Students Compete at Texas Intercollegiate Press Association, Bring Back 20 Awards

West Texas A&M University communication students won a record-breaking 20 awards at the annual convention of the Texas Intercollegiate Press Association held in San Antonio on April 12. Dr. Butler Cain, assistant professor of communication and The Prairie adviser, won TIPA Adviser of the Year, the first such designation for WT in more than 30 years.

In the on-site competition April 10 in San Antonio against students from about 50 colleges and universities throughout Texas, WT students won three awards. Tori Stone won an honorable mention for Magazine Design; Tori Dinkfeld won an honorable mention for Television Writing; and Alyssa Bonner won an honorable mention for PR News Release Writing.

In contests involving material published in 2013, students working on the staffs of The Prairie, Eternal Flame, KWTS and WTTV took home 20 certificates in various categories. The group earned first place awards including Keltin Wiens in Best Blog, Online Division 2; and Preston Thomas, Georgia Romig, Ernesto Arizpe, Gabriel Silvas, Edgar Fonesca and Shannon McKown for Best Recurring Podcast, Online Division 2.

In second place, students Megan Moore, Luke Ware and Cheyenne Black won for Best Breaking News Package, Division 2; Chris Brockman won for Best Interactive Graphic, Online Division 2; and Amber Moore and Reese McKillip won for Commercial, PSA, Television.

In third place, Chris Brockman won for Best Interactive Graphic, Online Division 2; Keltin Wiens and Joseph Stiles won for Sports Feature Story, Television; and Courtney Anderson won for News Feature Story, Television.

Honorable mentions included Tori Dinkfeld for Feature Story, General Magazine; George Lozano for Cover Design.
Organizations & Clubs

TIPA (cont’d)

The WTAMU Ad/PR Society is a professional student organization that represents the American Advertising Federation and Public Relations Student Society of America. Through their involvement in the club, students build their resume and portfolio by competing in the Houston Advertising Federation Student Competition each fall and the local American Advertising Awards each spring. Membership in AAF and PRSSA also opens access to scholarships, networking and internship opportunities across the country.

Ad/PR Society members meet AAF President James Datri

TIPA (cont’d)

General Magazine; Ashley Hendrick, Alex Montoya and Kati Watson, for News Story, Newspaper Division 2; Daniela Fierro and Megan Moore for Best Interactivity, Online Division 2; Koehler Wendt, Kelton Wiens and Zach Barnes for Commercial, PSA, Radio; and Brevan Pritchett, Zach Sparkman and Koehler Wendt for Sportscast, Radio. Eternal Flame won Overall Excellence for General Magazine.

Attending the TIPA convention were student media members Tyler Anderson, Cheyenne Black, BJ Brittain, Alyssa Bonner, Chanele Davis, Tori Dinkfeld, Jenna Harrison, Laci McGee, Natalia Molina, Megan Moore, Ana Quinoes, Tori Stone and Preston Thomas, along with advisers Butler Cain and Kim Bruce.

“Students are still talking about what they learned and want to accomplish working in the student and professional media after this conference,” Cain said. “We were thrilled with their enthusiasm and professionalism in competition, sessions and the awards ceremony. I feel certain their experiences will help prepare them for important roles in journalism.”

Daniela Fierro, a student Prairie staff member who was studying in Ukraine for the last nine months, presented “Ukrainian Upheaval: A Student’s View, Experience” during one of the April 10 sessions at TIPA.
The PRSSA chapter at WT (part of the Ad/PR Society), was founded in February 2013, sent three representatives to the PRSSA National Conference in Philadelphia in October 2013. Two WT PRSSA officers also represented the chapter at the spring meeting in Charleston, South Carolina.

WT’s National Broadcasting Society hosted the second Thanksgiving potluck. All communication students were invited. Each communication organization was in charge of one part of the meal. December mass communication students were honored.

Gustavo Barraza received a scholarship from the Advertising Education Foundation of Houston.

Ad/PR Society members Carlos Aguirre, Tessa Davis, Gustavo Barraza, Payton Maxfield and David DeLeon represented WT at the AAF national convention in May.

Dr. Emily Kinsky received the national Adviser of the Year award from the National Broadcasting Society at its annual convention in Burbank, California in March.

Dr. Butler Cain was awarded Adviser of the Year by CORE for his work with The Prairie. Communication professor Dr. Sarah Vartabedian served as emcee for the award program.
The speech team had an extremely successful year winning several team and individual sweepstakes awards while competing across the country. The team qualified 34 individual events to the American Forensic Association National Individual Events Tournament. At this tournament there were 94 Division I and II schools represented. Each event had between 150 to 250 previously qualified competitors. Dalinda Andrade was in the top 24 in Prose Interpretation and Air Kámál was in the top 24 in Programmed Oral Interpretation. The team as a whole tied for 20th but lost the tie breaker with Kansas State University.

The team also earned 3rd Place Sweepstakes at the Fire and Ice Tournament in Orlando, Florida. They met teams from across the nation and Canada. Placing in the following events: Prose interpretation--Chey Shifflett. 1st place; Poetry interpretation--Dalinda Andrade 5th place Shaylyn Walker 7th; Informative speaking--Heather Goheen 6th place; Dramatic interpretation--Kelsey Ansley 6th place; Kimberly Garcia 5th place; Chey Shifflett 4th place; Duo interpretation--the teams of Kelsey Ansley/Shaylyn Walker, 6th place; Gavin Lawrence/Dalinda Andrade 2nd place; Chey Shifflett/Kimberly Garcia; 3rd place; Programmed oral interpretation--Air Kámál 2nd place.

The team traveled to the Hill Country Tournament Sept. 21 and 22. The team brought home a second place sweepstakes trophy, and Chey Shifflett was named the overall individual speaker sweepstakes winner for the second year in a row. In the Debate on the Plains in Kansas Sept. 28 results included: Chey Shifflett—1st in Dramatic interpretation; Shaylyn Walker—5th in Dramatic interpretation; Dalinda Andrade/Shaylyn Walker—2nd in Duo; Air Kámál—5th in Programmed interpretation; Chey Shifflett—1st in Programmed interpretation. For Day 2 of the competition, Chey and Dalinda were in the semi-finals for prose and Chey and Kim Garcia were in the semi-finals for Duo.

The team brought home a lot of trophies from the Golden Eagle Tournament at John Brown University Tournament in Arkansas. Persuasive: Beth Thompson, 6th; Reese Contreras, 4th; ADS: Reese Contreras, 6th; POI: Dalinda Andrade, 1st; Air Kámál, 3rd; Poetry: Air Kámál, 1st; Chey Shifflett, 3rd, Bob Barker, 5th; DI: Eric Hernandez, 1st; Shaylyn Walker, 3rd; Air Kámál, 4th; Kimberly Garcia, 5th; Prose: Gavin Lawrence, 1st; Kimberly Garcia 3rd, Chey Shifflett, 4th; Shaylyn Walker, 5th; Air Kámál, 6th; Duo: Eric Hernandez and Air Kámál, 1st; Shaylyn Walker/Chey Shifflett; Gavin Lawrence/Dalinda Andrade, 2nd; 3rd; Kelsey Ansley/Shaylyn Walker, 4th; Informative: Heather Goheen, 6th, CA: Heather Goheen, 1st; Kimberly Garcia, 4th; Top Speaker: Air Kámál, 1st, Shaylyn Walker, 3rd; Heather Goheen, 5th.

The team earned four Top Speaker awards at the Kansas Tournament: Shaylyn Walker, 1st; Air Kámál, 2nd; Reese Contreras, 4th, and Heather Goheen, 5th; Prose: Chey Shifflett, 6th, Shaylyn Walker, 5th, Dalinda Andrade, 2nd; Gavin Lawrence, 1st; ADS: Reese Contreras, 2nd; Impromptu: Reese Contreras, 6th; POI: Shaylyn Walker 3rd; Eric Hernandez, 1st; Duo: Eric Hernandez/Air Kámál, 1st; Shaylyn Walker/Kelsey Ansley, 4th; Gavin Lawrence/Dalinda Andrade 3rd; Chey Shifflett/Shaylyn Walker 2nd; CA: Kimberly Garcia, 4th; Heather Goheen, 5th; DI Shaylyn Walker, 4th; Gavin Lawrence, 5th; Air Kámál, 2nd; POE: Chey Shifflett, 3rd; Persuasive: Beth Thompson, 6th; Reese Contreras, 5th; Informative: Heather Goheen, 1st.
Lambda Pi Eta Goals

1. To recognize, foster, and reward outstanding scholastic achievement
2. To stimulate interest in the field of communication
3. To promote and encourage professional development among communication majors
4. To provide an opportunity to discuss and exchange ideas in the field of communication
5. To establish and maintain closer relationships and mutual understanding between faculty and students
6. To explore options for further graduate education

Membership Requirements

1. Completion of 60 semester hours
2. A GPA of 3.0 for all courses taken
3. Be in the upper 35% of their class
4. A GPA of 3.25 in all communication courses
5. Completion of 12 semester hours in speech communication
6. A commitment to the field of speech communication
7. High standards of personal and professional character

Lambda Pi Eta Serves the Department and the Community

The name Lambda Pi Eta represents what Aristotle described in his Rhetoric as the three modes of persuasion: Logos (meaning logic), Pathos (relating to emotion), and Ethos (defined as character credibility and ethics).

LPH was initiated by the students of the Department of Communication at the University of Arkansas and was then endorsed by the faculty and founder, Dr. Stephen A. Smith in 1985. The National Communication Association established LPH as the official national communication student honorary in 1988.

In the fall of 1995, the Gamma Phi chapter of Lambda Pi Eta became a chartered student organization at West Texas A&M University. In the spring of 1997, the Gamma Phi Chapter hosted the National Honors Conference, drawing members from all over the United States.

Since 1999, the Gamma Phi Chapter has been recognized by Student Organizations for its community service projects.

During the 2013-2014 academic year, LPH has been involved in a number of projects, including hosting the UK Debaters, preparing boxes for Operation Christmas Child, assisting with the planning of Communication Week, and raising funds for Nothing but Nets (a charity that purchases anti-malaria mosquito nets for distribution in Africa).

Lambda Pi Eta members sponsored a fundraiser for Nothing but Nets.
KWTS Puts Students in Control and on the Air

KWTS 91.1 FM is a non-commercial college station on the West Texas A&M University campus. KWTS is fully operated by students. The station runs at 6,000 watts, which reaches approximately nine counties in the Texas Panhandle.

KWTS began broadcasting in 1972 with only 10 watts of power—just enough to blanket the campus. For 8 hours each day, students wrote and announced special programs in conjunction with speech and journalism classes. Programming included news, music and sports coverage. In 1982, the Federal Communications Commission ordered all educational stations to increase power. KWTS increased its power to 100 watts and began broadcasting in stereo on March 21, 1982. The upgrade allowed KWTS to be heard throughout Canyon.

On April 18, 1998, KWTS ‘The One’ 91.1 received permission to construct a transmission tower for an upgrade to 6,000 watts. Former University President Russell C. Long was the first voice heard on 91.1 in Amarillo and surrounding areas. The first 91 minutes were programmed with specific music to commemorate the history of the station and the evolution of college radio.

On September 11, 2006 at 9:11 a.m., KWTS signed on the air from the Schaeffer Studio inside the brand new Sybil B. Harrington Fine Arts Complex. This new state-of-the-art studio would be the new home for all future KWTS on-air personalities.

KWTS continues to raise the bar for college radio and continues to be the most diverse programming in the Texas Panhandle with special shows featuring sports, talk, jazz, country and Christian music.

The One has been successful in competing on a national level, raising awareness of the power of the Mass Communication Program at West Texas A&M University.

KWTS staff members honor the memory of those lost in the 9/11 tragedy.

KWTS students host a tailgating party before a WT football game.
WTVV is the campus’ closed-circuit television channel. It promotes all organizations on campus and airs programs from News One and KWTS, as well as re-broadcasting home WT football games.

Live Crew has seven paid students and a number of volunteers who run the video board at football games and live web stream of games on gobuffsgo.com. Many of the Live Crew members have gone on to prestigious jobs and internships in sports broadcasting including ESPN and The Houston Astros.
The Prairie

The Prairie is the student-run newspaper of West Texas A&M University. Since its birth in 1919, The Prairie has covered news and events of not only the WT community, but the Canyon community as well.

The Prairie has come a long way in the past few years. It has grown from a small organization of only five or six students in 2011 to a blossoming and busy newsroom with more than 20 student volunteer and staff reporters, photographers and designers. Today, The Prairie is the primary source of news and current events of the WTAMU campus.

At The Prairie, students have the opportunity to work in a professional newsroom. They get to know what it feels like to work against a deadline and to have their stories, photos and designs published for the entire community to see. Students also get to experience the adrenaline rush that often comes with breaking news stories and get to experience, first hand, the power of the press.

As news and events happen, The Prairie is right there to cover them. Recently, a surprise campus evacuation was issued and The Prairie reporters were at the scene talking to police officers. As the Buffs football team made its way to play in Cowboys Stadium, The Prairie reporters gained special access to the players and coaches on and off the field. When celebrity guests and lecturers visit the campus, The Prairie is invited for special access and interviews.

The Prairie is a great way for students to build their communication acumen as well as their critical thinking and creative skills. At the end of their careers at The Prairie, students leave the newsroom equipped with tools and abilities that will benefit them in every aspect of life, no matter what they choose to do.
In its first year of new direction under Prof. Dustin Hahn, students produced eight newscasts rotating positions as reporters, anchors, producers, directors, photographers and more. Additionally, students joined with universities around the world to produce the first ever Global News Relay where WTAMU students contributed 2 hours of original news content.

Students from MCOM 3335 Television Anchoring and Reporting comprise the entirety of the production. In addition to collaborating to make these broadcasts happen, students learn and hone their communication skills via writing, delivery and production work prior to going live. Students experienced what it is like to produce a live newscast on a weekly basis and benefited from the constructive criticism of local news media professionals. They also toured local facilities.

After persevering through what can be a difficult semester, many students have made plans to continue their pursuit of a career in news media via internships and entry-level positions.
Eternal Flame serves as the University’s student magazine. It’s entirely written, produced, edited and organized by students. The book converted to a magazine in the fall and entered the Texas Intercollegiate Press Association competition. Together the staff earned a General Excellence honorable mention among all student magazines in Texas. They also picked up eight additional awards for writing and design.

The spring issue debuted April 28. Sales of the $3 magazine doubled from the first issue. Some of this year’s content can be found online at www.wtamu.edu/eternalflame.

Events

FindYourVoice

WTAMUCommWeek2014

February 17-21

Featuring Guest Lecturer

Kirk Scarbrough

External Director of Communication for Teach for America

Tuesday, February 18

7:00 P.M.

JBK Legacy Hall

Pre-student reception

with Kirk Scarbrough

6:00 - 7:00 p.m.

in NCW, CON, PBC, NBS, MKRS

West Texas A&M University

#EternalFlame

#SocialMedia

#FindYourVoice

#WTAMUCommWeek2014

#Contest

#AWARDS

#AdPRA

#PublicRelations

#Advertising

#NBS

#Character

#SocialMedia

#K/operators

#CreativeOnline

#NewsOne

#RoadTrip

#PRSSA
#Findyourvoice was the theme of the 2014 Communication Week. Events included The Voice Game Show featuring four faculty members and eight students; an alumni table talk event; a Sing for Your Lunch event; presentation by alumni Kirk Scarborough; and a hotly contested Project Runway.

Committee members were Tori Stone, Broadcast Journalism, Tyler Anderson, Broadcast Journalism, Abbey Coufal, Ad/PR, Alex Montoya, Ad/PR, Bri Leeper, Broadcasting, Electronic Media, Connor Woods, Broadcasting, Electronic Media, Kellinda Chandler, Communication Studies, Dalinda Andrade, Communication Studies, Julia Greif, Communication Master’s Program, Dr. Sarah Vartabedian, Assistant Professor, Communication Studies, Prof. Randy Ray, Director of Broadcast Engineering, Jesse Melson, FAH Graphic Designer and Event, Coordinator, and Dr. Trudy Hanson, Department Head.

Alumnus Kirk Scarborough spoke about Teach For America during his Comm Week keynote speech.

Project Runway has become a student favorite at each year’s Communication Week. Teams of students dress up each faculty member as a character, and the faculty compete against each other for the coveted crystal pumpkin.

For the Voice Game Show, faculty tried to recognize the voice of the student and the song lyrics being read.
West Texas A&M University’s Mass Communication program hosted a night of live music entertainment for the seventh annual One Sessions show this spring. The One Sessions is an acoustic music show that is produced by WTAMU Mass Communication students every semester in the AT&T High Definition Studio. The show is simultaneously multi-track recorded in WT’s state-of-the-art recording studio.

The show is produced solely by WT student volunteers and shot entirely in HD. Crew positions include set design, lighting design, camera crew and audio crew.

In fall 2012, One Sessions hosted Natalie Schlabs & Friends, which earned a Bronze Telly award, among other recognition, and later aired on a local TV station. With nearly 11,000 entries from all 50 states and numerous countries, the Bronze Telly was truly an honor.

In the spring of 2013, students produced the show with guest artist Zac Wilkerson. This show went on to win an unprecedented 13 Telly awards plus a number of other awards from various organizations including the three grand prizes from the National Broadcasting Society.

The fall 2013 show featured the band Deep Diver of Amarillo. The Pop/Rock band consists of three members who are all brothers.

The spring 2014 show welcomed Amarillo’s own Johnny Reverb. Both of these shows are still in postproduction and will be entered for competitions this fall.

Nataziah Gipson operates the dolly cam.

Christen Jackson prepares for the show, allowing the cameras to complete a white balance.
The One Sessions crew practices before the show begins.

The One Sessions crew and Johnny Reverb and his band gather for a photo after the show.
Hear! Hear! The British Debaters

British debaters Neshay Aqueel and Charlie Morris competed against WT Communication students Orrin Sharp and Eric Hernandez.

West Texas A&M University's Department of Communication hosted the United Kingdom National Debate Team for a parliamentary style debate October 15 in the Fine Arts Recital Hall, located in the Sybil B. Harrington Fine Arts Complex. Representing the United Kingdom were Neshay Aqueel, who was the best speaker at the English Speaking Union's (ESU) Pakistan National Public Speaking competition in 2009, and Charlie Morris, who recently graduated with a first class degree in History and Politics from the University of Sheffield.

WTAMU Forensics Team members were partnered with Aqueel and Morris. Orrin Sharp, a senior Communication Studies major from Amarillo, and Eric Hernandez, a junior general studies major from Midland, represented WT. The teams debated the resolution: Resolved, this House believes that hip hop should clean up its act.

The audience played an important part during this parliamentary style debate, by shouting out “Hear, Hear” when they agreed with the speaker and shouting “For Shame!” when they disagreed. At the conclusion of the debate, there was a division of the house, meaning that the audience got to choose which side they felt won the debate.

The British debate team's United States tour was coordinated by the Committee on International Discussion and Debate of the National Communication Association. Each year colleges and universities in the United States have the opportunity to submit a bid to host the UK National Debate Team. WTAMU is one of four Texas universities that were selected as part of the tour for 2013-2014.

Brianna Moore, president of Lambda Pi Eta, National Communication Honor Society, served as the moderator for the debate. The debate was free and open to the public.
Traveling through Tales, the 2014 Panhandle Storytelling Guild’s annual festival, took place May 2, featuring professional teller Laura Simms and included two storytelling concerts for area school children, an afternoon workshop and an evening concert.

Jackie Sorenson Llewellyn, a member of the guild, explained, “The theme was really important to us, and we put a lot of thought into it. We wanted to highlight the ability that narrative possesses to transport the audience to where the story takes place, even when that place may be completely fictitious.”

Laura Simms, the featured teller, has travelled the globe, collecting stories and honing her craft. An award-winning performer and writer, Simms is a Research Fellow for the International Peace institute at Rutgers University Newark, a published author as well as a member of the Therapeutic Arts Alliance in Manhattan.

This event was sponsored by the WTAMU Guest Artist Series and the Department of Communication.
Inaugural Communication Hall of Fame Banquet Inducts Four Members, Includes Speech from Shipman

Four WTAMU Communication graduates were honored as inaugural inductees into the Communication Hall of Fame on Sept. 20, 2013, in the Alumni Banquet Hall: Matt Adams, executive vice president of Customer Solutions at Insala; Andy Justus, news anchor for NBC affiliate KAMR in Amarillo; Russell Lowery-Hart, vice president of Academic Affairs at Amarillo College, and Faculty Emeritus Guy P. Yates. Each received an award and spoke briefly sharing favorite experiences from WT.

Claire Shipman, Senior National ABC News Correspondent and bestselling author of *Womenomics* served as the featured keynote speaker.

Shipman spoke on “How Women are Changing the World, from Politics to the Workplace” for the event. Prior to the event, Shipman also met one-on-one with students during a reception. Shipman’s visit to WTAMU was made possible by the Department of Communication and the student newspaper, *The Prairie*.

Senior National ABC News Correspondent Claire Shipman served as the keynote speaker.
Community Service

Buffalo Advertising traveled to Dalhart two times during the spring semester. For the first visit, WT students coordinated learning activities for the high school students educating them about the opportunities in the fields of advertising and public relations. On the second visit, they presented their NSAC campaign.

The Communication Freshman Seminar sponsored a Water Walk on Oct. 17 on the Pedestrian Mall. For a $10.00 donation, participants had the opportunity to walk the distance around campus that is comparable to the distance people in many countries have to walk to gain access to water. All proceeds went to Doc Hendley's Wine to Water organization.

Lambda Pi Eta participated in the Operation Christmas Child program.
Work-A-Thon—The Department of Communication was represented by the Ad/PR Society, KWTS and NBS at WT’s Work-a-Thon. The KWTS/NBS group was sent to Southeast Park to pick up trash. Forty-six students (the second highest number for an organization) were there. Seph Stiles rallied the group to take one more sweep of the baseball field.

KWTS staff members regularly clean up the highway.

KWTS staff and NBS members built a shack for Shack-a-Thon in the spring.

NBS President JR Alvarado pulled a plastic chair out of the pond at Work-a-Thon.
Community Service

The Storytelling and Puppetry class performed for children at the Cole Community Center.

Ad/PR Society helped with the annual PASO fundraiser.

KWTS and NBS helped with Canyon's Trunk or Treat event on the Square.
Ad/PR Society sponsored its annual Can Tree for the Pantry to collect food for the High Plains Food Bank.

NBS members served hamburgers at a ‘50s event at North Heights School.

NBS volunteered at Family Support Services’ annual Mardi Gras fundraiser.
WT Leadership Serves the Community

The WT Leadership class is an opportunity for selected students to learn about servant leadership and put that knowledge into practice through service to the Amarillo and Canyon communities.

WT students facilitate small groups of Teen Leadership Amarillo Canyon students. Students meet with area leaders working with profit and nonprofit organizations. These student leaders also donate time helping with Snack Pak 4 Kids, Boys Ranch, City Church and Faith City Ministries.

Brittany Castillo leads a discussion after a team-building exercise with Leadership Amarillo Canyon and Teen Leadership Amarillo Canyon.

Connor Woods leads an ice-breaker activity.

Alex Montoya facilitates comments after a cultural walk with leaders from Teen Leadership Amarillo Canyon and Leadership Amarillo Canyon.

WT Leadership members on the opening day with Leadership Amarillo Canyon Director Lisa Blake.
Graduate Student Poster Presentation

Students in the Introduction to Graduate Studies presented their ideas for research at a poster session held in the FAC foyer. The session provided new graduate students an opportunity to share their research and ideas with other students and professors. Students are encouraged to participate in local, regional, and national conferences throughout their MA studies.

Media History Poster Presentation

Dr. Butler Cain’s Media History students created poster presentations that were displayed in the library for their final project.

WT Student Research Conference

COMM and MCOM students presented their work at WTAMU’s Student Research Conference: Payton Maxfield, Lauren Shelton, David DeLeon, Gustavo Barazza, Carlos Aguirre, Bri Leeper, Kait Bradford, Cailey Crist, Ryan Weaver, Julia Greif, Alyssa Palser, Jennifer Harker, Brittany Castillo and Miles Blakenship. Graduate students Jennifer Harker (1st place) and Alyssa Palser (2nd place) won awards for their papers.
Competitions & Awards

Houston Advertising Student Competition

- First Place Team, Maghan Rodecap

10th District National Student Advertising Competition

- Buffalo Advertising
  - Best Media Plan
  - 3rd Place Trophy

Buffalo Advertising celebrates turning in the NSAC competition book in the spring.

Buffalo Advertising tours Mary Kay.
ADDY Award Recipients

- Carlos Aguirre, Gold ADDY, Elements of Advertising: Illustration
- Carlos Aguirre, Gold ADDY, Illustrator: Consumer
- Carlos Aguirre, Gold ADDY, Integrated Campaign: Consumer
- Carlos Aguirre, Silver ADDY, Consumer or Trade Publication Campaign
- Carlos Aguirre, Silver ADDY, Non-Traditional Campaign
- Carlos Aguirre, Silver ADDY, Poster, campaign
- David Gisch, Gold ADDY, Copywriting
- David Gisch, Special Judges Awards, Excellence in Copywriting
- Marisa Holiwell, Silver ADDY, Packaging
- Tessa Johnson, Silver ADDY, Photography
- Brent Klein, Gold ADDY, Cinematography
- Brent Klein, Special Judges Award, Mastery in Visual & Technical Effects
- Wilson Lemieux, Silver ADDY, Television
- Amber Moore & Reece McKillip, Gold ADDY, Television
- Amber Moore & Reece McKillip, Special Judges Award, Excellence in Engagement, Music & Editing
- Matt Villegas, Gold ADDY, Radio
- Matt Villegas, Special Judges Award, Best of Show

The Buffalo Advertising team receives a check from the Amarillo American Advertising Federation chapter to help with travel expenses.

Carlos Aguirre struggles to hold all of his ADDYs.

Telly Awards

One Sessions garnered 12 Telly Awards in spring 2014.
Student Wins Award to Study in China

Alex Montoya, a senior Mass Communication major at West Texas A&M University from Los Angeles, received the prestigious Benjamin A. Gilman International Scholarship, sponsored by the U.S. Department of State. The scholarship opened the door for Montoya to participate in an international internship program during the summer 2014 academic term with a $3000 stipend.

Montoya is studying and working in Shanghai for Ringier, a multinational integrated media company founded in 1833. Ringier, which has its headquarters in Zurich, includes interests in print, radio, broadcast, web and mobile media. This is a perfect placement for Montoya with his double emphasis in Advertising/Public Relations and Electronic Media. Montoya serves as a business editorial intern.

In addition to his work for Ringier, Montoya was selected as a Gilman Global Experience Blogger (Gilman Global Blog) and was also asked to blog about his experiences for Globalinksabroad.org.

South Central Regional NBS Awards

National Broadcasting Society members traveled to Austin for their regional conference and awards ceremony. They returned with 14 awards:
- Keltin Wiens, Zach Barnes & Koehler Wendt – 1st place – Audio Sports Program
- Koehler Wendt, Brevan Pritchett & Zach Sparkman – 1st Place – Audio Sports Package
- Lance Wells – 1st Place – Audio Station Imaging Package
- Viridiana Diaz & The One Sessions Crew – 1st Place – Video Magazine Entertainment Program; 1st place – Video Studio or Live Performance; 2nd place – Video Studio or Live Performance
- Koehler Wendt, Zach Barnes & Keltin Weins – 2nd place – Audio Promo
- Koehler Wendt & Mike Campbell Jr. – 3rd place – Audio Sports Package
- Garrett Eggleston & Katy Spruiell – 3rd Place – Video Open Category (Short)
- WTTV Live Crew – Honorable Mention – Video Open Category (Long)
- Katie White, Nataziah Gipson & Jacob Marquez – Honorable Mention – Audio PSA
- Hope LaFreniere, Nataziah Gipson & WTTV Live Crew – Honorable Mention – Video Open Category (Long)
- Jessica Walters – Honorable Mention – Video Open Category (Short)
- Keltin Weins & Seph Stiles – Honorable Mention – Video Sports Package
WT’s National Broadcasting Society traveled to Hollywood for the NBS annual convention March 11-16, which included the 51st Annual National Undergraduate Student Electronic Media Competition.

The WTAMU NBS chapter was named as a Model Chapter of the Year and earned honorable mention for its community service.

Lance Wells, a December graduate from Borger, and the One Sessions crew won in the category of audio studio or live performance segment with “Let Me Love You” by Zac Wilkerson.

The One Sessions crew led by Viri Diaz, a recent graduate from Amarillo, won the grand prizes for video music/entertainment program (One Sessions with Zac Wilkerson) and for video studio or live performance segment for “4 Lane Highway” by Zac Wilkerson.

Keltin Wiens, recent graduate from Johnson, Kansas, and Cale Bloskas, junior from Anton, won top honors for audio sports play-by-play programming with their calls on the WT game against Angelo State.

Randy Ray, director of broadcast engineering and lecturer in the Department of Communication, and Broadcast Engineer Johnny Story won first place in the educational/promotional category of professional production.

Teresa Herrera, a junior from Dumas, was selected as national Rookie of the Year.

Katie White, a senior from San Antonio, won an honorable mention for Student Member of the Year. White and Wiens were inducted into the AERho honor society, which requires a 3.25 or higher GPA.

Dr. Emily Kinsky, assistant professor in the Department of Communication, was named national Adviser of the Year.

The WT NBS chapter brought home a number of awards from the national convention.
Other News

McNair Scholars

MCOM Electronic Media major Bri Leeper and Communication Studies Corporate Communication major Myles Smith were selected as McNair Scholars. Randy Ray is serving as Bri’s faculty mentor and Trudy Hanson is serving as Myles’ faculty mentor.

HEAF Funds provided new promotional tools for the department.

FAH Advisory Board

The Department of Communication hosted a spring FAH Board meeting complete with a quiz show arranged by Professor Randy Ray.

Doc Hendley, author of Wine to Water, spoke at convocation and signed books for faculty afterward.

Freshman Convocation

The Department of Communication outplayed the College of Business and the Department of Agriculture to bring home the first place trophy for CORE’s Professors’ Bowl.

Faculty visited Dr. Hanson’s freshman seminar class to introduce themselves.
Google Glass Arrives at WT

Google Glass was purchased by West Texas A&M University’s Division of Information Technology for use in the Department of Communication. Last spring’s New Media class discussed Google Glass, but this spring, students got to try it out for themselves. Having firsthand experience with this new technology will be something these WT students can share in job interviews.

From sign translations to golf distance analysis, the capabilities of Google Glass are hot topics in technology. You can take pictures and video hands free and use apps that can be seen on a tiny screen above the eye.

It is currently in an Explorer program and, until recently, could only be purchased by invitation. Dr. Emily Kinsky, assistant professor in WT’s Mass Communication program, received an invitation Dec. 1, and the Glass arrived Dec. 10.

A card in the box read: “You are a pioneer, a founder and an architect of what’s possible. You are a Glass Explorer. We have an exciting journey ahead of us, and what happens next starts with you.”

In addition to using Google Glass in the spring semester and May intersession, Dr. Kinsky used Google Glass to record some of the December 2013 graduation. The recessional can be seen here: http://www.youtube.com/watch?v=J0KbgjPCdx4&feature=youtu.be

Stories appeared in the Canyon News and Amarillo Globe News as well as local TV and radio.
New Faculty

Professor Dustin Hahn

Dustin Hahn joined the Department of Communication in January 2014. He received his B.A. in Electronic Media Production from Harding University in 2009. After starting his own media production company shooting video and photography for small businesses, commercials, PSAs, weddings, family events, and more, he went on to pursue his Ph.D. in Mass Communication from Texas Tech University.

He completed his M.A. in Mass Communication in 2012. He has now completed his coursework and final qualifying exams for his doctorate. He anticipates finishing his dissertation and Ph.D. in 2014. Mr. Hahn has authored or co-authored multiple peer-reviewed journal articles in addition to several national and regional conference presentations.

On a personal note, Hahn hails from a small town in Illinois, has a wife and son, has enjoyed traveling to and experiencing cultures spanning four continents and over a dozen countries, and enjoys training for endurance events (cycling, triathlons, etc.) in his spare time.

Dr. Noah Franken

Noah Franken has taught classes on public speaking, gender communication, and communication-focused writing. He has received numerous letters of commendation for teaching public speaking and has also served as the graduate adviser of iCOM, which is an organization for Communication majors at the University of Missouri.

He received a B.A. in English from Marquette University in 2002 and an M.A. in Interpersonal Communication from the University of Wisconsin-Stevens Point in 2010. In addition, he recently completed his Ph.D. in Communication at the University of Missouri. His dissertation on how communication shapes and constrains identity for members of Alcoholics Anonymous was successfully defended in July.

As a teacher, he focuses on interactive styles of instruction that utilize technology and classroom activities to bring lessons to life. He believes that classroom objectives should always be clear and transparent and that each class session should be unique and varied. Not only does this help keep students engaged, it also taps into different learning styles in the classroom. In this way, his aim is to challenge students in different ways and empower them to seek out knowledge and understanding.
Graduate Communication Program

The WTAMU graduate communication program is 36 hours, with a thesis and non-thesis route. We can help students tailor their program to their career goals.

Our main areas of focus are corporate communication, mass communication, and performance, with the ability to provide classes in other areas through electives and independent studies.

See what we are all about at wtamu.edu/commgrad. No matter your field, communication matters! Email Dr. Enyonam Osei-Hwere at eosei-hwere@wtamu.edu, director of graduate studies, at or call 806-651-2411 for more information.

Study Abroad Opportunity: #WTAsia2015

Students have the chance to travel to three South Korean cities next May and practice their travel writing skills. The approximate cost of the trip is $3400, and the first payment will be due Nov. 1. See Professor Kim Bruce (kbruce@wtamu.edu) or Dr. Butler Cain (bcain@wtamu.edu) for more information.

Global News Relay

WT communication students participated in the first Global News Relay, which had 10 universities from eight countries link up to produce 12 hours of broadcast news on March 27. Starting from the University of Salford’s MediaCityUK studio at 09:00 (GMT), Quays News passed the baton on to universities from countries including Malaysia, India, Dubai, Jakarta, Norway, Australia, and the USA.

Elite 89

Mass Communication - Electronic Media student Bri Leeper was awarded the NCAA Elite 89 award at the NCAA Division II Outdoor Championship in May.
Renovations have been undertaken in the Mac lab (FAC 266), FAC 260 and FAC 176. In FAC 176, the white board has been moved to the east wall, with wiring work being installed for the projection screen as the work continues to change the classroom orientation.

Upstairs in FAC 266, a hallway has been created to Dr. Osei-Hwere’s office, while FAC 260 has been expanded in size.

All of the renovation projects should be complete in July.

Faculty Awards

Three professors received awards from the Department of Communication this spring. Randy Ray was awarded for his service, Dr. Kris Drumheller received an award for her research, and Dr. Sarah Vardebedian earned an award for her teaching.

Academic Summit

Dr. Emily Kinsky attended the invitation-only Edelman Academic Summit June 25-27 in Chicago hosted by Edelman, the largest public relations agency in the world. Dr. Kinsky joined 75 professors from nine countries for the 3-day conference. Attendees listened to 45 speakers in 23 sessions on the topic of “Storytelling @ the Speed of Now.”
Dr. Kris Drumheller was honored at the Social Justice Leadership Conference sponsored by the WTAMU Diversity Committee. The Social Justice Leadership Award was given to Dr. Drumheller in recognition of her commitment to educate, support, and celebrate all members of the WT Community.

The Department of Communication received notification in May from the American Communication Association Executive Director Phil Auter that the ACA board approved the site visit team’s recommendation to reaffirm the accreditation of both undergraduate programs and the master’s program.

The accreditation process included an intense self study, a visit by the site visit team, as well as a follow-up report about any recommendations the site visit team makes.

The fifteen criteria on which the department’s programs were evaluated included governance, curriculum, instruction, faculty, facilities and equipment, library, faculty scholarship and research, public service, alumni, faculty evaluation (including tenure and promotion), mentoring, due process, student organizations, budget, and student advising. Full accreditation has been awarded through March 2020.

The site visit team included Dr. Phil Auter, University of Louisiana, Lafayette; Dr. Jim Parker, Austin Peay State University; Vernon Humphrey, Columbia State University.

Faculty Research

Summary Statistics for 2013-2014:

- 15 peer-reviewed publications
- 5 book chapters
- 10 conference proceedings
- 34 peer-reviewed paper presentations
- 6 non-peer-reviewed presentations
- 5 non-peer-reviewed publications
- 28 creative activities, community workshops
- Revision of the COMM 1315 customized text and workbook

Because the site visit occurred during Communication Week activities, the team members served as judges for the Project Runway competition.
Guest Speakers

The Department of Communication hosted a number of guest speakers in classes and club meetings. Professionals from advertising, broadcasting, public relations, publishing and other communication-related careers donated their time to share insights with the WT students.

Speakers included several alumni, such as Tyler Sweeney, who spoke to both the Ad/PR Society and the New Media class about his work in social media at advertising agency RPA in Santa Monica, California. Alumna Cassy Rivera spoke to NBS about her work in television production in LA. Alumnus Danny Gross spoke to NBS about his work at Microsoft. Alumnus Nathan Curtis demonstrated new 4K cameras used in his job at Trinity Fellowship. Local news anchor and alumna Jackie Kingston spoke to the Ad/PR Society twice on her career in news and on portrayals of women in advertising. Alumnus Trey Roach explained his job maintaining the WT website.

Other speakers included author Craig Lancaster discussing the shift to digital publishing, PR professional Irene Williams covering the use of Pinterest and Twitter for business, TV producer Claudia Hoeve sharing her insights from working in reality television, and Bakespace founder Babette Pepaj describing her experiences in television, her foray into a web-based business, and the use of Google Hangouts for creating your own broadcasts.
Thanks to the efforts of Dr. Butler Cain, our department hosted German journalist André Schünke in March. Schünke works in Hamburg as a news editor and news anchor with NDR2, which is a mainstream radio program, belonging to North German Radio Broadcast. NDR2 has about 3 million listeners per day. He writes and speaks the news during the morning show and hosts news magazines and special broadcasts. He also works for a TV news show covering news from Germany and worldwide.

Sarah Jones, from the University of Salford, reveals her purse full of reporting tools to the New Media class.
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Contact WTAMU Department of Communication for tickets at 806.651.2798 or by emailing thanson@wtamu.edu

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