

# The COMMUNICATOR

Purdue University

Department of Communication

Spring 2005

## Health Communication program enjoying rapid success

around the world

The reward: the 3-year-old program was recently named the eighth best in the country.

By Kathryn Bennett  
Journalism senior

The department's young Health Communication unit is adding senior faculty and conducting innovative research that is becoming front-page news



The ranking, which was determined by the National Communication Association in November, demonstrates the rapid success of a developing program and has resulted in positive publicity throughout the academic community, said Department Head Howard Sypher.

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## Tourist Traipses



By Lisa Poppe  
Journalism senior

Robert Spalding likens winemaking to cooking: It starts with a base recipe, and then tiny decisions are made along the way that alter the final product.

Such is the case with his path in life.

As the owner of Seia Wine Cellars in Seattle, Wash., Spalding has made many "life-altering" decisions along the way, starting with a master's

degree in organizational communication from Purdue in 1993.

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## Frye finds the talent that others covet

By John Kraft  
Journalism senior

Barbara Frye dragged cables around the Indianapolis Motor Speedway once she got her Purdue degree. She set up interviews with drivers. She did all the grunt work that no one else wanted to do.

And it was a good time. And a far cry from her current "corner office" position as one of the nation's top on-air talent recruiters.

Frye was where she wanted to be in the mid-'70s, working as a "behind-the-scenes" producer for Channel 13 in Indianapolis.

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By Emily Hambidge  
Journalism junior

Many students come to Purdue to make a career out of their love for animals. Most of these students, however, are studying veterinary medicine, not communication. Alumna Jen Warner found a way to combine both.



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# Department Head

## News and Updates



I don't know about you but I'm excited that spring is finally here. More light, more chances to get outside and more opportunities seem on the horizon. I think the students, faculty and staff are excited and the university seems more alive every day. This is my third year at Purdue, and I am very pleased by how things

are going. In the fall semester our graduate program was ranked in the "Top 10" U.S. programs in the areas of interpersonal, organizational and health communication. These rankings were the result of a national survey conducted by our largest communication association. We feel we will be higher ranked next time. We have successfully reduced the number of undergraduate majors and can now provide a better undergraduate experience.

Our undergraduates are doing some really great work with our faculty. We have a new video magazine production class that airs its shows on the local Insight Cable service each week, and in the fall, Scott Schroeder will team up with a political science faculty member to produce a public affairs reporting class that links up each week with C-SPAN personnel in Washington. We have hired some terrific new faculty members for the fall who we feel certain will bring exciting new dimensions to our

learning and research missions and, in my view, the department and the faculty have taken big steps to secure our position as a national leader in our field.

*The Communicator* has really hit its stride and the alumni response to this newsletter is getting stronger each semester (witness the size of this issue). At the same time we are trying to get many of you back to campus to see what is happening at Purdue and to provide our students with success stories. This spring we will host several alumni as they return to campus: Carolyn Curiel, the former U.S. ambassador to Belize; Rusty Rueff, vice president of Electronic Arts; Julian Phillips, FOX and Friends national weekend co-anchor; and Jay Fehnel, vice president of Tribune Media Service.

Big challenges remain in front of us. The state budget for higher education is still uncertain and we face strong competition nationally and internationally. However, these are exciting times at Purdue and I feel certain we are adding value to your Purdue degree. If you are back at Purdue, give us a call, drop by ... we welcome a chance to hear your stories.

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***The Communicator* is the official alumni publication of the Department of Communication at Purdue University. It is published twice yearly by students in COM252 under the supervision of adviser Jane Gibson Natt.**

### Recruiting Weekend

Graduate students and faculty worked together to make the department's second annual recruiting weekend for prospective graduate students from across the country a success on March 4-6.

CGSA hosted a poster session that featured more than 20 graduate students sharing their research interests with the prospects.

CGSA also used informal get-togethers, lunches and campus tours to answer students' questions about Purdue's program and to get to know each student individually. Faculty members held office hours so students could question them about research interests.



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To heck with the menial work; she was having a good time.

But for Frye, the job that she says taught her a lot also gave her a going-away present. While working at Channel 13, she had come in contact with Frank N. Magid Associates, a leading talent placement company for television studios around the country.

In June 1977, Frye started working for Magid and hasn't stopped since. Now, as a vice president of talent placement services in Marion, Iowa, Frye has a role far different from the cable-dragging one she had out of college.

"I'm a headhunter," she says. "That's my job here."

Frye takes people from Magid's confidential client list and finds them homes. So if WISH in Indianapolis needs someone, Frye finds the station someone. Or if a Hollywood studio is producing a pilot in Los Angeles, Frye can find the studio an actor.

Magid's talent database, which currently tracks and maintains some 30,000 on-air, production and management personnel, categorizes people by various experience levels, salary requirements, and other details. That way, when a station calls looking for a beginning reporter and can pay \$30,000, Frye can enter details into the database and quickly find a suitable applicant.

Frye credits part of her success in the

industry to the time she spent at Purdue. For her, Purdue was a place she learned how to solve a problem.

"What I liked about (Purdue) is because they didn't have a (separate) journalism program, it forced you to have a more well-rounded education," Frye said. "I think they were very good at teaching you how to solve problems.

"I think that really paid off for me."

More than anything else though, what Frye learned was how to communicate. That skill is lacking, she said, in some of the talent she sees daily.

"I see tapes of reporters all the time who can't communicate at all," Frye said. "They simply can't do it."

## New professors adjusting well to life as 'Dr.'

**By Chris Stevenson**  
**Journalism senior**

She no longer has to share an office with three other people. And her students call her "Dr. Bonewits," not "Sarah."

But the transition from a graduate student to a professor has actually been low key, said Sarah Bonewits, thanks to her time at Purdue.

Bonewits, Devika Chawla, Katerina Tsetsura and Rebecca Meisenbach are just four recent graduates who have gone from studying at Purdue to faculty positions in communication departments across the country.

Experience gained as Purdue teaching assistants has proved valuable to these new professors as they teach their own undergraduate and graduate-level courses.

"When I was at Purdue, we were able to teach a variety of classes; that helps when you are faced with several new course preps as you start at a new institution," said Bonewits, now an assistant professor in organizational communication at Marquette University.

Tsetsura has found that undergraduate students respond

differently to her now that she is a professor.

"Being a new faculty member is a great experience," said Tsetsura, an assistant professor in public relations at the University of Oklahoma.

"Students at OU are very active and very friendly -- they stop by my office, chat and hope I'll give them all the answers in the world. It rarely happens when you are a



Dr. Sarah Bonewits in her Marquette University office

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## In the Game

# Collaboration brings new understanding of the real world

By **Katie Morris**  
PR senior

Purdue Communication students dove into the real world of presentations, research and marketing when they took on the challenge of concept testing a proposed video game for Midway Games.

Chicago-based Midway Games develops and publishes interactive entertainment software, including "Mortal Kombat" and "NBA Ballers," for all major video game systems.

Department Assistant Professor Jay Wang approached Midway representatives about setting up a collaborative experience for students in his Integrated Marketing Communication class.

For six weeks during the semester, 16 students participated in all aspects of concept testing a game Midway hopes to launch in late fall 2005.

Students first had to research the video game industry, find out about possible competition, and study gamers' habits and attitudes. Then they formed four focus groups to test the company's concept for the proposed game among a college demographic of video game consumers, from hardcore gamers to occasional players.

Wang said he felt that giving the students the chance to work with a major brand would be more interesting to them than "mock" cases usually used in a classroom setting. He said that working with Midway gave students a "real" sense

of accountability.

"I kept reminding them this is a real case with real clients," Wang said. "It gives the class a full range of real-life experiences."

After completion of their concept testing, six students and Wang traveled to Midway's headquarters in December to present their findings. Wang said Midway was very pleased with the students' work.



Wang and students at Midway Games presentation

Student Erin Nelson got her first real-world encounter with a marketing department through this experience and said she has renewed enthusiasm for her career choice.

## Like Father Like Son

# Boyd's finally present together after years of 'collaboration'

By **Laura Simmons**  
Journalism junior

It was a special father-son moment when Purdue Assistant Professor Josh Boyd and his father presented a paper professionally together for the first time, at the 2004 National Communication Association convention.

The pair presented their findings on the many benefits of teaching journals for college professors. Boyd said that he is honored to have his name along with that of his father, Dr. Steve Boyd, a professor at Northern Kentucky University, on the paper.

"It was also a special kind of collaboration because, in a way, he's collaborated with me my whole life," said Josh Boyd. "He has influenced my career and my teaching so much that writing about one aspect of pedagogy was kind of a natural outgrowth of the more informal collaboration we've done for a long time."



Dr. Steve Boyd, left, and Dr. Josh Boyd at NCA

# Video magazine course gives students experience both in front and behind the scenes

By Laura Dobslaw  
Journalism senior

“Roll tape in five, four, three, two, one; cue talent.”

That talent is enrolled in a new class at Purdue that offers students the chance to gain experience in producing a video news magazine.

Communication 497V-W: Video Journalism requires students to film, produce, direct and anchor a new 30-minute show every week.

The show, “Fast Track,” includes local and national news coverage, sports and entertainment stories, as well as the



Anchors Jason Parsons and Angel Zhang await their cues on the set of “Fast Track.”

local and national weather forecast. “Fast Track” airs on Insight Communications’ Channel 5, Thursday nights at 7:30.

Instructor Patricia Rochon, a clinical assistant professor, said the class is different from other production classes because it is cross-disciplinary.

“We are working with the nursing department about health information, we provide entertainment and we cover some news,” said Rochon.

The students work to cover local stories that are relevant

to the university, while national stories are received through a feed from CNN.

This class is the first to use the CNN feed since Purdue started receiving it. Rochon said she hopes to eventually use the



Junior Amber Scott works the cameras

feed so the students can do a local slant on a national or international story. At this time, the feed is used to provide sports and national headlines and “The Hollywood Minute” segment for the show.

Because the students are producing most of the pieces for the show, they are responsible for coming up with a new piece every week.

“The class was created as a place to showcase the work that students are doing,” said Rochon. “It forces students to raise their standards for their projects because the show is broadcast to a wide audience.”

Sara Gandy, a senior in telecommunication who wants a career in TV news, said she took the class for the hands-on experience.

Gandy said the class has given her a better understanding of the components involved in a news magazine.

“I’ve learned that producing news, whether a magazine or live, is extremely stressful and requires far more planning than I thought,” she said.

Communication 497V-W gives many different students the opportunity to work together as a group to produce one show for the public.

“My favorite part of the class is definitely the group dynamic,” said Gandy. “This is a type of class that not many Purdue students get to experience.

“It’s different than just studying together for an exam. You are putting out a product for the community.”

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## Award-winning inn offers travelers an escape from real world

Warner and her husband, Dana Kisor, are the owners of First Farm Inn. Located just outside of Cincinnati, the 130-year-old farm house is home to more than a dozen animals and offers visitors an escape from the everyday chaos that life dishes out.

Warner, who comes from a farming family, always wanted her daughter, Tatiana Warner Kisor, to grow up on a farm, too. So she took her knowledge of animals and her multitude of classes in interpersonal and organizational communication and public relations and put them to practical use on a daily basis.

The inn, which opened in 1997, is set on 20 acres of land and offers plenty to do. There are many packages, such as the business travel special and girls weekend retreats, and other activities like horseback riding and skiing available.

Warner said the best part about having the inn is that she and her family are able to help people relax and enjoy country living.

“This is a haven for animals and the people who want to interact with them,” she said. “It is nice to have a chance to teach people about animals.

Sometimes it gives them a new attitude.”

For Warner, the people she meets make her job worthwhile. She said owning the inn is good for her family because they are able to learn from people from every walk of life.

Warner gets to know her guests by sitting down to breakfast with them every morning. She and her husband often sit for hours listening to the stories their visitors have to tell.

“You never know who you will meet or what you will get. Meeting people is so interesting, and when you own a bed and breakfast, the world comes to you.”

She also said she hopes that her guests get as much out of the inn as she and her family do. Warner wants them to feel relaxed and have the opportunity to renew their perspective on life.

The people who visit Warner’s inn often return, making her think she must be doing something right.



Warner and daughter on the inn steps. (Photo courtesy of Northern Kentucky Chamber of Commerce)

Warner and her husband have won numerous awards, including the Chamber of Commerce award for being one of the top 12 small businesses in northern Kentucky for the last four years.

Warner said she feels good about her inn and what she is able to do there. She added that getting up each day and not knowing what impact you might have on someone is exciting.

“When I get letters from guests and become friends with the people who stay here, I realize how lucky I am and how rewarding the inn is,” she said.

## New Hires

**Stacey Connaughton, Karen Myers and Tyler Harrison** will join the faculty in fall 2005 in the area of organizational communication.

Connaughton received her Ph.D. from the University of Texas at Austin and is currently an assistant professor at Rutgers University. Her research focuses on organizational identity.

Myers is a doctoral student finishing her dissertation at Arizona State University.

Harrison is an assistant professor at Kean University in New Jersey. His research focuses on negotiation and conflict.

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## Alum becoming ‘young superstar’ in world of Washington winemaking

“One of the things I gained from my time at Purdue was an ability to research and think through problems in making fine wines,” said Spalding.

One of Spalding’s responsibilities is to choose the right types of grapes, barrels and yeast in order to yield the finest wines for his growing business.

Although Spalding has put many hours toward his passion for wine, owning his own winery was not always the plan.



Robert Spalding in his Washington vineyards

Working as a sales consultant in 1995, Spalding met his wife, an avid fan of fine wine who sparked his own interest as well. The couple moved to Seattle five years ago, and he began work as a sales consultant for Washington Mutual. The couple began touring the multitude of winer-

ies the state had to offer on the weekends.

“Most people think that it’s just California that has all the wineries,” said Spalding. “In reality, Washington has close to 300 wineries around the state.”

Spalding said that he and his wife were so impressed with the many establishments they visited that they began to think, “Why don’t we do it ourselves?”

Thus began Seia Wine Cellars, a micro-winery established in Washington’s Columbia Valley in 2003. Spalding is preparing to release the winery’s 2003 collection of Columbia Valley Syrah and Walla Walla Valley Cabernet Sauvignon.

“Rob is producing some great Syrah, and has the vision to add additional wines to his portfolio in the future,” said Shannon Jones, proprietor of Hestia Cellars in Washington and a close friend of Spalding’s.

“He is quickly becoming one of the young superstars in the Washington wine industry,” Jones said.

Spalding’s experience with owning a winery as well as traveling to many others around Washington was the influence for his travel book, “The Essential Guide to Touring Washington Wineries,” which gives advice to aspiring wine lovers who want to follow a path similar to his own.

Jones believes that things will only get better for Spalding and his work with the wine business.

“The passion and commitment that Rob has for his winery lays the groundwork for what should be a very exciting winery to watch for years to come.”

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Both father and son were published in the *Southern Communication Journal* on separate topics 27 years apart, but this is their first joint academic paper.

“Collaborating with Josh was easy to do since we have been working together on a variety of projects since he was small,” Steve Boyd said of the speech contests he judged and the after-school jobs Josh held at the family business.

“I learned that he is a talented scholar,” Steve Boyd said of the most recent project.

Steve Boyd has kept a teaching journal for 19 years and reviews it to make improvements in teaching his classes. Josh Boyd has also started using a journal for the same reason.

According to their paper, when used effectively, a teaching journal is not just about reflection, but about reflection that leads to action, and action that creates improvement. Another benefit is that it provides motivation. Reading about past successes increases a teacher’s energy level and that helps them to look forward to teaching.

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Professor Austin Babrow said such a ranking reflects faculty competence; even though Purdue's program is in its infant stages, it is already in a dominant academic position.

"We have, in this area of health specifically, about as broad-ranging faculty in health communication as you're going to find around the country, and we have people interested across a very wide range of issues in health communication."

A new addition to the faculty coming in the fall 2005 is Dr. Susan Morgan, currently an associate professor at Rutgers University. Morgan's expertise is in the area of constructing theory-driven persuasive messages in health communication campaigns. She is currently the principal investigator on grants totaling \$4 million and has published nearly 25 articles and book chapters on research from organ donation to intercultural communication.

Sypher said Morgan is a key addition to the program, which uses an interdisciplinary approach to study communication behavior about modern health concerns.



Mohan Dutta-Bergman

"I think the unit has begun building a strong foundation for graduate student interest; I think that the unit faculty members have been active nationally and internationally in a variety of projects to build

their reputation," he said.

"It's an exciting time."

Associate Professor Marifran Mattson said Purdue's involvement in a diverse array of health initiatives and organizations differentiates it from other institutions.

"Purdue has taken a prominent role in the growing field of health communication by being active in both local and national health projects and by continuing to grow our health communication program to educate and train health communication practitioners and scholars of the future," said Mattson, who spent a sabbatical year working for the Centers for Disease Control in Atlanta.

Purdue's program boasts a strong research base that is setting trends for academic institutions across the nation. For example, Assistant Professor Mohan Dutta-Bergman's research projects examine health behavior as it relates to the media. A recent study that questioned basic assumptions about traditional health campaign methods received international attention in more than 20 media outlets.

The study found that health campaigns are more effective when applied to existing entertainment media. Health communicators typically rely on newspapers and other traditional sources rather than incorporating health messages into daily programming, said Dutta-Bergman.

"We need to look at health campaigns and expand them from the domain of thinking about them as vehicles for passing out information ... to make healthy behaviors look more sexy, more appealing," he said.

"This way, your average six-pack Joe sees the message of health in television programming embedded within entertainment programming that he sees, and not just something coming from preachy articles that in most cases he's not likely to see."

Dutta-Bergman said health communication is branching out as a discipline and more influential people are beginning to care about advocating healthy behavior. Media content is focusing on health behaviors more than before, he said, as is entertainment media and network programming, thanks to the Hollywood Coalition for Healthy Living.

Purdue researchers also study those trends unique to rural areas in Indiana. Faculty members are attempting to find more effective campaign strategies to target the often ignored rural societies.

"In Indiana, there is a tremendous need, especially in terms of trying to reach out to the rural areas," said Dutta-Bergman.

"The really sad part is that we are so focused on doing what we typically do ... we have for decades used newspapers to use health messages ... such that we really don't think about people who are underserved, we don't prioritize that."

Health communicators at Purdue are not strictly concerned with targeting health messages to the general public, however. Mattson has conducted research targeting the medical community. Her team of researchers chose to examine effective communication between gynecologists and their patients, a subject she said has been largely ignored.

As a result of her research, health communicators are assisting gynecologists by providing communication workshops, conferences and training sessions. “They (gynecologists) need to take the time to adapt to each woman’s individual coping styles, treat women with respect and maintain open communication with them during the exam,” she said.

Health Communication faculty members are involved in numerous campus programs, collaborating on research projects with members of the colleges of technology, science, nursing, and business, and in various industry collaborations.

They are integral partners in an upcoming health communication conference in Beijing, said Sypher. Purdue professors are also teaming with the CDC and leaders at Eli Lilly and Co. Sypher said he and others in the department are involved with the Regenstrief Center for Healthcare

Engineering, a joint venture that combines resources from Purdue and the Indiana University medical school, as well as other educational and corporate entities.

Researchers at the facility merge ideas and practices from industry and academia to find better ways to communicate about medical concerns.

“The goal is to improve health care, not just in Indiana, but in the entire United States – it’s very assertive,” said Sypher. “It’s something that I think Purdue offers a unique perspective on.”



Marifran Mattson

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graduate teaching assistant. I guess there is something magical about a diploma on the wall of your office that says ‘Purdue University, Doctor of Philosophy.’ ”

Bonewits’ own interaction with her faculty mentors at Purdue also has come in handy in dealing with graduate-level students outside the classroom.

“As I was talking to my first graduate advisee, I noticed that I heard myself saying many of the things that I had learned from my advisers,” she said. “I definitely picked up a great deal of my style from people I worked with in graduate school.”

Meisenbach said her advisers were especially useful her first semester as a professor.

“I got back from a crazy faculty meeting feeling confused

and exasperated,” she said. Her graduate adviser happened to call right then “and I poured it all out at her ... and she chuckled and



Dr. Rebecca Meisenbach on her first day at Concord College in West Virginia

said something like, ‘It’s funny to hear you having to deal with all of this now.’ ”

Though teaching undergraduate and graduate students and faculty service take up a lot of their time, these alumni also conduct research in their areas of interest.

“As a new faculty member, I had expected to be more independent in my research and teaching activities,” said Chawla, an assistant professor at Ohio University. “That has definitely been the case.”

“You can work on exactly the project you want to work on, for the length of time you want to work on it,” added Meisenbach. “I always ended up hurrying through projects and then moving on to the next one for the next class. I find it far easier to stick with something and turn it into something now.”

For all four new faculty members, graduate student experience at Purdue paved the way for a smooth transition to their new careers.

“I truly believe that the Department of Communication at Purdue prepared me well for my career in the academic world,” said Tsetsura. “Invaluable teaching and research experience I got there helped me to polish my teaching and research skills and to realize how much I like the university environment.”

“I think Purdue prepared me very well for the teaching and scholarly activities that I am required to conduct as faculty,” said Chawla. “I believe that the work ethic that I learned there is serving me well as a new faculty.”



Department graduate secretary **Bonnie Parker** is retiring on June 30, 2005. She came to work in the department in August 1992.



Professor **Ralph Webb** has been named the 2005 recipient of the College of Liberal Arts Educational Excellence Award. Webb, who also serves as the department's director of undergraduate studies, is in his 40th year teaching interpersonal and cross-cultural communication at Purdue.

## Publications, Grants and Honors

**Mohan Dutta-Bergman**, assistant professor, was selected to receive the 2005 Redding Award for Instructional Excellence. He also had 10 publications and three book chapters in 2004-2005, including papers in *Qualitative Health Research* and *Communication Theory*. He was also an invited presenter at the Oxford University Round Table concerning "Information Security and Privacy."

**Erina MacGeorge**, assistant professor, received a Purdue Alumni Association Faculty Incentive Grant for her work on "Cultural Influences on Advice Interactions: Comparing Chinese and Americans."

**Beverly Davenport Sypher**, professor, has an article, "Reclaiming Civil Discourse," that is one of three finalists for the 2004 Rose B. Johnson Award from the *Southern Communication Journal*.

**Robin Clair**, associate professor, was elected second vice-chair of the Division of Ethnography at NCA.

**Brant Burleson**, professor, and **Amanda Holstrom**, Ph.D. student, co-authored a paper on emotional support that has been designated a "Top Four" paper in the Interpersonal Division at the 2005 ICA convention.

**Burleson** also was listed among the 25 top-ranked active researchers in

communication studies in a report published in *Communication Quarterly* in 2004, and he was an invited guest scholar and keynote speaker at the undergraduate honors conference hosted by DePauw University, March 31-April 3, 2005.

**Eric Wignall**, Ph.D. student, was named to the program committee for the International Association of Science and Technology for Development International Conference on Education and Technology to be held July 4-6 in Calgary, Alberta, Canada.

**Glenn Sparks**, professor, reviewed "The 11 Myths of Media Violence" by W. James Potter in the *Journal of Communication*. Sparks also taught for two weeks at Addis Ababa University in Ethiopia in February.

**Charles Stewart**, professor, will be teaching a short course at the Central States Communication Association conference in Kansas City on April 8 titled "Teaching the Large Lecture Course in Persuasion." He will also be on a panel discussing the 2004 presidential campaign on April 7. He had a review essay titled "Back to Our Roots: The Library of Presidential Rhetoric," published in *Rhetoric & Public Affairs*.

**Patrice Buzzanell**, professor, and

**Meina Liu**, Ph.D. student, published "Struggling with maternity leave policies and practices: A poststructuralist feminist analysis of gendered organizing" in the *Journal of Applied Communication Research*. Buzzanell also will chair a panel on training and development implications of work-family research program at CSCA.

**Sorin Matei**, professor, had a book and six articles accepted for publication in 2004-2005, including pieces in the *Journal of Communication* and the *Journal of Broadcasting and Electronic Media*.

**Kristen Lucas** and **Erik Garrett**, Ph.D. students, were awarded year-long Purdue Research Foundation grants.

**Jennifer Thackaberry**, assistant professor, received a Dean's Research Incentive Grant to travel to Missoula, Mont., in April to collect data at the 10th anniversary Human Factors Summit sponsored by the International Association of Wildland Fire. She will also deliver a short paper examining the historic relationship between work ethics and safety rules, as part of a larger research program examining the impact of the Forest Service's historic root military metaphor on the management and practice of safety in wildland fire-fighting.

### 1969

**David Schuelke**, Ph.D., after 25 years at the University of Minnesota and early retirement, Schuelke is an adjunct professor at Bethel University in St. Paul, Minn., in organizational leadership.

### 1972

**Blanton Croft**, Ph.D., is a guest lecturer at Hagerstown Community College and will be active in the state championships for high school speech in Virginia for the 12th consecutive year.

### 1973

**Rita Dittman Zawisza**, B.A., is an assistant director for the John Purdue Club, serving as its special events and member services coordinator. Her daughter, Gwyn, is currently enrolled in the PR graduate program in the department.

### 1975

**Kenneth Paulin**, Ph.D. (M.A., 1968), recently returned from Myanmar in Southeast Asia, where he spent 11 days as a Buddhist monk.

### 1976

**Jeff Washburn**, B.A., is the author of a new book, "Tales from Indiana High School Basketball," which centers on the legends -- many of them Purdue grads -- who helped make Indiana the nation's hotbed of basketball. Now in his 35th year as a sportswriter for the *Lafayette Journal & Courier*, Washburn's book hit the shelves in October and is already in its second printing. In February, Washburn and retiring men's basketball coach Gene Keady signed a contract for a book chronicling Keady's life. It is due out in early September from Sports Publishing, LLC.

**Elizabeth Carmichael Bullard**, B.A., is an elementary school teacher for Michiana Christian Montessori. Her oldest child graduated from Purdue in 2004.

**Rodger Dean Duncan**, Ph.D., owns his own consulting practice, specializing in organizational culture, performance, executive coaching and related issues.

### 1979

**Carol Jablonski**, Ph.D. (M.A. 1975), is retiring from the University of South Florida in August in anticipation of entering the ministry full time following the completion of a master's of divinity at the Virginia Theological Seminary in May 2006.

**What our alumni are saying:**  
"I love my job and love telling everyone I went to Purdue." **Stephanie Young Ralph, 2001**

### 1981

**Bill Ennis**, B.A., just celebrated his 20th anniversary as an independent writer, producer and director with his company Media Magic. He recently produced two one-hour television shows for Fox Sports Net: the 2005 Ms. Fitness USA and the 2005 Ms. Fitness World competitions. He also wrote, produced and directed a series of student recruitment videos for Soka University in Aliso Viejo, Calif. He and wife Stephanie recently celebrated their 15th anniversary. In 2003, daughter Shaina was born, joining brother Shiloh.

**Janet Scherr**, B.A., is marketing manager for Parker Development Co. in El Dorado Hills, Calif. The firm has developed several award-winning, master-planned home communities in the Sacramento area. She is working on acquiring a MIRM designation, the top-level achievement, from the National Association of Home Builders.

### 1982

**Wendy Levi Lienhart**, B.A., lives in Clarendon Hills, Ill., with husband Parker, an advertising creative director, and children Banistre, 8, Cooper, 6, and Peyton, 5. She does public relations consulting and is a USTA league tennis player.

**Christopher Wott**, B.A., is senior producer at IMS Productions (Indianapolis Motor Speedway and the Indy Racing League). He is in his third year of working with the ABC Sports college football package, including serving as associate director of the 2005 Nokia Sugar Bowl.

**Alan Lee**, B.A., continues to anchor the morning news for FOX in Detroit. He has “two wonderful sons and a wife to match.”

### 1983

**David Goad**, B.A., is the vice president of marketing communications for Tegrity, the leading provider of instructional archiving and study systems for higher education. Tegrity products, which are based on patented technologies for synchronizing student notes with recorded lectures, have been put into use at Purdue and other leading institutions. David lives in Tracy, Calif., with his wife, Purdue alumna Carol Kelly Goad, and children Evan, 15, and Amanda, 13.

### 1984

**Kathy Ridgely Beal**, B.A., is the principal artist and president of Elysian Jewels. Her work was recently seen on the Red Carpet at the Emmys and the Toronto International Film Festival.

## C-SPAN's Lamb wins award

C-SPAN founder and department alumnus **Brian Lamb** received the 2004 AI Neuharth Free Spirit of the Year Award.

Lamb was selected for his vision and creation of C-SPAN, which consists of three cable television networks, a radio station and 10 Web sites dedicated to covering national government and events. He received the award March 23.



**Jay Fehnel**, B.A., is still with Tribune Media Services in Chicago, serving as vice president of business development. In 2004, he was appointed to the board of directors of YellowBrix Inc., a Virginia-based firm that provides custom newsfeeds to business customers.

### 1985

**George Cheney**, Ph.D., presented the 2005 Lecture in the 12

Humanities at the University of Utah. The lecture was titled “The United Consumers of America, or, is There a Citizen in the House?”

### 1987

**Patrick Mosher**, M.A., works within Accenture's Human Performance Global Service Line in organization strategy, design and deployment. He studies the change management and communication plans for large scale change in Fortune 500 companies. He also explores effective governance structures and executive sponsorship activities.

**Amy VanWay**, B.A., earned an M.A. in speech-language pathology from Ball State University. She is currently the senior speech pathologist at Easter Seals Jayne Shover Center in the Chicago area.

### 1988

**Christopher Oneal**, B.A., was named the assistant director of Douglas Young Youth and Family Services in San Diego, Calif.

### 1989

**Michelle-Marie Letendre (Ebben)**, B.A., gave birth to her second daughter, Adah, in November, shortly after the passing of her husband, Don. She has been working as an independent IT project management consultant and is currently working with UnitedHealth Group.

**Todd Hine**, B.A., is the regional human resources manager for Cash America, based in Houston, Texas. He covers most of Texas and all of Louisiana.

### 1990

**Andrew Dills**, B.A., is a network delivery business leader with EDS. He and his wife, Malisa, have one son.

**Catherine H. Tweedie**, B.A., is vice president of Robust Technology LLC in St. Louis. Robust Technology is a professional Web consulting and design company specializing in Flash Web sites and Flash e-commerce sites, Web development, 3D modeling and more. It is in its ninth year of business.

**Chuck Bergman**, B.A., lives in South Bend, Ind., with

his wife, Kris, and son Matt, 10. He is the prepress supervisor and outside sales coordinator for Markley Enterprises, which specializes in marketing and sales support products such as tradeshow displays and custom sales folders.

**Kenda M. Resler Friend**, B.A., is the corporate communications leader at Dow AgroSciences, a leading \$3.4 billion biotechnology and crop protection company headquartered in Indianapolis. She and husband Blaine have two children, Klaine, 3, and Kaden, 10 months.



**Leonard Cox**, M.A. (B.A., 1979), is working on his next documentary about murder and forgiveness. The film is scheduled to premiere in early 2006. Cox is being assisted by Associate Professor Robin Clair's son, Cory, on the project.

### 1991

**Stephen Monkewicz**, B.A., married Kelsie Konigsberger, "couldn't be happier, even if she is a Pac-10 gal." They live in northern California and he works for General Services Administration in real estate acquisition and development.

**Melissa Rothermel**, B.A., married Brian Alletto on July 24, 2004. She works as a senior HCM consultant with SAP America.

**Lara Martin O'Grady**, B.S., is a stay-at-home mom in Arlington Heights, Ill., with Matt, 6, Colette, 4 and Bridgett, 1.

### 1992

**Kyle Petrove**, B.A., gave birth to her first child, son Barrett Warhol Beckley, on July 6, 2004. She and husband Dwayne Beckley live in Grand Lake, Colo.

**Brian Dayton**, B.A., accepted a position with Oracle in 2004. His responsibilities at Oracle include product positioning and communication strategy and execution for Oracle's middleware offerings and related products.

**Shawn Smith**, B.A., is president and general manager of the New Hampshire Fisher Cats, the AA Eastern League affiliate of the Toronto Blue Jays. The Fisher Cats won the Eastern League title in 2004 and began 2005 play April 7 in a new 6,500-seat ballpark in Manchester.

### 1993

**Erin Rebecca O'Dell**, B.A., accepted a new position with Rolls-Royce Corp.

**Dale E. Gauthreaux**, Ph.D., is a senior HR consultant in leadership development at Capital One in Richmond, Va.

**Lorraine Bellanca Thacker**, B.A., and husband Chad have two daughters. Caroline Leigh was born in April 2004. Lorraine is currently a stay-at-home mother.

### 1995

**Michael DeSanto**, B.A., was promoted to vice president of marketing communications for Indianapolis-based Walker Information Inc., one of the nation's largest customer loyalty management firms. He and wife Cathy have two children, Anthony and Amelia.

**Stan A. Lindsay**, Ph.D., published "A Concise Kenneth Burke Concordance," "The Seven C's of Stress: A Burkean Approach," and "Persuasion, Proposals, and Public Speaking" in 2004. All three are available at <http://www.saypress.com>.

**Shawn Shoop**, B.A., is a partner in a new publishing company, Golf Journal Publishing, with its first magazine, *Florida Golf Journal*, debuting in July 2005. Shoop serves as vice president of business development for the publishing company.

**Monica Rohleder**, B.A., is public relations manager for Motorola's Mobile Device Business. She acts as a spokeswoman for the company, and promotes new mobile devices that are being brought to the market to technology reporters, broadcasters and consumer publications.

**Ramsey Eric Ramsey**, Ph.D., the associate dean of the Barrett Honors College at Arizona State University, just published his third book, "Leaving Us to Wonder: An Essay on the Questions Science Can't Ask," by SUNY Press.

**Suzie (Gallagher) Willard**, B.A., is the mother of a 2-1/2 year old and a 7 month old. She is volunteering as the media relations coordinator for the Fishers Freedom Festival.

### 1996

**Sara Risley**, B.A., was awarded Indianapolis Mayor Bart Peterson's Community Service Award in October 2004. Recipients of the award are honored with personalized, engraved bricks that make up the mayor's Community Service Award Plaza.

**Kelly McIntosh (Tschohl)**, B.A., welcomed her first daughter, Mia Lauren McIntosh, with husband Jim (1997).

**Kevin Vicroy**, B.A., left his job as U.S. Olympic Committee manager of interactive media to start 720MEDIA. Clients of the Colorado Springs, Colo.-based marketing firm that specializes in Web design and development include PGA tour golfers Notah Begay III and D.J. Brigman, the NFL Alumni Association and the U.S. Olympic Committee.

**Laurie Varnum Hermann**, B.A., and her husband had a baby girl on Sept. 12, 2004. Laurie is currently taking a year leave from Eli Lilly.

**Brent Richards**, B.A., married Melissa Petrosky of Northville, Mich., on July 17, 2004.

### 1997

**Brian Crane**, B.A., is a senior business analyst with Coca-Cola Enterprises in Atlanta, Ga. He and wife Elizabeth Crane welcomed their first child, Anastasia Elizabeth, on Oct. 7, 2004.

Have personal or professional news you'd like to share? Drop us an e-mail to [communicator@cla.purdue.edu](mailto:communicator@cla.purdue.edu) or fill out our online form!

### 1998

**Bryan Crable**, Ph.D., has been elected department chairman for the Communication Department at Villanova University for 2005-2008.

**Paaige K. Turner**, Ph.D., was promoted to associate professor with tenure at Saint Louis University.

### 1999

**Donn M. Koonce**, B.A., is the territory sales manager for Sagamore Insurance Commercial Division.

**Joy M. Cypher**, Ph.D. (M.A., 1994), received tenure at Rowan University in the Department of Communication Studies. She is currently serving as the chair of the Disability Issues Caucus of the National Communication Association, as well as the vice chair-elect for the

Voices of Diversity Division of the Eastern Communication Association.

**What our alumni are saying:**  
"It's a great job and I definitely thank Purdue for helping me get here." **Lauren LaLiberte**, 2002

**April Buchanan**, B.A., after receiving the Trinity TEFL Certificate at Prague Language Center in August 2004, April has been teaching private English lessons to students and professionals in Grenoble, France.

### 2000

**Andrea Bledsoe**, B.A., joined Que Publishing, a division of Pearson Technology Group in Indianapolis, as a publicist in January 2005.

**Shiv Ganesh**, Ph.D., is an associate professor and serves as director of graduate studies in the Communication Studies Department at the University of Montana. In June 2005, he will begin a position as senior lecturer at the University of Waikato in Hamilton, New Zealand.

**Krisann Krisciunas**, B.A., will marry Richard Goodwin (CEM, 2000) in May and reside in Chicago, Ill.

### 2001

**Reena Friedman**, B.A., lives in Los Angeles and currently works for "Nanny911" on Fox TV. She previously worked on such shows as "Team America," "Motormouth," and "The Jerry Springer Show."

**Michael Taylor**, B.A., is teaching eighth- and ninth-grade mathematics at an Indianapolis area school. He is married to Kathryn (Powell) Taylor, pharmacy class of 2003.

**Susan Allen Fetscher**, B.A., was married June 19, 2004, to Chad Fetscher. She is currently working in special events at the University of Southern Indiana in Evansville while working on her master's degree in public administration.

**Stephanie Young Ralph**, B.A., married fellow Purdue alum Jay Ralph and moved to Peoria, Ill., where she works as a public affairs supervisor for Caterpillar Inc.

## Native healing practices studied

**Patricia Geist Martin**, Ph.D., 1985, is on sabbatical in Costa Rica from San Diego State University this spring. She is investigating the folk or traditional medicines that Costa Ricans draw upon in their search for healing and health.

Ethnocultural practices of self-care using folk or traditional medicines such as prayers, herbal medicines, acupuncture or teas before seeking professional care are typical in every culture.



Geist Martin, husband J.C., and daughter Makenna

**Zoraida Cozier**, Ph.D., is an assistant professor at Georgia Southern University. She will be presenting a competitive paper at the Critical Management Studies Conference in England in July.

### 2002

**Rachel Binns**, B.A., became engaged to Craig Terrill (B.A., 2003) in Dec. 4, 2004. The wedding is scheduled for May 2006.

**John M Guidos**, B.A., will graduate from DePaul University College of Law in May 2005.

**A.J. Wesseler**, B.A., is relocating from Paris, Texas, to Fort Worth to continue working in Human Resources for Kimberly-Clark.

**Nicholas Keiser**, B.A., works for Moo TV, a video production company in Nashville, Tenn. He has provided video support for Alan Jackson, Wynonna Judd and Brad Paisley. He is currently Hilary Duff's tour video director.

**Katie Williams**, B.A., married Girish Narsinghani on Sept. 4. She is working as a financial planner for the National College of Business and Technology.

**Jessica E. Moore**, B.A., is an assistant account executive at DDB-San Francisco, one of the largest worldwide network ad agencies.

**Stephany Hessler**, B.A., is a marketing and public relations coordinator for Mystic Aquarium & Institute for Exploration in Mystic, Conn. In this position, she has had the chance to work with Rachel Ray and Paula Dean of the Food Network for specials filmed at the aquarium.

**Megan (Diskey) Funk**, B.A., married Michael Funk in August 2003. She is a promotions coordinator for two FMs, WXGL and WHPT, in St. Petersburg, Fla.

**Maureen Murray**, B.A., works as a sales account executive for Ellen Tracy in New York.

**Swen M. Ervin**, B.A., accepted a position as assistant director of admissions for Purdue University after two years in undergraduate admissions in the Office of International Students and Scholars.

**Lauren LaLiberte**, B.A., was scheduled to marry Jeff Mielcarz on April 23 in Atlanta. She works for Fitzgerald & Co., an advertising agency, in the account management department. Clients range from Durex to the island of Aruba.

**Jana Scherle**, B.A., graduated in May 2004 with a master's degree in communication from Saint Louis University and is currently the administrator of The Pillar Foundation in Ellisville, Mo. Pillar is a Christian resource center for homeschool families.

### 2003

**Joshua Reynolds**, B.A., teaches speech in Houston, Texas, after spending time with Teach for America as a reading and writing/English teacher.

**Heather Long Gallo**, B.A., married Robert L. Gallo on Aug. 28, 2004. She is a graphic designer for a newspaper.

**Michelle Gondek**, B.A., is working on an M.A. in public relations at Ball State University and works as a graduate assistant in the Integrated Media Lab.

**Heather Muha-Schlotman**, B.A., has been promoted to segment producer on FOX59 Morning News in Indianapolis.

**Joe Michelotti**, B.A., is the producer of the 11 p.m. news at WANE-TV in Fort Wayne.

**Vickie Aiello**, B.A., is the regional office coordinator for the American Heart Association in Fairfax, Va.



## 'Big fish' returns to 'little pond'

FOX News anchor **Julian Phillips**, B.A., 1977, returned to his alma mater in March to encourage students to find their unique gifts and fulfill their destinies.

Phillips met informally with about 25 department students before he spoke at the Krannert Executive Forum to about 100 management students. He told the students he is fortunate to be the first Emmy award winner from Purdue. Being a "big fish in a little pond" gives him the chance to do more for his school.

He also heartened many students by sharing the news that it wasn't until late in his collegiate career that he figured out what he wanted to do with his life.

"Phillips' speech was geared toward encouraging people to seek out their gifts, and I think I need to get to that level. He showed us how," said Ben Owens, a senior in telecommunication.



Assistant Professor Pat Rochon speaks with Phillips after the student meeting

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