Boudia Wins Olympic Gold

Current BLSC student wins 10-meter platform, supports fellow athletes, students

By Erin Doss, Graduate Student, Rhetoric
Lucas Peters, Sophomore, Communication/Philosophy

Purdue communication major David Boudia was the underdog going into the 10-meter platform diving finals at the 2012 Olympics. He was not expected to beat reigning world champion Qui Bo, who took the silver medal, or Britain’s Tom Daley, who won bronze.

Although no one expected Boudia -- who was at one time afraid of heights! -- to win a gold medal for United States, that is exactly what he did. In securing the 10-meter platform gold, Boudia became the first American man to win a gold medal since Greg Louganis in 1988.

Boudia began preparing for this gold medal performance as a pre-teen when he spent hours drawing out his dives, practicing them on paper over and over again until he felt comfortable enough to try them in the pool. However, his fear of heights remained a problem several years into his career.

“I’ve always been scared of the height,” Boudia told USA Today. “I didn’t get up on the 10 meter until I was 13. I was completely petrified. It had been a struggle for six years of my career. After Beijing, I said, ‘OK, this isn’t so hard. It’s only three stories up.’ Ever since then, with more practice, more peace, now it doesn’t faze me. It’s cool.”

In the Beijing Olympics in 2008, Boudia did not win any medals, but did fulfill a life-long dream to participate in the Olympics. That first Olympic experience sparked his determination to go back in 2012 and bring home a medal.

Please see “Boudia” on page 7
Meet the Brian Lamb School of 

Beginning this fall the Brian Lamb School of Communication is receiving input from its first-ever advisory board. School Head Howard Sypher said the decision to create a school-wide advisory board was made both because it is a common practice in communication, journalism, and business schools, and because it is important for the school to get advice from alumni media professionals.

“As we transition into the Brian Lamb School, we felt it was important to have the input of alumni and people in the media industry,” Sypher said. “We wanted to get their advice in terms of initiatives and suggestions about our ideas and for our strategic plan.”

Additionally, Sypher noted, the board will have a development component, as board members may be able to help the school secure funding for scholarships and other development activities.

The board is composed of both alumni and non-alumni who have worked as attorneys, media professionals, government employees, and industry leaders. Susan Swain, C-SPAN co-CEO, and Michael Schiffer, executive vice president of Weber Shandwick, serve as the board’s co-chairs.

Sypher said the school’s faculty provided input on the choice of board members and agreed on the final list.

“I’m very pleased that every single person we asked to be on the board said yes,” Sypher said. “Not a single person turned us down.”

Although there is no “magic number” of advisory board members, Sypher said, the board includes 10 members this year who have each agreed to serve a two-year term. Board members may choose to serve more than one term and new members may be added as necessary.

The board will meet once each semester to provide input. Sypher said most meetings will be at Purdue, although every three or four years the board may meet in Washington, D.C., to visit C-SPAN.

Leonard Cox

Current Position/Title: Assistant Vice President, Student & Administrative Services, Columbia University

Education: BA in Communication, Purdue University, 1979; MA in Organizational Communication, Purdue University, 1996.

Previous Experience: National Broadcasting Company (NBC) and The Michael Cohen Group, a communications consulting firm based in New York City

Reason for Joining the BLSC Advisory Board: The Brian Lamb School of Communication has an excellent reputation for educating some of the best communication minds in the country. I joined the board to support the faculty and administration as they continue that tradition of excellence.

Vision/Goals for the BLSC’s future: As a board member I plan to encourage and support ways the school can strengthen its career development and job placement component.

Interesting fact: I am an EMMY nominated documentary filmmaker.

Celeste Davis

Current Position/Title: Region V Manager for the Office of Civil Rights, U.S. Department of Health and Human Services

Education: BA in Communication, Purdue University, 1983; JD, Northern Kentucky University, 1986

Previous Experience: Senior Trial Attorney for the U.S. Equal Employment Opportunity Commission (EEOC) and Supervisory Attorney for EEOC’s Mediation Program, both in Chicago; Deputy Director for Policy, U.S. Department of Labor, Office of Federal Contract Compliance Programs in Washington, D.C. Davis is licensed to practice law in the States of Illinois and Ohio, and is also a member of the bar of the U.S. Supreme Court.

Interesting fact: Davis has actively volunteered her time in local soup kitchens and feeding programs, as well as youth mentoring programs.

Moira Gunn

Current Position/Title: Host of the public radio program Tech Nation and its regular segment Bio Tech Nation; Associate Professor at the University of San Francisco with a focus in the Business of Biotechnology program

Education: BS in Computer Science, University of San Francisco; MS in Computer Science, Purdue University; Ph.D. in Mechanical Engineering, Purdue University

Previous Experience: Gunn is internationally recognized for work in global biotechnology business and emerging global information systems. She is a former NASA scientist and engineer, as well as a long-time journalist. She is also the former director for the Information Systems program at USF.

Interesting fact: Gunn received the National Science Board’s 2011 Public Service Award to the Individual for her contribution to the public understanding of science and engineering.

Jay Fehnel

Current Position/Title: VP, Business Development

Education: B.A., Mass Communication, Purdue University; MBA, Kellogg School of Management, Northwestern University.

Previous Experience: Held roles in general management, business development and audience research at Tribune Media Services, The Walt Disney Co. and NBC.

Reason for Joining the BLSC Advisory Board: I have been a supporter of Purdue since graduation and have been an active volunteer on various boards and councils the last 10 years. I think Purdue is a great university with highly committed students, faculty and staff. I want to assist them in their work.

Vision/Goals for the BLSC’s future: I would like to see the Brian Lamb School be nationally known and respected for outstanding learning experiences and research in three or four signature areas, as determined by the faculty. We can be great in a lot of things, but I believe we need to have clear focus on a few areas in which we are world-class.

Interesting fact: I’ve attended at least one Purdue football game for 33 years in a row and I plan on keeping the streak alive as long as I am.
Communication Advisory Board

Landel Hobbs

Current Position/Title: President
LCH Enterprises LLC

Education: BBA in Accounting,
Angelo State University

Previous Experience: Senior Audit
Manager Peat Marwick, Senior Vice
President Banc One, Time Warner
(Turner Broadcasting Chief Ac-
counting Officer, Time Warner Vice
President Financial Analysis and Operations Support, Time
Warner Cable Chief Financial Officer and Chief Operating
Officer).

Reason for Joining the BLSC Advisory Board: I joined out of
respect for Brian Lamb.

Vision/Goals for the BLSC's future: Bring transparency back
to communication.

Interesting fact: I was on the board of C-SPAN with Brian
Lamb.

Susan Swain

Current Position/Title: Co-CEO, C-SPAN

Education: BA, Communications, Un-
iversity of Scranton (PA)

Previous Experience: Trustee, University of
Scranton (six years); Director, C-
SPAN Education Foundation (current);
Executive Committee and former chair,
National Press Foundation (current)

Reason for Joining the BLSC Advisory Board: On behalf of
C-SPAN I hope to be helpful in the new school's formative
years as the BLSC's many interested communities -- stu-
dents, alumni, faculty, administration, trustees, donors--
forge a common vision for its future.

Vision/Goals for the BLSC's future: The school has so many
foundational strengths in academics along with Purdue's ex-
ceptional reputation. Our collective goal should be to
leverage these strengths, along with our unique assets such as
the BLSC's relationship with the C-SPAN Archives, to
build a program that prepares students to compete in the
dynamic, rapidly evolving communications marketplace,
mindful of communications' power to shape society. Do-
ing so would be in the best tradition of the school's name-
sake, Brian Lamb, who harnessed emerging technologies
to build C-SPAN.

Interesting fact: I have the best job in communication: I
work with great people and in addition to my manage-
ment role, I still get to be on air, which continually con-
nects me with some of the country's thought leaders.

Tim McGinley

Current Position/Title: Founder and Principal of
House Investments and
House Investments Securities, Inc.

Education: BS in Chemical
Engineering, Purdue University, 1963; MBA, Harvard
Graduate School of Business Administration, 1965

Previous Experience: Active in executive positions and
as an entrepreneur in the real estate industry; Deputy
Assistant Secretary of Labor, Washington, D.C.

Reason for joining the BLSC Advisory Board: I joined the board because I have known Brian Lamb as a
fraternity brother (Phi Gamma Delta ) since college
days and my wife went to high school with him. As a
trustee of Purdue I worked hard on the naming of the
school after Brian and now want it to succeed.

Vision/Goals for the BLSC's future: My goal for the
school is for it to become a nationally recognized
school ranked in the top 10 in the nation and to have
the resources to achieve that goal.

Interesting fact: I played varsity basketball for Purdue
from 1960-1962.

Michael Schiferl

Current Position/Title: Executive Vice
President, Weber Shandwick

Education: Bachelor of Arts in com-
munication, Purdue University

Previous Experience: American College of Sports Medicine and
(former) American Dietetic Association; Daniel J. Edelman,
Inc., as vice president and deputy general manager of North
American media relations, design, interactive and produc-
tion practices.

Reason for Joining the BLSC Advisory Board: After a health
communication conference in China, and thanks to com-
munication faculty, I've become more involved with my
alma mater than I imagined. I'm a proud Purdue gradu-
ate and truly honored and privileged to serve BLSC in its
further development and growth as a leading communication
school.

Vision/Goals for the BLSC's future: The BLSC becomes more widely
recognized and valued for its innovative programs. BLSC has the
opportunity to showcase the intersection of Purdue's strength in
STEM disciplines and BLSC's unique offerings unrivaled by others.

Interesting fact: Recently Michael's work leading the counterintui-
tive crisis communication response “Thank You For Suing Us” for
the Taco Bell brand was honored with a Global Sabre Award as the
world's best public relations program.

Hugh Totten

Current Position/Title: Founding part-
er, Valorem Law Group, which repre-
sents businesses and unique individuals
in U.S. and international litigation

Education: BA in political science,
Purdue University, 1980; JD, Northwestern
Law School, 1985; Certifications in
project management strategy and
portfolio management, University of
Chicago, 2003

Previous Experience: Previously I was a partner at two dif-
ferent international law firms (Kirkland & Ellis and Perkins
Coie). Before being admitted to the bar, I worked as an
advertising manager.

Reason for Joining the BLSC Advisory Board: To become part of
an institution whose mission is to encourage social entre-
preneurialism and innovation in communication.

Vision/Goals for the BLSC's future: I would like to see BLSC
become a destination for top-flight researchers and a recog-
nized brand name when it comes to innovative communica-
tion methods and technologies.

Interesting fact: Several years ago I hiked from the North
Rim of the Grand Canyon, though the Canyon and up to the
South Rim on a 100+ degree (F) day.

John Wiemann

Current Position/Title: Vice Chan-
cellor and Professor Emeritus, University of California, Santa
Barbara

Education: BA, Loyola U., New
Orleans; MS & PhD, Purdue
University

Previous Experience: Employee Relations Specialist, IBM;
Assistant Professor, Rutgers University; Assistant, Associate,
Full Professor and Vice Chancellor, University of California,
Santa Barbara

Reason for Joining the BLSC Advisory Board: It is an honor
to be invited to be on the advisory board. Purdue was (and
is) a big part of my life and I benefitted greatly because of my
time at the university. I couldn't pass up the opportunity to
give something back as a way of saying “thank you” and to
help advance the BLSC at the beginning of its life.

Vision/Goals for the BLSC's future: BLSC is building on a
strong foundation (the Department of Communication).
I hope to help it stay connected to that foundation even
while opening new areas of communication scholarship and
practice.

Interesting fact: I am currently chair of the board of the
Santa Barbara Botanical Garden.
Seating was scarce in Loeb Playhouse Sept. 29 as students, faculty, and members of the community gathered on the campus of Purdue University to hear Brian Lamb, founder and former CEO of C-SPAN, ask Gov. Mitch Daniels about his goals for Purdue University.

Daniels was recently appointed the 12th president of Purdue University, a position which he will assume in January 2013 when his role as Indiana governor ends. His interview with Lamb was sponsored by the Brian Lamb School of Communications' Project Impact, led by Ambassador Carolyn Curiel.

One of Daniels’ goals as president is to preserve the traditions and history of the university while moving into the future.

“My central objective is going to be to steadily improve on the great value that Purdue provides,” Daniels said.

One way he hopes to accomplish this is by increasing Purdue’s academic college rank through strong faculty and affordable tuition.

Adding value is another goal Daniels has for his time as president of Purdue. One way he said he could add value is by raising money to strengthen faculty and keep the university affordable.

Daniels said money can be raised by gathering resources from a variety of places and using that money more carefully. He wants to spend whatever money is raised on Purdue faculty and students.

“Remember, those dollars came from a student’s family or taxpayers,” Daniels said.

Daniels said that as president he would like to be an advocate for Purdue by exciting friends of the university about what is going on there.

One idea Daniels is excited about is adopting the trimester system, a change proposed in the spring of 2012. Daniels said trimesters would be beneficial for students who want to finish college quickly. He also said campus buildings will get more use with a trimester system.

“I’m so proud of Purdue for this idea,” Daniels said. “We’re going to have to have a look at how to get there sooner.”

Daniels is also proud of the cultural diversity on the West Lafayette campus. When asked how he would unite campus across cultures, Daniels said that heterogeneity is a strength at Purdue. He wants to encourage students to take advantage of the culturally diverse campus.

“I see that as very much a part of strengthening education as a student here at Purdue University,” Daniels said.

Lamb asked Daniels if teaching was among the opportunities he hoped to find at Purdue.

“I hope that you’ll consider teaching a course in political science, business or communication,” Lamb said.

Daniels said that three colleges have already raised the topic of teaching with him.

“By fall semester of next year, that’s one of my goals,” Daniels said.

Lamb concluded the forum by thanking Daniels for participating and thanking the students for the questions they raised.

Purdue student Daniel Seiltz said he is looking forward to Daniels’ presidency.

“I loved how he answered all the questions,” Seiltz said. “I’m excited to have him on campus as soon as possible.”
Student-Run PR Firm Attracting Attention

By Chelsea Page
Senior, Public Relations

Boiler Com, a student run public relations firm at Purdue, is becoming such a successful organization that companies from the community are reaching out to get the students' expertise.

Boiler Com is currently working with companies in the area such as the local YMCA, Dawson's School House of Chili, and Natalie's Second Chance Shelter.

The organization started in 2008 as a committee of the Public Relations Student Society of America at Purdue and became its own organization in 2010. The current academic advisor for Boiler Com is Pam Deutsch.

Members are chosen through an application and interview process and selected based on internship experience, passion and commitment, and what they would be able to contribute to Boiler Com. There are currently 27 students ranging from freshman to seniors involved with clients.

Students are placed in groups of 4 or 5 and paired with a client in the community. They are then responsible for using the vision of the client to fulfill a variety of communication needs including fund raising, creating podcasts and designing T-shirts.

All of the students are given internship credit and expected to contribute 60 to 120 hours a semester. At the end of the semester, the groups create a portfolio and give a presentation of their work.

Heather Wick, executive director of Boiler Com, said it is important to have everyone contribute to help the clients.

“It is expected that they have ideas and come up with solutions,” Wick said.

Members are expected to interact with clients using professionalism and discretion because they treat the work they are doing as an internship or a job.

When the students aren't working with their clients, they are expected to attend bi-weekly educational meetings. During these meetings the members play games to teach them about AP style and current events.

Wick encourages the students to interact between teams to learn new skills that will help them assist clients.

The variety of clients that Boiler Com is involved with helps students decide what type of companies they would be interested in working with after graduation.

The goal of Boiler Com is to be a catalyst for members' futures.

One of the students’ favorite clients is Operation Christmas Child, an organization that puts together boxes of toys and school supplies for children at Christmas.

“We can directly see how our hard work has affected poverty stricken children,” Wick said.

The students are responsible for getting donations, finding volunteers, organizing skip-a-meals in the community, and setting up promotions.
Purdue Peace Project Works to Prevent Violence, Share Peace Building Strategies

By Kelly Vibber
Graduate Student, Public Relations

The Purdue Peace Project (PPP) is a College of Liberal Arts initiative begun in the Brian Lamb School of Communication to raise awareness, network with other peacekeeping and violence prevention organizations, and gather data to help build research.

The PPP began in January 2012 and is funded by Purdue alum Milton Lauenstein, a retired businessman and philanthropist, who graduated from Purdue in 1945 with a degree in chemical engineering. Through his generous support the PPP identifies sites where there is potential for violent conflict and attempts to work with local citizens and community leaders to come up with a solution before violence erupts.

BLSC professor and project director Stacey Connaughton said PPP’s mission is to work with local leaders and citizens to foster conditions under which they can brainstorm projects and activities to end political violence that are both practical and culturally sensitive.

“They come up with their own strategies,” Connaughton said. “We just give them resources and support.”

The group has been working in Berekum, Ghana, this year, convening a group of local leaders to talk about solutions to a local chieftaincy dispute.

“We have been there since April,” Connaughton said. “And they are already referring to themselves as the Berekum Peace Committee.”

The PPP has made three separate trips to the field site to work with the community, facilitate discussion about the issues, and gather data about the resolution of the chieftaincy dispute to determine whether this peace building approach is effective.

The PPP just completed its third data gathering trip to the field site in October. Members hope facilitation will be able to resolve the situation before the upcoming election in this area and avoid possible related violence.

In the future PPP members hope the work will expand to other countries and continents, helping to settle disputes and end violence.

Along with working in the field, PPP members are also committed to disseminating new knowledge to academic, practitioner, and citizen audiences.

Graduate student Christina Jones has been working with PPP since its inception and was joined the recent trip to Ghana to get first-hand exposure to the social and political environment.

“I was able meet many important stakeholders in the chieftaincy dispute, including chiefs themselves,” she said. “I was also able to interact with our project’s Peace Committee, and it was so rewarding to sense their enthusiasm and passion for the project and thankfulness for our help in advancing a message of peace in Berekum.”

Jones said being part of PPP has also provided her with valuable research experience and taught her to appreciate gathering data in the field.

“We interviewed stakeholders and citizens from dawn until dusk almost every day of the trip, sometimes in the homes and palaces of chiefs and other times in crowded marketplaces,” she said. “Sometimes the interviews would be one-on-one using a translator, and other times we’d be speaking to a royal family amidst an entire village of on-lookers. These are unforgettable experiences I wouldn’t have been afforded if not for PPP.”

Closer to home, the PPP attended the Indiana State Fair in August as one of three groups invited to represent the College of Liberal Arts. Connaughton, Jones, and graduate student Agaptus Aneale attended and spoke to interested citizens and alumni about the work the PPP is doing in Ghana and PPP’s mission of dialog based conflict prevention and the application of theory to practice.

The PPP also cosponsored a colloquium on peace building effectiveness in Washington, D.C., in September. At the colloquium members of 12 different organizations from around the world convened to discuss various peace building and conflict avoidance strategies.
Boudia from page 1

He began diving for Purdue in the fall of 2008 and in the three years he was a member of the dive team, he won six NCAA national titles and was named the NCAA Diver of the Year three times.

Going into the 2012 Olympics, Boudia finished second at the 2011 World Championships, a placement he considered at the time to be his greatest accomplishment.

“David had to hit every single dive at his optimal level, and he did,” Boudia’s coach, Adam Soldati, said of the World Championship performance.

The pressure to perform even better at the Olympics caused problems for Boudia early on, as he barely secured the final spot for the semifinals. In the finals, however, Boudia was back on form and scored a huge 102.6 on his final dive to seize the win.

Now Boudia is a recognizable figure throughout the country, as his image has appeared often in news broadcasts and commercials. On a personal level, Boudia is a confident individual who has a profound sense of self and a humbling idealism about others.

Boudia is impressive not only because of his athleticism, but also that he is, as Soldati put it, someone “with a tremendous amount of character.”

He was verbally appointed “most liked” in his sport at the Olympics, showing how his competitors recognized his commitment to sportsmanship and character.

Even the mainstream media portrayed Boudia as a man of integrity. In NBC’s coverage of the 10-meter platform event Boudia did not wince with excitement when Qiu Bo dove, nor did viewers see his joyful face when it was clear he had won. What they saw, however, was a man who placed the importance of sportsmanship over his victory.

Those who followed Boudia on Twitter recognized that he was probably the most supportive individual at the Olympics, both of his own teammates and of others in the Olympic community.

“It is all about the journey,” Boudia said of his Olympic experiences. “It is not about the success there, rather it is the journey that is used to help me grow as a person.”

Back home at Purdue, Boudia has taken some time off from diving to get married and live outside the spotlight. Some of his non-diving passions include working with organizations that keep youth healthy and serving as a representative for Big Brothers Big Sisters of America.

“My goals and passions are always clear: to represent the USA and win a gold medal for my country, my sport and my family,” Boudia said.

On Nov. 8 Boudia tweeted that he was finally starting his first workout since London, something his teammates and coach were giving him a hard time for.

“So I texted them this,” Boudia wrote, attaching a photo of his gold medal. And really, that was all he needed to say.

Exchange Program Teaches Cultural Lessons

Written by Lauren Jacobs
Junior, Public Relations & Advertising

A Purdue University doctoral candidate had a unique opportunity to participate in a teaching exchange this summer with the Copenhagen Business School.

Abigail King, Ph.D. candidate in organizational communication, said her teaching exchange program was the first of many planned for the future, as the program is anticipated to continue and expand.

King taught at a 10-day summer school in presentational speaking at the CBS Leadership Studio, a collaborative space for teaching and learning.

“The coolest part about it was that we were in a ‘studio’ rather than a normal classroom,” King said. “Each room had a different environment which gave the course a whole different feeling.”

King described how the walls in each room were made of all white board and that the tables were moved out. This made group work more motivating for students who were able to closely interact with one another.

“It was so exciting to teach in such a diverse work space,” King said. “Different kinds of work meant different kinds of learning, which really broke up the long days.”

Each class consisted of about 22 students. The course, which was structured much like Purdue University’s basic presentational speaking course, went from 9 a.m. to 5 p.m.

King said she did not realize at first how much culture was embedded in her daily exercises with students.

“There was one activity that I always do that deals with advertising,” she said. “Some of the international advertising pictures worked; however, some didn’t at all because they didn’t have the same cultural references.”

Through this experience, she said she truly grasped how much culture is a part of classroom teaching.

Looking back on the experience, King said she learned a lot about teaching in a different environment while in Copenhagen.

She advised other graduate students interested in the program to be ready to view their teaching in a whole new way.

“Be prepared to find out how your expectations influence your teaching,” she said.

Graduate Student News

Melissa Carrion received a $1,000 research development grant from the Organization for Research on Women and Communication. The grant will support her dissertation project, titled, “The Personal is Technical: Mothers’ Decision-Making about Vaccination.”

Kristen Hatten received a 2012 Top Four Paper Award in the Student Section of the National Communication Association for her paper titled, “Humor in politeness theory and relational framing theory frameworks.”

Tillman Russell has been selected as a member of the board of directors of INGRoup, an interdisciplinary and international organization of group researchers.

Susan Sarapin received a 2012 Top Student Paper award in the Mass Communication Division of the National Communication Association for her paper titled “Toward a causal explanation of the ‘CSI effect’: Self-efficacy as mediator between fictional crime-TV exposure and verdict certainty.”

Elizabeth Wilhoit won the 2012 College of Liberal Arts Distinguished Master’s Thesis Award.
Clair Explores Farm Life in “Best Article”

By Erin Davidson
Senior, Public Relations and Advertising
Hannah Harper
Junior, Mass Communication

Dr. Robin Clair, a professor in the Brian Lamb School of Communication at Purdue University, received the 2012 Best Article of the Year Award in the Ethnography Division from the National Communication Association (NCA) for her ethnography, “Reflexivity and Rhetorical Ethnography: From Family Farm to Orphanage and Back Again.”

Clair’s ethnography, published in Cultural Studies <= Critical Methodologies, takes a rhetorically-driven dialectical and dialogical approach. According to the Ethnography Division’s awards committee, Clair’s article included all the necessary criteria to win, as Clair backed up her research with theory to help readers understand how family members rhetorically create their identities.

In the article she details the working lives of Jim, a Midwestern farmer, and his wife, Susan, and how they construct identities through their work. The in-depth research required Clair to be attuned to the questions to ask to get the necessary information.

“The questions you ask can make a big difference in an interview,” Clair said. “It’s good to do research ahead of time so you don’t ask dumb questions.”

The process of writing the ethnography took over 20 years and involved creating and maintaining a relationship with Jim and Susan. What started out as an attempt to write an ethnography about a farm family turned into a friendship and prompted Clair to add her own experiences to her work, making it an autoethnography as well.

Clair didn’t originally plan to include her own story in the ethnography but as the research and interviews played out, she found herself thinking of her childhood. In the article she allows the reflexivity to lead to a connection between her recovered childhood memories and the ways in which the farm family maintain a sense of identity and belonging.

Clair said this story evoked more personal emotions than some of her other ethnographies. “I’ve had other interviews that brought me back to my childhood, but none so deeply as this,” Clair said.

Although her research unearths strong emotions, Clair said she does not attempt to hide them in her articles.

“I never try to hide emotion because these stories are so personal,” Clair said.

Clair has written articles about a variety of subjects, although all of her research centers on the concepts of narrative and work. Clair said she was interested in real job studies after reading Louis “Studs” Terkel’s book, “Working: People Talk About What They Do All Day and How They Feel About What They Do,” which is an exploration of what makes work meaningful for people in all walks of life. However, Clair says her research is not only about work, but also about people.

“Our social interactions are so important,” Clair said. “My research is about how people define themselves through their work.”

Clair has won numerous awards for her research, including several Top Paper Awards, Research Article of the Year Award, two Book of the Year Awards and The Golden Anniversary Award. She has also received awards for creative work and was named Fellow to the Center of Artistic Endeavors at Purdue University.
1961

Larry Samovaar recently released the eighth edition of “Communication Between Cultures” (Cengage) and is on track to release the 14th edition (a special 40th year anniversary edition) of “Intercultural Communication: A Reader” (Cengage) in 2013. Samovaar also continues to breed and race thoroughbred horses under the stable name of Academic Farms. He is hoping for “Lucky Student,” “Reason to Study,” and “Apairadocs” to go to the Derby.

1970

John Bruington has served as a pastor, senior pastor, and head of staff in various sized congregations throughout the country and has earned both a masters in divinity and doctorate in ministry. He has self-published four books for local parish work and his doctoral thesis, titled “Saving God’s Home on the Range,” was also published by McCormick in 1988. In addition to pastoral ministry, Bruington has worked as a radio DJ, a small town reporter, and a media consultant for a local museum. For the past five years he has written a column for the Havre Daily News titled “Out Our Way.”

1971

Blanton Croft celebrated his 55th wedding anniversary in June 2012, as well as his 60th high school class reunion at Crittenden County Secondary in Marion, Ky. He has been nominated as a distinguished graduate of the high school and received a 10,000-hour service award from the Meritus Medical Center in Hagerstown, Md. Croft also serves as a member of the Commission on Aging Advisory Council of Washington County, Md.

1976

Paula Dwyer of the Bloomberg News was a 2012 Pulitzer Finalist in Editorial Writing.

1977

Sallie Larsen was appointed managing director and chief human capital officer of LPL Financial LLC, the nation's largest independent broker-dealer and a wholly owned subsidiary of LPL Investment Holdings, Inc. Larsen is based in San Diego and is responsible for guiding the company’s overall human capital and talent acquisition strategies. Previously, Larsen served as chief human resources officer for the Federal Home Loan Bank.

1981

Angie Klink has authored “Kirby’s Way, How Kirby And Caroline Risk Built Their Company on Kitchen-Table Values,” published by Purdue University Press with a foreword by Brian Lamb, executive chairman of C-SPAN and namesake for Purdue’s Brian Lamb School of Communication. Klink has also authored the biography “Divided Paths, Common Ground: The Story of Mary Matthews and Lella Gaddis, Pioneering Purdue Women Who Introduced Science into the Home” and two children's books, “Purdue Pete Finds His Hammer” and “I Found U.” Her writing has been published in numerous Chicken Soup for the Soul books and she has won 44 American Advertising Federation ADDY Awards and an honorable mention in the 2007 Erma Bombeck Writing Competition.

1983

Karen (Paonessa) Cameron has started a small ad agency, www.ActionAdvertisingAgency.com, which provides marketing and advertising services and promotional products, to help small businesses grow.

1984

Marsha Jones has just released her third novel, “Pin Pals.” The story follows the wild and crazy trappings of six teammates -- Meissa, Trish, Ginger, Pat, Ann and Beth -- as they try to win their sixth consecutive league bowling title. Jones has also been named a Fellow of the Black Playwright Program established by Mood Makers Books in Rochester, NY. She was one of six fellows selected and debuted her play, “Win Win,” in August.

1985

Jacqueline S. Flanagan was recently appointed as executive director of the Presbyterian Senior Care Foundation in Pittsburgh, Penn.

1987

Melissa Lundberg was recently promoted to associate director, public relations and public education for the American Academy of Dermatology.

1990

Jill Bode spearheaded a recently published book of women’s stories called “Dear Me: Advice to Our Younger Selves” available at www.savvydames.com and Barnes and Noble online. She was also published this year in “A Common Thread: Stories of hope, generosity and impact from the American Red Cross” and Indiana 4-H Foundation’s book, “I Remember: A Collection of Indiana 4-H Stories.”

1991

Julie Ellis Pfadt is a public relations and marketing consultant working as the executive director of Lake Erie Wine Country, 23 boutique wineries on the southern shore of Lake Erie in both Pennsylvania and New York. She is also on-air talent on WYNE radio online at wyne.mercyhurst.edu weekdays from 10 a.m. to 2 p.m. as “Julie, the mid-day cruise director.”

1993

Dale Gauthreaux is now director of leadership programs in the Robinson College of Business at Georgia State University in Atlanta.

1994

Jennifer (Petriko) Meiring has been a stay-at-home mom since having her second son, but recently started working again doing direct sales for Dove Chocolate Discoveries. She is currently working on building a team of independent chocolatiers.

1997

Brett Creech joined the Purdue University staff as an educational technologist in June 2012.

1999

April Buchanan is living in Grenoble, France, where she has been for the past 8 years. She was elected head chair of Democrats Abroad Rhone-Alps last January, and she also serves as the vice president and communications director for the association France Etats-Unis Grenoble. She was recently hired as a translator and UK customer service manager for a leading European online shoe retailer.
Josh Miles of Indianapolis branding firm Miles Design is speaking at a series of events from Seattle, Wash., to Tampa, Fla., this fall to promote his new book, “Bold Brand: The New Rules for Differentiating, Branding, and Marketing Your Professional Services Firm.”

2000

Sara Jane Fetzer married Kevin Kluender on May 26, 2012, in Madison, Wisc.

Toni E. Lin recently moved back to Indianapolis with her husband and daughter to become assistant professor of Orthopaedic Surgery at Indiana University School of Medicine. She serves as a teaching physician in hand surgery and as the faculty advisor for the Community Leadership Mentoring Program. Dr. Lin has also joined Indiana University Health Physicians as a Hand and Upper Extremity Surgeon at Methodist Hospital in Indianapolis.

Nicole Visnyak took a new position as a senior project manager in the technology division of FTI Consulting in Chicago this spring. She also became engaged on the 4th of July on a pier overlooking Lake Superior in Copper Harbor, Mich.

2001

Barbara Buzbee has accepted an eCommerce merchandise manager position in the eCommerce department at Dillard's in July 2011 after working in web development as a project manager for the last three years in Little Rock, Ark. Her new focus is helping to rebuild the bridal registry application on Dillards.com. While working at Dillard's, she got engaged in June to the lead eCommerce programming analyst and will be getting married in April of 2013.

Rachel Wehrspann was recently awarded the Knight-Baghot Fellowship for Business and Economics Journalism at Columbia University in New York (class of 2013).

2002

Stephany Hessler recently received her Certification in Volunteer Administration through the Council for Certification in Volunteer Administration, the only international professional certification in the field of volunteer resources management. She was also selected to be part of the Rhode Island Foundation's Emerging Leaders Program for 2012-2013. The Nonprofit Emerging Leaders program helps prepare the next generation of nonprofit leaders in Rhode Island. The program is designed to strengthen the capacity of the nonprofit sector by providing unique learning opportunities for talented emerging leaders.

Ryan Kring has been moving through the ranks in the sign industry. Currently he serves as the sales manager for Burkhart Sign Systems, based out of South Bend, Ind., with offices in South Bend and Fort Wayne. The company specializes in unique custom sign and architectural structure design, fabrication and installation. In the last 18 months Burkhart has had two projects featured in national sign magazines.

2003

Megan Nail took a position as HR Manager with Fage Baker Daniels LLP, a top 100 law firm, in July.

A. J. Wesseler married Megan Trego on March 24, 2012, at the Dallas Arboretum in Dallas, Texas. They currently reside in Rockwall, Texas.

Lindsay A. Roberts became the associate director for distance learning at Purdue in June 2011. She is currently working with the undergraduate online courses and increasing growth in that area. She became employed with Purdue the week after graduating in August 2003 and has no plans to leave. She is married and has two children, ages 4 and 2.

2004

John Clemens is currently residing in Los Angeles and working for TBWA\Chiat\Day as account supervisor on the Nissan account. This October, he finished his 12th marathon in Chicago.

Laura (Verder) Lindberg, her husband, Mark, and daughter, Zoie, welcomed a new baby, Simon Mark, into their family on July 9.

Katerina Tsetsura has been named a Gaylord Professor of the Gaylord College of Journalism and Mass Communication at the University of Oklahoma starting in 2013. The highly competitive Gaylord Professorship recognizes significant achievements in teaching, scholarship, and creative activities and is meant to encourage and support significant research and creative projects or programs of chosen faculty over a five-year period.

2005

Meredith Cantrell has been promoted to director of marketing for Saint Luke's East Hospital in Lee's Summit, Mo., a member of Saint Luke's Health System.

Sabrina Cook was named a finalist for the 9th annual Indy's Best & Brightest award in the Sports, Media and Entertainment category. Indy's Best & Brightest honors 100 of central Indiana's most outstanding young professionals, age 40 and under, in 10 different industries.

2007

Joellen Madru Campbell was recently hired by the Las Vegas Convention and Visitors Authority as business marketing manager. In this role, she rallies the community behind the city’s No. 1 industry, tourism, and helps roll out the “red carpet” for visitors to Las Vegas.

Elizabeth Cuddy has completed a two-year service with the Peace Corps in Morocco, learning the culture and doing youth development in a small village in the south.

Min Jiang briefed U.S. Navy officials on Chinese Internet and social media in Washington, D.C., on Oct. 26. She also participated in the sixth annual CHINA Town Hall, a national day of programming designed to provide Americans across the United States and beyond the opportunity to discuss issues critical to U.S.-China relations with leading experts on Oct. 29. Dr. Jiang discussed the influence of the Internet and social media on China’s sociopolitical affairs. The same day, she also participated in a Chinese information revolution panel hosted by the Wisconsin China Initiative at the University of Wisconsin-Madison.

2008

Ryan Williams recently took a new job with the Evansville Vanderburgh School Corporation as a grant manager. He will be managing the “Mind in the Making” grant, and looks forward to this opportunity to work with the children in his local school system.

2009

Traci Gillig received a masters degree from the BLSC in 2011 and has moved from Washington D.C., where she served as a health communication specialist for the FDA, to Los Angeles, to pursue a private-sector opportunity working as a senior account executive for Edelman (on the Health team).
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Abby Troyer is now with Elanco Animal Health, a division of Eli Lilly and Company, in corporate affairs and global communications in Indianapolis. She is responsible primarily for internal communications and digital strategy.

2010

Rosemary Scott is currently working as a logistics representative at the Starbucks Corporate Office in Seattle. Before this job she interned at Weber Shandwick, Waggener Edstrom & MWW Group.

2011

Jennifer Love is employed full-time as a marketing assistant in Indianapolis at Raidious.

Joanne Norell was accepted into the Master of Professional Studies in Sports Industry Management program at Georgetown University after working for a year as a sports writer. She is supplementing her studies with a marketing internship with the Military Bowl, based in Washington, D.C.

Alda Norris was promoted to the position of evaluation specialist in the statewide office of the University of Alaska Fairbanks Cooperative Extension Service. Norris was previously a member of the communications unit, managing the website and social media for CES.

2012

Meredith Barack is currently working as a broadcast news reporter for the CBS affiliate, Northern Michigan's News Leader -- 9 and 10 News -- in Traverse City/Cadillac, Mich.

Meg Fingert had two internships over the summer in Las Vegas and then accepted a full-time position as an account coordinator and social media specialist at Purdue Marion & Associates Public Relations in Las Vegas.

Sloane Lehman has accepted a position working at Airbnb.

Kara McIver works in digital public affairs on the energy and international teams at Edelman in Washington DC. Her work is focused on the digital side of PR, including online monitoring, blogger engagement and search engine optimization.

Alum Receives Emerging Voice Award

By Lauren Harris
Senior, Public Relations and Advertising

BLSC alumnus Koula Sophianou was one of the 2012 Emerging Voice Award Recipients honored by Purdue University’s College of Liberal Arts in September. The Emerging Voice Award recognizes young CLA alumni who are achieving their career goals, serving their communities, and representing the college’s mission of shaping today’s world while imagining a better one.

Sophianou is the Consul-General of the Republic of Cyprus. She graduated with a bachelor of arts in communication in 1995 and a master of arts in Spanish in 1997, both from Purdue University.

Sophianou visited a liberal arts class during her trip to campus and explained to students that liberal arts are important because some jobs require skills from more than one major area.

“Employees want well-rounded people and liberal arts gives a portfolio,” Sophianou said.

Shortly after graduation from Purdue, Sophianou began working for the Ministry of Foreign Affairs of the Republic of Cyprus. In 2000 she was assigned to the Embassy of the Republic of Cyprus in Athens, Greece, and in 2003 she was reassigned to be Cyprus’ representative to the European Union.

Following her work at the EU, Sophianou moved to the Cyprus Question and Turkey Division until 2009 when she assumed the post of Consul-General in New York.

Sophianou said she was not worried about finding a job after she left Purdue, although she said her career has gone in a different direction since that first position.

“My first job was translating Spanish,” she said. “The world is becoming globalized and some employers want people who are well-rounded.”

With this in mind, she advised students to become globalized themselves.

“Learn a language,” she said. “It lets you learn how to respect your culture and other cultures.”

In addition to her Emerging Voice Award, Sophianou also recently received the Pansyarian Association, Inc., Women’s Issue Network’s Woman of the Year Award for her accomplishments.

Ashley Robbins, a senior in creative writing, said she was inspired by Sophianou’s message that students should not confine themselves to their major.

“It is possible to step out of your major,” Robbins said.

Robbins said she is moving toward this by taking advantage of networking opportunities.

“There aren’t many job openings for my major and networking is essential,” she said.
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- BLSC to offer online certificate in strategic communication
- The Communicator profiles new faculty members Maria Venetis and Brian Smith
- Communication alumni Karen Siciliano and Robert Heiber talk about their success since Purdue; advise current students
- BLSC works with Krannert on new combined degree program