The Village Voice*, *The LA Review of Books*, *Spin*, *Pitchfork*, and *Buzzfeed*. In April 2015, he appeared as a guest commentator on NPR's "All Things Considered" program discussing on-demand digital streaming. In October 2015, Eric gave an invited talk at Miami University (OH) on the connections between "gangsta" rap and reality television, based on a feature he published in the Winter 2015 issue of the quarterly magazine *The Pitchfork Review*. Prior to starting his graduate studies, Eric worked as a videographer/editor on several broadcast productions, including documentaries on the Discovery Channel, TLC, the Travel Channel, and Indianapolis PBS affiliate WFYI.



Len O'Kelly
(Multimedia Journalism)

Len O'Kelly is in his second career. In his first one, spanning 25 years, he helped radio audiences in cities ranging from Chicago, Illinois to Grand Rapids, Michigan to Gisborne, New Zealand start their days and stay informed as to what was going on in their neighborhoods. He served as a program director in formats from news/talk to oldies. All of that experience has been beneficial to his second career, teaching radio and multimedia journalism courses in the School of Communications. Len started as an adjunct instructor in 2011, developing the School's "Introduction to Radio" course in conjunction with the campus radio station, The Whale. He spent three years as a visiting professor teaching a variety of courses in both broadcasting and communication studies. Len's research is in the area of media history. In the fall of 2015 Len was selected as a Research

In the fall of 2015 Len was selected as a Research Associate to the Radio Preservation Task Force, a project of the Library of Congress that focuses on creating a national repository of radio programs that scholars can search to learn about media in their hometowns.

Associate to the Radio Preservation Task Force, a project of the Library of Congress that focuses on creating a national repository of radio programs that scholars can search to learn about media in their hometowns. He expects to complete his PhD in Michigan State University's Media and Information Studies program in 2016 with a study of the role of race and gender in the popularity of Top 40 music of the 1960s. He serves as the faculty advisor for GVSU's student radio and television stations, and helps students to find internships and opportunities to gain hands-on experience in the media.



Anal Shah
(Film and Video Production)

Anal Shah is an Indian filmmaker and photographer. As someone who straddles multiple cultures between his academic and creative practice, Anal's work explores issues of identity, migration, and other things that are usually "lost in translation". His work has been shown at numerous Festivals including premieres at the Vienna International Film Festival, the Ann Arbor Film Festival and Detroit Docs to name just a few. Anal received both his undergraduate as well as graduate education at the California Institute of the Arts.



Robin Spring
(Advertising and Public Relations)

Robin Spring has taught college level courses for over 15 years and has a professional career spanning 20+ years in advertising/public relations, with experience in integrated marketing communication, advertising, public relations, branding, media relations, sales, development, negotiating, copy writing, blogging, promotions, fundraising, special events, community relations, campaign direction, creative ideation, and client services. She has taken on duties of faculty advisor to the GVSU Advertising Club and the National Student Advertising Competition (NSAC) team. She serves on the board of the American Advertising Federation of West Michigan, (Ad Fed) as Director of Student Initiatives.

NEW VISITING PROFESSORS



James Ford (Multimedia Journalism)

James Ford has worked in broadcasting for almost three decades. He began his career in 1985 as a TV studio production assistant at WKAR-TV in East Lansing Michigan. He has since worked in film, television and radio. From 1993 to 2001, he worked on the Michigan Out-of-Doors TV show.

By 1997 he became the show's executive producer and co-host. During his years with the show he worked with rock legend Ted Nugent and interviewed film star Jeff Daniels. From 1998 to 1999 he produced the Michigan Outdoors Radio Show on WJR in Detroit.

Professor Ford started his teaching career in 2001. He taught television, radio & digital media classes to high school students from 2001 to 2014. In 2004, while still teaching, he started Great Lakes Digital Video Production (GLDV) – a company specializing in educational, industrial/corporate and multiple camera live event production. Professor Ford starting teaching at GVSU in 2014. He is still active in freelance video production through GLDV.



Michael Mueller (Theatre)

Michael Mueller is an actor, educator and fight choreographer in his first year as a Visiting Assistant Professor for Theatre at Grand Valley. In addition to his academic work, Michael is also a Certified Teacher with the Society of American Fight Directors, a combat instructor with Revenge Arts, and a member of Actors' Equity Association, the Association of Theatre Movement Educators, the British Academy of Dramatic Combat, the British Academy of Stage and Screen Combat, Fight Directors Canada, SAG-AFTRA, and Sword Fights Inc. Michael earned his M.F.A. in Performance Pedagogy from the University of Pittsburgh and B.F.A. in Acting from Wright State University. He also serves as an Associate Editor of *The Fight Master*, a bi-annual magazine published through the SAFD, and Editorial Consultant for *The Cutting Edge*, the SAFD's blog. His recent GVSU credits include directing *Twilight* Los Angeles: 1992. Fight choreography credits include *The Uncanny Valley* for Boise Contemporary Theater, *Les Miserables* and *Merry Wives of Windsor* for the Idaho Shakespeare Festival, *Spring Awakening* for the University of Wisconsin-Madison's Undergraduate Theatre Association as well as *A Midsummer Night's Dream* and *A Yorkshire Tragedy* for the Shakespeare Institute in Stratford-Upon-Avon, UK.

EXPLORING THE HEALTH COMMUNICATION MAJOR

By Haiying Kong

Reflecting upon my teaching and advising experiences as a health communication faculty, one question always being asked by students is: what exactly is health communication? You hear this question not only from students who are majoring in health communication but also those who are exploring different majors for their study. Not surprisingly, even people such as my colleagues from the university, health care professionals I collaborate with, and others I interact with different communities, have asked the same question when I shared with them what I do. Recently this question has been heavily populated at the Laker Experience Days and the Majors Fair. I believe it's important for us to stop and ask what we really mean when we say "health communication."



What is Health Communication?

If you search the literature, you will find a cornucopia of definitions for health communication. These definitions range from the concise to the comprehensive, from the superficial to the substantive. One detailed academic definition captures it:

Health communication is a multifaceted and multidisciplinary approach to reach different audiences and share health-related information with the goal of influencing, engaging, and supporting individuals, communities, health professionals, special groups, policymakers and the public to champion, introduce, adopt, or sustain a behavior, practice, or policy that will ultimately **improve health outcomes**.

Most people would agree that our ability to communicate effectively is essential and vital to perform our daily activities. Most people would also agree that being healthy is a central and very important aspect of human life. Yet, many people do not understand or see the connection when the concepts of health and communication are put together. For most people, the term health conjures up images that seem to have little or nothing to do with communication, including doctors, lab tests, waiting rooms, blood pressure, diseases, treatments and etc. Moreover, the term communication is usually associated with things like interpersonal relationships, public speaking, the Internet, and social media. However, healthcare delivery revolves around a seemingly endless process of communicating health information clearly and ensuring it is understood correctly by different audiences. It is hard and challenging for most of us (patients, family members, healthcare professionals, and leaders) doing the communication competently and successfully all the time while managing our health and illness.



As the definition expresses above, many different aspects of health and a variety of communication processes are intertwined in complex and interesting ways. Health Communication students will learn to examine many contexts of communication and perceptions of health, provider-patient relationships, everyday

relationships and physical health, communication networks and theories, intercultural communication and health beliefs, health risk messages, health campaign message design and dissemination, health information and images in the mass media, and the use of new technologies in healthcare.

A Wide Range of Methods/Skills for Health Communicators

Students majoring in Health Communication are future health communicators. They can use a wide range of methods or skills to design and establish programs to enhance effective communication between patients and healthcare providers, among healthcare providers, and to different audiences groups in public; and strengthen organizational relationships. These methods/skills include but not limited to:

- **Health literacy**—communicate health information in ways that others can understand
- **Media literacy**—deconstruct media messages to identify the sponsor's motives; compose messages attuned to the intended audience
- **Public relations**—promote the inclusion of messages about a health issue or behavior in the mass media
- **Advertising**—places public service messages in the media to increase awareness of and support for a product, service, or behavior
- **Education entertainment**—embed health-promoting messages and stories into entertainment and news programs
- **Individual and group training**—provide skills to support desirable behaviors

ABOVE: Health Communication students work on a handwashing campaign with elementary school students. Health Communication students participate in Student Scholarship Day presenting recent research.

A Variety of Health Communication Careers

Students may apply health communication skills in a variety of careers, such as:

- **Practitioners** who design effective behavior change communication strategies.
- **Public health communicators** at the state and federal agencies who design, execute, and evaluate public health communication campaigns
- **Health communicators** who provide risk communication in times of public health crises.
- **Strategic communication specialist** who work in nonprofit health agencies.
- **Communication professionals** who work in advertising, public relations, and health marketing agencies.
- **Public health leaders** who communicate with diverse audiences about public health matters
- **Patient advocates** who use a variety of advocacy skills to promote health for patient groups and influence policy.
- **Health educators** who educate the public about health related issues and help them to navigate through the healthcare system
- **Health and science journalists** who write for lay publications
- **Health communication researchers and scholars** who contribute to the advancement of health communication science.



Haiying Kong is an assistant professor who teaches in the Health Communication major.



A local store with new and used vinyl records.

VINYL RECORDS ARE NEW MEDIA

By Eric Harvey

Increasingly over the past few years, book-seeking Barnes & Noble customers and fashion-conscious shoppers at trendy clothing retailer Urban Outfitters alike are encountering interesting new stock: shelves full of brand new vinyl records.

You read that right. In format terms, the record industry is at an unprecedented point in its history. Over the past several years, the two most prominent growth markets are vinyl records, which were first introduced by Columbia Records in 1948, and the digital streaming platforms (Pandora, Apple Music, Spotify, YouTube) that are currently competing in a race for innovation.

Though vinyl sales account for a small percentage of the industry's overall profits, the numbers are staggering. According to industry reports, vinyl sales grew 223% to 13 million LPs sold over the last two years, and don't show any signs of slowing down soon.

The core conundrum is this: when digital technologies permit access to tens of millions of songs at the click of a mouse, what is driving the demand for a 12-by-12-inch petroleum-and-cardboard-based music format?

Vinyl's resurgent popularity has emerged in part as a reaction to music's broader digital turn. The industry has shifted its marketing and retail approaches from ownership—buying and collecting physical objects—to a model based on access, which marks a striking separation from 100 years of established business practice and consumer ritual. For generations, music consumers have bought and owned recordings, something that streaming music on a smartphone can't duplicate.

Vinyl records were the predominant music format from the late 1940s (when they replaced shellac, which had been used for decades, but which was in short supply in wartime) until the late 1980s. That was when, faced with a historic economic slump, the record industry introduced the compact disc, which provided two benefits. First, record labels could tout the superior sound quality of the digital format over vinyl records' surface noise. Second, labels could compel consumers to repurchase recordings they already owned on this exciting new

format, which shrunk the size of a vinyl record by half but kept its physicality.

It worked. By the late 1980s, vinyl records gave way to CDs as the dominant industry format. Because record labels marked up CDs so dramatically—the price point jumped from under \$10 to nearly \$20 in a few years—the 1990s were an era of unprecedented growth for the record business. More specifically, it was a technological bubble, which dramatically burst when music fans figured out how to 'rip' the files from CDs to mp3 format and freely circulate the compressed digital files. This was the second digital age, when music consumer fetish objects turned from recordings to iPods, and profits left the record industry for the computer industry.

Yet as the small-but-vocal contingent of 21st century vinyl aficionados grows, an interesting historical irony emerges: One of the biggest markets for new vinyl records—now called “physical media” in a digital moment—are young people, who grew up with CDs, filesharing, and YouTube. In a very real way, these music fans are adopting vinyl records as the latest “new media,” meaning not only that it's a novel, tangible format, but also one for which they have to buy new accessories, and around which they build new listening rituals.

Vinyl is far from a panacea for an ailing music industry that reacted far too late to the digital turn, but at a time when the primary alternatives are Spotify (which requires trusting the “cloud”) or CDs (which are on their way toward obsolescence as players vanish from computers and car dashes), the nearly 70-year-old format can seem as fresh as ever.

Eric Harvey is an assistant professor in the Multimedia Journalism Program.



A record player in Harvey's office.

One of the biggest markets for new vinyl records—now called “physical media” in a digital moment—are young people, who grew up with CDs, filesharing, and YouTube.



SUMMER TEACHING AND LEARNING IN ISTANBUL, TURKEY

In Summer 2015, I had the opportunity to teach American Cinema to a unique group of students in a setting that was at once exotic and familiar.

by Toni Perrine

The view from Perrine's office at
Boğaziçi University in Istanbul, Turkey.

The beautiful central campus of Boğaziçi University looks familiar to anyone who has seen a traditional American quad. The familiarity ended when I glimpsed the famous strait for which the university is named, heard the sound of the call to prayer issuing from the speakers of the local mosque and climbed the steps of ivy-covered Anderson Hall with students dressed in shorts, tee shirts, and hijab.

Boğaziçi is the Turkish name for Bosphorus and the university is located on the European side of the Bosphorus Strait in Istanbul. Founded in 1863 as Robert College, it was the first American institution of higher education established outside the U.S., and although nationalized in 1971, continues to be organized along the lines of the American educational system. The language of instruction at BU is English, and the highly rated university attracts students from all over the world.

My teaching experience at BU was noteworthy for the small class size that included both Turkish and international students,



a lively and welcoming faculty, and Boğaziçi's excellent film library and screening facilities. The seven-week term was interrupted by Ramazan Bayrami (the national holiday that ends the month of fasting) which afforded visiting faculty the opportunity to travel to other destinations in Turkey, including Ephesus and Cappadocia. Istanbul, with its complicated layers of history and culture, cannot be adequately described in this short piece but meeting students and faculty with whom to explore the city was a definite boon.

In the ways that matter most, including curiosity and motivation, my BU students were similar to GVSU's best and brightest. They are generally more respectful of professors and therefore need more prompts to enter into critical discussion of a text or topic. Their spoken English was not as fluent as I expected and I could not always be certain they understood my lectures so Power Points and films subtitled in English were essential. The students were

unfailing courteous even though I'm sure there were times when my American English confused them. They were not film majors, but every student was a cinephile, especially knowledgeable about art cinema, although they enjoyed our units on Chaplin and Disney.

Because American film is in some sense universal, I could mostly take for granted a high level of comprehension in terms of film viewing and analysis. Mostly, but not completely. For our unit on classical Hollywood cinema, I showed the Warner Bros. film *Jezebel* starring Bette Davis. Well into



In the ways that matter most, including curiosity and motivation, my BU students were similar to GVSU's best and brightest.



TOP: Film and Video Professor Toni Perrine poses with her Turkish film students. ABOVE: Professor Perrine on a field trip with several students to Hagia Sophia.

our discussion, I realized the students (all at least nominally Muslim) did not "get" the title of the film when one student asked the question, "Who's Jezebel?" assuming the name referred to a character in the story. Only one short line of dialog specifically refers to the biblical Jezebel, a name whose connotation was not part of their cultural vocabulary. I took greater care to avoid such assumptions after that experience!

Several images of Boğaziçi will always stay with me: the profusion of hydrangeas in their full range of colors, the multicolored cats lounging everywhere, including classrooms, the lights twinkling from the bridges and watercraft traversing the Bosphorus, and the multitude of steep steps I climbed to get from my dorm room to the campus and the waterfront shops below. Hopefully I will not have to rely on memory but will return to Istanbul to experience again the intoxicating alchemy of teaching and learning in another country.

Broadcasting Alumni Promoted to News Director, Morning Anchor at WOOD TV8

Broadcasting alumni Dan Boers and Casey Jones were both recently promoted at WOOD TV8. Boers, class of '98, was promoted to the News Director in March of 2015, and Jones, class of 2011, has been the co-anchor of "24 Hour News 8 Daybreak" since August of 2015.



TOP: Dan Boers (right) is news director and Casey Jones (left) is morning anchor at WOOD TV 8.

BOTTOM: Casey Jones at the anchor desk prepping for the news.

Boers interned at WOOD TV8 during his last year at Grand Valley. Then, after one year as a producer for WILX TV in Lansing, he returned to WOOD TV8 and has been there for the past 18 years. Jones also interned at WOOD TV8 while he was at GVSU. Then, he reported and anchored for the news and sports at a FOX affiliate in South Bend before he was invited back to WOOD TV8 full time, where he has worked for past three years. He worked in sports until the morning anchor opportunity came up in 2015.

Boers and Jones talked about the future of the broadcasting industry regarding the advancements in technology and the growth in social media. Boers said that social media has had a major impact on reporting the news.

"WOOD TV8 has definitely had to adapt to this new era of social media and technology," said Boers. "We used to plan for the next day, but now we

have to plan for the next minute. Even though news is reported instantly from many different sources, we still believe our credibility as a trustable news source stays strong."

Jones added that the news isn't going anywhere and there will be job opportunities in the news for years to come.

"If anything, we are more saturated with news than ever," said Jones. "People are constantly looking at their laptops and phones. I think people are more in tuned with the news than ever."

Boers and Jones shared their appreciation of Grand Valley saying that the school and professors definitely prepared them. Boers was connected with WOOD TV8 through one of his advisors and learned about technology by working with WGVU in broadcasting classes. Jones said he benefited from his professors' staying current with broadcasting trends.

"What helped me during that changing time was that my professors had recent experience in the field so they knew what was going on."

"I was at a weird point in the industry when I was in college (2006 to 2011)," said Jones. "Everything was changing; there was the online boom and the jump to social media. What helped me during that changing time was that my professors had recent experience in the field so they knew what was going on."

Boers and Jones advise current Grand Valley students to be adaptable and aggressive.

"The best thing you can do is to have internships, that is where you will make connections to help you when you graduate," said Boers. "However, when you have those internships you have to be aggressive, get involved."

"You have to absorb and adapt," said Jones. "I always wanted to be in sports but then other doors opened up and I learned that I enjoy news. If I hadn't been flexible I would never be where I am today."

“Laker Mafia” Working at Mort Crim Communications

Grand Valley Alumni Erika Bush and Megan Peterson, both Advertising and Public Relations majors, along with Calvin Schenck, Film and Video major, are referred to as the “Laker Mafia” at Mort Crim Communications in Detroit, Michigan. MCCI has repeatedly hired Grand Valley students and according to the CEO, Terry Oprea, it is not random.

“After the first couple of GVSU grads quickly proved their value, we went up their relationship chains to find more GVSU grads,” said Oprea. “We’ve had more consistently excellent performers from GVSU than any other university in Michigan, hands down.”

All three graduates knew they wanted to work at MCCI after meeting people from the company. Peterson, Communications Executive, thought the job was a great fit for her because the staff was team-oriented and the clients they worked with were very interesting. Schenck, Videographer and Editor, knew he wanted to work there after getting a look into the company’s culture. Bush, also a Communications Executive, found the opportunity “serendipitous.”

“I actually remember after interviewing that this was the job I had been waiting for all my life,” said Bush. “I would call it ‘random’ in how this opportunity came about.”

The three alumni found that Grand Valley prepared them very well for their industry. Bush talked about how being part of Grand Valley’s Student Senate strengthened her public speaking, writing, organization and problem-solving skills.

Peterson said that all her classes, along with GVSU’s PRSSA chapter and GrandPR, gave her the experience she needed to get into the agency life. Schenck appreciated all the hands-on experiences he got from Grand Valley.

“The video-related skills that I developed at GVSU--Editing, Cinematography, Lighting--all came in to play within the first week of my internship at MCCI,” said Schenck. “I believe that my classes involving hands-on production were especially critical in expanding my ability to work with a team and create a quality product.”

The staff at Mort Crim Communications looks for specific qualities when they hire people, and Grand Valley graduates seem to have what they are looking for. Oprea said that what he expects from graduates is strong work ethic, someone who is smart, aggressive, humble and who has excellent verbal and written skills.

“Many times my bosses have exclaimed how impressed they are with the Grand Valley PR and video programs,” said Peterson. “Lakers are quality candidates and MCCI’s CEO, VP of PR and COO/CFO have complimented GVSU’s programs numerous times.”

Bush said the three alumni got their name, the ‘Laker Mafia’, because Grand Valley graduates are slowly taking over the agency. Oprea also commented on the name, as he was the first one to refer to them as the ‘Laker Mafia’.

“We wound up having a continuous stream of GVSU grads in our firm,” said Oprea. “They all seemed to know each other, and they all seemed to be ‘thick as thieves’. Thus, the ‘mafia’. They also all seemed to have a similar, consistent work ethic and cultural affinity to my firm.”

TOP: Mort Crim Communications CEO Terry Oprea (center) discusses a project with Film/Video alumnus Calvin Schenck (left) and Erica Bush (right).

ABOVE: Alumna Megan Petersen came back to campus to speak to PRSSA, the Public Relations Student Society of America, about her job experience.



Film & Video Major Forms Alumni Chapter

The Film and Video Production major program has long enjoyed strong connections with its graduates. But in the summer of 2015 it formalized those relationships with the creation of a Film & Video Alumni Chapter and a reunion event celebrating its 40th year.

The May 2 reunion event attracted 170 alumni from every decade of the program's existence. The theme of the event, "Continuing the Conversation" was inspired by a documentary produced by Associate Professor Barbara Roos, about the importance of a liberal education. Roos, who retired in April, was the founding faculty member of the "Arts & Media" program, as it was originally called, and was given special recognition at the reunion.

Faculty received support received for the event from the Dean's Office, the School of Communications, the Provost Office, Alumni Relations and the Film & Video and Arts & Media Alumni Chapter.

"I enjoyed hearing the different stories from each generation of film and video alumni," said Suzanne Zack, Affiliate Professor and secretary of the alumni chapter. "There was

a commonality among each generation but at the same time each era had a unique experience."

Recent alumni were excited to connect with those who had gone on before them.

The event included updates from four decades of graduates.

Film and Video faculty Toni Perrine (left) and Kim Roberts (right) organize a game at the reunion.

"I think there is great value in providing opportunities for alumni to connect with other alumni," said DeLain Bomer, president of the newly formed chapter. "A connection across generations is beneficial for our young alumni to build relationships with those who can serve as mentors."

Finding 40 years of graduates was a challenge that took most of the year.



More than 170 alumni attended the Film and Video Production reunion.

"Watching the RSVPs come in from so many past students made the committee's work gratifying," said Professor Toni Perrine, who led the reunion committee. "We could see that we were getting a good mix of alumni from all eras, so we knew this would be a worthwhile event for everyone."

Alumni currently living as far away as Scotland, Washington, and California attended the reunion.

"I networked all night, and met people who are successful because of the program I am entering now," said Joey Parks, a current Film and Video Production student. "It legitimized the major, and highlighted the fact that we are a community of collaborators."

The goal of the new Film & Video Alumni Chapter is to provide support for alumni, and a structure for them to connect with current students and faculty. This is the first School of Communications major program to establish a chapter.



PR Alumnus Works for the Cleveland Cavaliers

Bob Wunderlich, Advertising and Public Relations alumnus, transitioned from a football player at Grand Valley to working for the Cleveland Cavaliers. Wunderlich went to GVSU for four and a half years, graduating in December of 2014. He was redshirted his freshman year, but got a lot of playing time his senior year. Unfortunately, during his senior year, Wunderlich dislocated his knee and tore almost every ligament. Wunderlich says that this injury changed his life.

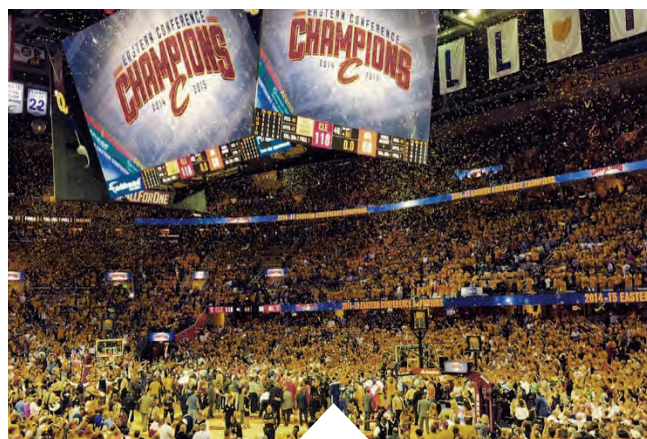
“It led to an 8 hour surgery, two months in a wheel chair, another surgery, over a year of rehab to get back to being okay,” said Wunderlich. “Four years of hard work I put into finally being able to play and I never could again. The crazy part is without that injury I wouldn’t be where I am today.”

After Wunderlich recovered, he got an internship with Quicken Loans. This is where he met Dan Gilbert, owner of Quicken Loans as well as the Cleveland Cavaliers. Working under Gilbert, Wunderlich quickly realized that he wanted to work for the Cavaliers. He first applied for a job with the Cavaliers in corporate communications, but he did not get it. Wunderlich was disappointed after not getting the job, but he didn’t give up.

“I was pretty bummed, but I was still determined to work for the Cavaliers,” said Wunderlich. “I truly didn’t look anywhere else other than the Cavs.”

Finally, Wunderlich found a job posting for a sales and marketing job and applied within hours of it being posted. After a phone interview, group interview, and another phone interview, he got the job. Now, almost ten months into his career, Wunderlich has already been promoted and is looking to move up to management in the future.

Wunderlich says that he enjoys working every day for the Cavaliers. His favorite experience so far was going to the NBA Finals. Wunderlich says that it is lucky for people in the company to get to see a game because they work 12- to 13-hour days during the season. He was also flown out to Golden State to watch Game 1 of the NBA Finals in California, which he really enjoyed.



He encourages current Grand Valley students to “dream big.”

“Go after what you want and get closer to that goal today,” said Wunderlich. “In our society we live in now, it is more about the people you know than anything else. My recommendation for every student at GV is to get in front of as many people as you can.”



Advertising and Public Relations alumnus Bob Wunderlich poses with the trophy after the Cleveland Cavaliers won the 2015 NBA Eastern Conference Championship.

Wunderlich says the things that prepared him most for the work field was his experience as a Grand Valley football player, Advertising and Public Relations Professor Tim Penning, and his internship at Quicken Loans.

“There is adversity on the football field that you have to adjust to in practice and in the games,” said Wunderlich. “Being able to overcome that adversity defines you. Professor Penning’s classes were very hard and time consuming, but his passion for his craft made you want to do well. Getting into the work place for an internship and seeing the culture that the business has and whether or not you can see yourself working there is huge.”

Consider Supporting the School of Communications

There are many ways to support Grand Valley State University. You can designate your gift specifically to the School of Communications by giving to any of the following funds. Learn more about giving to GVSU and the School of Communications at www.gvsu.edu/give



School of Communications Scholarship

The School of Communications Scholarship is designed to honor upper level School of Communications students who have demonstrated promise in their chosen field of study. Scholarship funds will be awarded on a competitive basis. The student must have declared a major in the School of Communications, be in good academic standing, and have completed a minimum of 30 credits at GVSU.

Dr. Margaret Proctor School of Communications Scholarship

The scholarship is intended to benefit School of Communications students who write in a vivid, direct and unique voice. It is designed especially with fiction-writing in mind, which includes writing for film and theater.

The Warren Reynolds Scholarship

The Warren Reynolds Scholarship is named in honor of the longtime sports director at WOOD-TV in Grand Rapids. Warren Reynolds, who died of cancer in 2000 and was a champion of charitable causes throughout the region, left a legacy of integrity in broadcast journalism. This scholarship is intended for students who exemplify these ideals and show a passion for electronic media. Preference will be given to students pursuing a career in sports broadcasting.

John J. and Marjorie E. Shepard Communications Scholarship

Established in memory of John J. and Marjorie E. Shepard, to support students in the Grand Valley State University School of Communications. It was their wish that a portion of their estate be designated for a scholarship to benefit students pursuing careers in broadcasting.

Calder Scholarship

Full Tuition for a Senior student working in the Arts (Photography, Film&Video, Theatre. Applicants are nominated by academic units. Each unit may nominate up to three candidates. Applicants should be completing their third year of study. The Scholarship provides full tuition for their senior year. The committee awards one scholarship per year.

Dirk Koning Film/Video Scholarship

Dirk Koning was the founding Director of the Community Media Center in Grand Rapids and an adjunct faculty member at GVSU. Dirk was a media visionary, a passionate ambassador for public access, who believed that the airwaves belong to the people. He was an internationally recognized media activist and champion for free speech. Dirk died unexpectedly in 2005 at the age of 48. We have named this scholarship in his honor. Scholarship moneys from this fund are awarded on a competitive basis to upper level Film and Video Production majors who have made or intend to make media that contributes to the improvement of society.



Frederick A. Chapman Endowed Memorial Public Relations Scholarship

This fund assists students in Public Relations who are committed to community service.

Friends of West Michigan Public Broadcasting Student Employee Scholarship

Two annual full tuition scholarships. Available to one TV and one Audio student, each of whom have worked at TV or radio stations WGVU/WGVK-TV or WGVU-Radio.

MCA-A Bill Rigstand Communication Scholarship

Annual \$2,000-plus Detroit-area internship.

Eastman Scholarship Program

Annual tuition and fees to Film and Video majors. (Requires going through Film/Video faculty.)

William J & Margaret G. Branstrom Fund Award for partial tuition.

For Photography and Film/Video students.

Joseph Ehrenreich Scholarship: Press Photography

5 \$1000.00 grants per year from the National Press Photographers Foundation. Students must submit a portfolio of their work demonstrating skill, versatility and potential. Financial need is also a criterion.



School of Communications by the Numbers

All data as of Fall 2015 semester

Major Program	Students	Faculty (full-time)
Advertising and Public Relations	670	8
Communication Studies	325	8
Film and Video Production	308	9
Health Communications	103	2
Multimedia Journalism	198	6
Photography	86	4
Theatre	85	4
MS in Communications	46	1
TOTAL	1821	42

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