



College of Fine, Performing and Communication Arts

Communication News

Love at first site

Online dating study earns major grant

Now more than ever, people use technology to help them make decisions — which restaurants to visit, which stores to shop, which brands to buy, which route to take to work. In 2015, the online referral business is booming, and companies such as Yelp and Angie's List have created an industry based on people's desire to do due diligence before making daily social or economic commitments. So it comes as no surprise that more and more people are turning to technology to help them make romantic decisions as well.

Stephanie Tong, assistant professor of communication studies at Wayne State, has been studying the relationship between dating and computer-mediated communication for more than a year. In September, she received a three-year grant totaling \$851,462 to continue her research. The grant is from the National Science Foundation's Interdisciplinary Behavioral and Social Sciences Division and is the largest in the communication department's history.

Tong has had a long-running interest in online communication and relationships and says she wants to know how the relational landscape in American society is being affected by the rise of online dating. Finding out what the social implications are, Tong says, is an important issue

that remains to be addressed.

"Online dating is the second-most popular way for single Americans to meet a romantic partner, behind being introduced to someone by a friend or family," she says. "We're interested in looking at how new online dating technology affects the ways people initiate relationships and the ways they make decisions, when they decide whom to date, and whether or not to pursue the relationship."

Tong is collaborating on her interdisciplinary study with Richard Slatcher and Jeff Hancock, the co-investigators on the grant. Slatcher is an associate professor of psychology at Wayne State, and Hancock is a professor in the Department of Communication at Stanford University.

Tong's eight-student research team at Wayne State conducts its experiments in the Online Interaction Lab in Manoogian Hall, analyzing data from various surveys and eye-tracking exercises. Tong says these types of research methods allow her team to see how participants react to the system-generated cues of dating websites and whether they trust the website's recommendations. "There are lots of different features of online dating websites that come from algorithmic selection or curation," she says. "Where do people focus their attention? Do they focus it more on machine-generated



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information, or do they focus it on human-generated information, such as profiles?"

Preliminary results have been somewhat surprising.

"I've been surprised at how much people trust technology for something that is usually thought of as very serendipitous and a 'just happens' kind of thing," Tong says. "When it comes to romantic encounters, we're finding people do trust these sites and algorithms a lot to help facilitate that process."

Though much of her study is centered on compatibility algorithms, Tong says her team is less focused on the mathematical workings of these systems and more on people's perceptions of them.

"We're not trying to reverse-engineer eHarmony or anything," she says. "What we're really interested in is people's attitudes and opinions of algorithms, and how that affects the decisions they make. Whether or not the algorithm is actually successful is irrelevant for us."

Tong and her team are studying whether there are particular circumstances in which people are more or less inclined to trust technology in their search for love, or types of people who are more or less inclined to do so, but she says it's still too early to tout any results.

Studying the effects of online

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All the right moves

Momentum. It's one of those things you can pinpoint best in retrospect, but this last year has been one of broad-ranging accomplishment for both students and faculty.

The faculty have had a spectacular year in grant funding. Not only did Assistant Professor Stephanie Tong land the largest grant in the college's history, but Assistant Professors Kelly Jakes and Michael Fuhlhage landed sizable internal awards as well. Assistant Professor Elizabeth Stoycheff snagged internal funds to purchase 10 iPads for reporting students. Of course, the trick with grants is not just landing them but also doing the work; that impact will be seen over the next two years.

Then, there's the momentum of the public relations program. In November, the Wayne State



Lee Wilkins: "This last year has been one of broad-ranging accomplishment for both students and faculty."

undergraduate program became officially certified by the national Public Relations Society of America. Certification is an external validation that the program is among the elite — not just in the state, where only one other program carries this distinction, but in the nation. Add to that another first: Wayne State's chapter of the Public Relations Student Society of America in cooperation with the PRSSA chapter at Michigan State University will sponsor the regional PRSSA conference to be held here in March. Plus, a podcast of this year's Ofield Dukes Diversity Summit, "Busting Bias," can be downloaded for free from the Department of Communication's new website.

Finally, there's momentum in academic leadership. Here at NCA, Associate Professor Kat Maguire and Assistant Professor

Kelly Jakes have moved into the leadership of their respective divisions. Assistant Professor Jim Cherney serves on the Legislative Assembly. Assistant Professor Stine Eckert is now vice chair of the Feminist Studies Division of the International Communication Association, while Assistant Professor Michael Fuhlhage now holds a three-year term as research chair for the American Journalism Historians Association.

The forensics program had the best year — Associate Professor Kelly Young believes — in its history. Lambda Pi Eta has more than 50 student members. Time to graduation continues to decline, and the department awarded more scholarships in the past year than ever before. Living in Detroit is once again cool.

Momentum.

— Lee Wilkins

ONLINE DATING STUDY | CONTINUED

dating on how single Americans choose romantic partners is important, Tong says, because now there is enough history and data associated with the technology to ascertain whether people view it as a viable long-term way to meet people.

"The stigma is fading. I think it's becoming a pretty standard practice, especially with young adults," she says. "These 'new' technologies are not that new anymore, and that's another good reason to study it. If so many people are using these sites and this is truly one way that

"It's convenient. That's one of the biggest advantages of online dating."

people turn to in order to get together, is that going to change the relational landscape over time?"

Memberships in online dating sites have surged since Match.com launched in 1995, with at least one in 10 American adults now saying they've used a dating site or app, according to the Pew Research Center. Tong says she attributes this swell in popularity to today's mobile-friendly society. "It's convenient. That's one of the biggest advantages of online dating," she says. "You get to widen your social

networks. You get access to a larger dating pool. I think a lot of people see the benefits of it."

Tong and her research team have presented their pilot data to the International Communication Association, the National Communication Association, and the Central States Communication Association. Once the study is completed, Tong plans to pursue other media outlets.

Students interested in participating in the study may email online.dating.at.wayne@gmail.com. Tong says the study is slated for completion in 2018. •

PR program receives national accreditation

Wayne State's undergraduate public relations program was awarded the Certification in Education for Public Relations in July from the national governing board of the Public Relations Society of America. Wayne State's public relations program is one of only two in Michigan to achieve this prestigious status and is the only one in metropolitan Detroit to hold the credential.

"This significant endorsement by the Public Relations Society of America places Wayne State in the ranks of the most rigorous academic programs in the world," said Bob Pritchard, a PRSA site reviewer and University of Oklahoma PR faculty member. "Congratulations to the faculty, staff, students and alumni of Wayne State on this achievement."

"This is a milestone for one of our most successful professional programs," said Matthew Seeger, dean of the College of Fine,

Performing and Communication Arts. "The PR community throughout Michigan has long recognized the strength of the program. With this accreditation, the program moves into the ranks of the elite."

In February, a two-member site review team visited campus and issued a preliminary report, citing the Wayne State program as a model that should be emulated nationally. The evaluators specifically pointed to the existence of a public relations learning community and the annual Ofield Dukes Diversity Summit. The team also noted that the student body makeup is diverse in race, gender, current occupation and rural-to-urban backgrounds.

"Diversity is part of our definition of excellence in public relations," said Lee Wilkins, chair of the Department of Communication. "It was the program's diversity plus the dedication of the faculty and the strong connection

Wayne selected for PRSSA conference

The Wayne State and Michigan State chapters of the Public Relations Student Society of America have been selected by PRSSA National to co-host a Regional Conference this spring in Detroit. The conference, "The Tale of Our City: Storytelling's Role in Detroit's Revitalization," will take place on Wayne State's campus in March.

to Detroit's professional community that ensured this national recognition."

Four core faculty members, supplemented by the communication department's journalism and communication studies faculty, provide instruction for the department's 130 majors.

PRSA's Educational Affairs Committee also strongly supported the Wayne State faculty's retention strategy, leading the committee to suggest in its report that the number of new public relations professionals coming out of this quality program should increase in the coming years.

"Heartfelt thanks go out to all of the professionals in the public relations community who support our students in so many ways," said Shelly Najor, PR area coordinator. "We also thank our alumni who continue to give back and PR faculty members at other institutions who sing our praises." •

Major grant will fund journalism project

Danielle Karmanos, a 2001 graduate and former member of the Board of Governors, has donated \$100,000 to establish a program aimed at developing student-driven public issues journalism.

The Danielle Karmanos Public Issues Journalism Project will fund student work such as documentary films, investigative series, human interest stories and community-based news websites.

"Wayne State is grateful to Danielle Karmanos for providing students with opportunities to

create professional and impactful journalistic work," said Matthew Seeger, dean of the College of Fine, Performing and Communication Arts.

Faculty members will choose projects from a range of ideas suggested by students.

"Public issues journalism is vital in an urban community," said Jack Lessenberry, area head for journalism. "It represents the interests, concerns and perspectives of our diverse population and allows students to find their voice while advocating for their



Danielle Karmanos:
"I am pleased to support this important initiative."

community. We thank Danielle Karmanos for supporting this important work."

Karmanos and her husband, Peter, have previously funded scholarships, programs and research across the university.

"I am pleased to support this important initiative," Karmanos said. "Wayne State's journalism program prepares students to be hardworking professionals with a deep commitment to improving our community through truthful communication. I am proud that I can help further this work." •

3 honored for outstanding achievement

When the university honored outstanding alumni at Homecoming on Oct. 10, three Department of Communication graduates were in the lineup. Distinguished Alumni Awards went to Ed Christian, who earned a B.A. in mass communication in 1973, and Nancy Kaufman, who earned a master's in speech communications in 1979. Katherine Cockrel, who earned a B.A. in public relations and political science in 2007, received the Recent Alumni Award.

Distinguished Alumni Awards are presented to alumni for one or more of the following: outstanding service to the university over a period of years, personal accomplishments that enhance the prestige of Wayne State, distinguished service or accomplishment in any field, or singular contributions to the development of the cultural or spiritual life of any community.

The Recent Alumni Award goes to a graduate who has received an undergraduate degree or certificate in the past 10 years. The recipient must demonstrate outstanding professional achievement as well as community contributions or service to the university.

Ed Christian, Distinguished Alumni Award

A Detroit native, Ed Christian has held a variety of communications-based positions since he began his career in radio in 1958 at age 14. Now serving as chairman, president and CEO of Saga Communications Inc. in Grosse Pointe Farms, Christian got his start running control boards,



Ed Christian has been called one of the most influential radio executives in the U.S.

reporting the news and selling radio time.

In 1974, shortly after receiving his B.A. in mass communication, he was appointed vice president and general manager at Detroit radio station WNIC AM/FM, where he was charged with nursing the ailing station back to health. Within three months, WNIC was again showing a profit, and soon after became one of the area's most influential stations because of its innovative programming strategies.

Christian founded Saga Communications in 1986, and the company initially purchased eight radio stations. It now holds 91 radio stations, three state networks, two farm radio networks and eight television stations in 26 markets across the U.S.

"If you have compelling radio that serves your community, if you have great people, if you treat advertisers with respect, then profits will follow," Christian said.

The Christian family has a long

history of involvement with Wayne State, providing gifts of support to the university. Christian is a charter society member of the Anthony Wayne Society. He has also acted as a frequent advisor to the College of Fine, Performing and Communication Arts and has hosted regional alumni events.

Christian was honored with the National Association of Broadcasters National Radio Award in 2009 for his service as a national leader for radio and for his passion for public service. In 2012, he received the Michigan Association of Broadcasters Lifetime Achievement Award.

The broadcast publication *Radio Ink* has called Christian one of the most influential radio executives in the U.S. Saga has regularly been included in the highly selective Forbes list of the 200 best small companies in America.

Christian also holds positions on many civic and professional boards. He is a board member of St. John Hospital (Detroit); board member and chairman, Radio Music License Committee; board member, National Association of Broadcasters; board member, Broadcasters' Foundation; board member, Vision Alliance (Detroit); and board member, Historic Trinity Inc. (Detroit).

Nancy Kaufman, Distinguished Alumni Award

Nancy Kaufman has dedicated herself to helping children who have speech, language, motor sensory or social development needs. The owner and director of the Kaufman Children's Center for



Nancy Kaufman has devoted her career to helping children with speech and language development issues.

Speech, Language, Sensory-Motor, and Social Connections Inc., Kaufman developed a specialized treatment approach to help those children become effective vocal communicators.

Families from around the world travel to the Kaufman Children's Center in West Bloomfield Township to participate in its specialized therapy programs. In addition, the Kaufman Speech to Language Protocol (K-SLP) has been adopted by specialists for helping children with autism spectrum disorders.

Kaufman has developed a number of materials, including a DVD set, to support therapists who use her protocols. She also lectures both nationally and internationally on childhood apraxia of speech and other speech-sound disorders in children.

Kaufman serves on the professional advisory board of the Childhood Apraxia of Speech

Association of North America, and on the board of visitors of Wayne States Merrill Palmer Skillman Institute for Child and Family Development. She is the speech-language pathologist consultant for the Parish School and Carruth Center in Houston and the Suburban Speech Center in Short Hills, New Jersey.

Kaufman received the 2011 Michigan Speech-Language-Hearing Association Distinguished Service Award. The Kaufman Children's Center has received the Michigan Speech-Language-Hearing Association Clinical Service Award and *Corp!* magazine's "Best of Michigan Business" award.

Katherine Cockrel, Recent Alumni Award

Last summer Katherine Cockrel was named an associate vice president in the Detroit office of Finn Partners, providing public and community relations counsel for the firm's local and national clients.

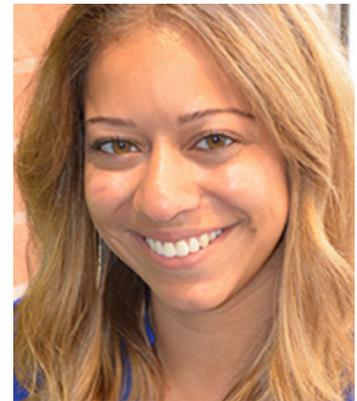
A Detroit native, Cockrel brings a good deal of agency experience to Finn Partners. Over the course of a four-year tenure at Ignition Media Group, she helped build the agency's PR practice from the ground up, taking its client roster from two to more than 10.

She also has held positions at Duffey + Petrosky in Farmington Hills, Fleishman-Hillard International Communications in Chicago, Fingerprint Communications in New York and Franco Public Relations Group in Detroit.

Cockrel is the volunteer PR director for the Detroit-based voter awareness initiative Vote



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Katherine Cockrel, who received the Recent Alumni Award, was named a "20 in Their 20s" winner by *Crain's Detroit Business*.

Detroit and is a member of the Detroit Riverfront Conservancy's active professionals committee, Riviere 28. She serves on the advisory board of Detroit Soup, a micro-granting dinner that funds creative projects.

In June 2015, Cockrel was recognized as a *Crain's Detroit Business* "20 in Their 20s" winner.

"Katy's experience in community relations, events activation, and national, state and local media relations fills an important part of our growing needs," said Dan Pooley, managing partner for Finn Partners, in a July press release announcing her appointment. "Katy's connection and commitment to Detroit and Michigan matches our commitment and investment in this market and the culture of our Detroit office." •

Communication at the highest levels

Karinda Washington, who earned a master's degree from Wayne State in communication and is now with the U.S. Department of Homeland Security, returned to campus this fall for a guest lecture on organizational communication.

An external affairs specialist in the Private Sector Office, Washington manages the DHS Loaned Executive Program and serves as a liaison to private-sector offices regarding public-private partnerships.

Washington established the Loaned Executive Program in 2011 as a best practice, advising leadership throughout the inter-agency on how to implement it. Through the LEP, subject-matter



Karinda Washington is an external affairs specialist for Homeland Security.

experts from the private sector serve on temporary rotations or sabbaticals to the DHS.

In addition, Washington led an effort to establish a Loaned Professor Program for the academic community using the Intergovernmental Personnel Act Mobility Program. She also is developing a program that will allow federal employees to be detailed to private-sector organizations for training.

Prior to joining DHS, Washington served 10 years and held multiple positions for Michigan Legal Services in Detroit. The organization provides free legal assistance to deserving families facing mortgage and property tax foreclosure. During her tenure,

Washington provided public relations guidance to the Property Tax Foreclosure Prevention Project, meeting with local public officials and attracting financial support to keep more than 10,000 families in their homes.

Washington earned a bachelor's degree in English at Eastern Michigan University. Her master's from Wayne State was in communication: public relations and organizational communication.

She currently serves as a communications strategist for a charter school in Memphis, Tennessee, and for Restore Northeast Detroit, a grass-roots organization dedicated to rebuilding Detroit's east side, where Washington grew up. •

AP promotes Moore to Wisconsin post

Graduates of Wayne State's Department of Communication have long been well represented in Detroit media. Thanks to another alumnus, the department's reach is now extending across Lake Michigan into Wisconsin.

Greg Moore, who graduated in 2006, has been named supervisory correspondent in AP's Milwaukee bureau, where he will be responsible for handling stories that cover a full range of topics relevant to the region.

"Greg has shown himself to be a strong newsman, with a keen eye for what makes a good story," said Doug Glass, AP's news editor for Minnesota, Wisconsin, North Dakota and South Dakota. "We're excited



Greg Moore: "I really can't overstate just how important Wayne State was to my development."

to have him take on the challenge of shaping AP's report in Milwaukee."

Moore joined AP in 2011 as an editor on the West regional desk, working on national stories such as gay marriage, health care reform, the 2012 presidential election and the 2014 midterm elections. In 2013, he was part of a team that developed a strategy to improve AP's training and internal communication.

"What I love most about this field is playing a key role in telling people a story," Moore said. "I just love helping people get what they need to know, and why."

Before joining AP, Moore worked at the *Kansas City Star*, the *Detroit Free Press*, and the *Columbus (Georgia) Ledger-*

Enquirer. Moore has also served as an adjunct professor at Arizona State University's Walker Cronkite School of Journalism and Mass Communication.

Moore credits his Wayne State education with helping him develop into the professional he is today.

"I really can't overstate just how important Wayne State was to my development," Moore said. "Wayne State not only taught me the theory of journalism, but I learned about its practical application and was given access to major media professionals and decision makers. I got to see how and why they make the decisions they do when it comes to the news." •

Book captures beloved attorney general

More than 100 people gathered at Wayne State’s Law School in September to celebrate the publication of *The People’s Lawyer: The Life and Times of Frank J. Kelley, the Nation’s Longest-Serving Attorney General*.

The book was written by Frank Kelley with Jack Lessenberry, area head for journalism.

Known as the “eternal general,” Kelley was Michigan’s 50th attorney general and served for 37 years (1961-99), giving him the distinction of being both the youngest at age 36 and the oldest at 74 attorney general in the state’s history. He holds the record for longest-serving attorney general in U.S. history.

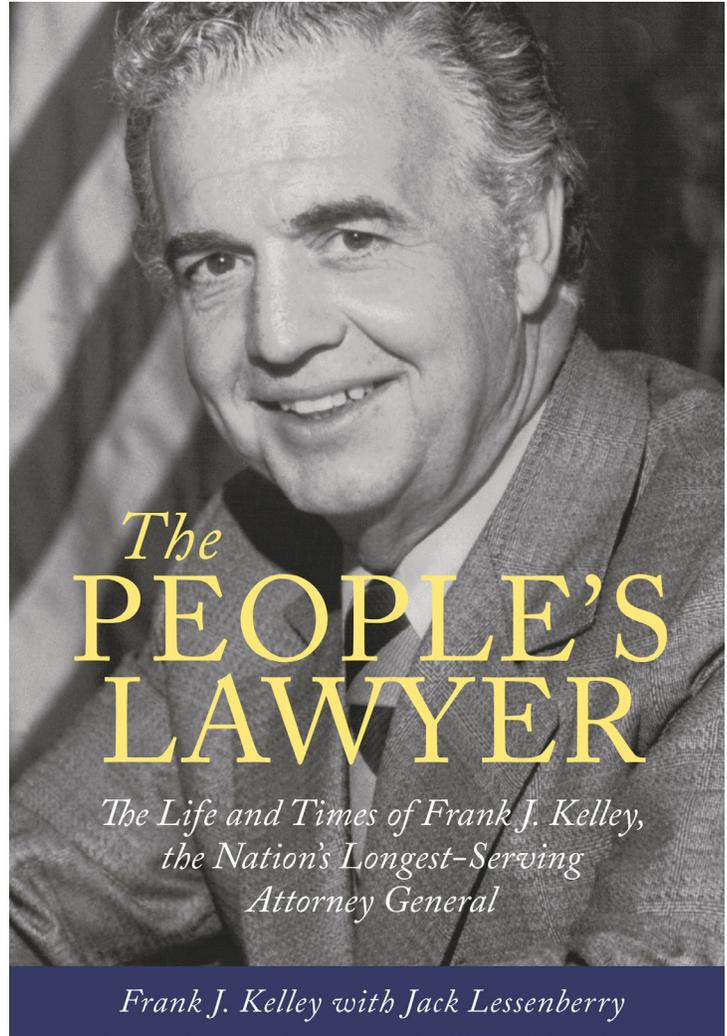
The People’s Lawyer chronicles Kelley’s early life and career, from his days as a crusading lawyer in Michigan, through his accomplishments in civil rights and equal representation. Kelley is credited with establishing the consumer protection and environmental protection divisions for the state of Michigan. He was the first state attorney general in the nation to establish such agencies.

In the book’s introduction, Lessenberry explains why he thinks Kelley is so beloved: “I also knew he was candid, honest, and that while in charge of the legal affairs of the state of Michigan there was never a whiff of scandal or corruption. And I knew that he was trusted by the voters in a way that would seem almost unimaginable today.”

Lessenberry believes Kelley’s good standing with Michigan voters was also owed to his record of pushing for social

“Throughout his career, he prosecuted wrongdoers who others wouldn’t take on, and defended those who most needed defending.”

— Jack Lessenberry



change and taking on cases his predecessors wouldn’t.

“He populated his army of the people’s lawyers with competent African-Americans and women before that was the norm,” Lessenberry says in the book’s introduction. “Throughout his career, he prosecuted wrongdoers who others wouldn’t take on, and defended those who most needed defending.”

Kelley brushed shoulders with every major player in the state’s Democratic Party and helped

launch or influence the careers of Gov. Jennifer Granholm, Gov. James Blanchard and U.S. Sen. Carl Levin. He also worked with both John and Robert Kennedy, and Bill Clinton.

Lessenberry says Kelley is more than deserving of all of the praise he receives: “Frank J. Kelley made a difference, in a way that I think would have made his beloved father proud. It has been an honor — and a lot of fun — to work with him on this book.” •

Documentary filmmaker opens up

By Jason Revoir

As an Academy Award-nominated documentary filmmaker, Heidi Ewing knows what she needs to do to capture the stories she wants to show to the world.

And in October, Ewing, who holds the Bob Allison (Allesee) Endowed Chair for Media at Wayne State for fall 2015, shared the experience of stepping into other worlds through her art in a special presentation on campus.

Ewing and her partner, Rachel Grady, embed themselves within communities, where they are often outsiders, in order to make their documentaries.

“People mostly ask me, “How did you get access? Why did they talk to you?” Ewing said. She credits genuine curiosity with

During her time as the Bob Allison (Allesee) Endowed Chair for Media this fall, Heidi Ewing revealed how she gets her documentary subjects to open up and defended her film *Detropia*, pictured below, to a hometown audience.



causing her subjects to open up.

Her film work has covered subjects from the religious right (*Jesus Camp*) to strict Muslim communities (*The Education*

of Mohammad Hussein) to intense pro-life activists (*12th & Delaware*).

Two were filmed in Detroit: *Detropia* and *The Education of Mohammed Hussein*, which profiled a traditional Islamic school struggling to cope with prejudice. The director of that school, Brother Nadir Ahmad, was in the Wayne State audience for the presentation.

Ahmad said Ewing and Grady's presence in the community was initially met with suspicion. “We had a tough time ... trying to convince people ... that they were legitimate,” he said. But after some weeks, the documentarians were embraced by the community, and they ended up spending a year filming at the school.

Ewing grew up in Detroit but left when she was 18. In 2009, she came back with Grady to make *Detropia*, a film about the city and its woes. Much like the subjects of the pair's other films, the city appeared vulnerable. Ewing said she wanted to tell Detroit's story through the lives of the people who remained.

When an audience member told Ewing that *Detropia* gave her a “ruin porn vibe,” Ewing said that she did receive criticism from Detroiters about the film.

“The imagery can be intense, especially for Detroiters,” she said. “The film ... was made for audiences who don't see these images every day.”

But she offered hope to the local crowd when she closed by saying, “May Detroit rise again.” •



Viral news, Civil War-style

A photograph in the Detroit Public Library's Burton Historical Collection taken on April 18, 1861, shows a wall-to-wall crowd on Griswold in front of the federal building in Detroit. People were there to hear news — firsthand — about the start of the Civil War, six days after Confederate forces fired on Fort Sumter.

A six-day delay in getting critical news? That's unthinkable in an age when we are accustomed to getting information in minutes or even seconds.

What brought all those people into the street at one time? Could news even “go viral” in an age with no electricity, no radio, no television, no smartphones, no Twitter or Instagram?

Michael Fuhlhage, assistant professor of journalism, is seeking the answers to those questions, thanks to a grant from Wayne State. Working from the American Antiquarian Society in Worcester, Mass., Fuhlhage plans to create a visual model showing how information was shared virally during the secession crisis and, in particular, how information about the struggle over slavery spread from Kansas to the rest of the country.

Fuhlhage says the project will give people an in-depth look at reporters' practices and the nature of journalism during the Civil War.

“When we talk about something going viral these days, it's something on YouTube that took just a few seconds to share,” Fuhlhage said. “It was a much more laborious practice back then. This was a time when the [Associated Press] didn't exist and there were



no phones or televisions. How did editors share information, and what were their motives?”

In addition to digging up articles at the American Antiquarian Society, Fuhlhage plans to make stops at Harvard, the Massachusetts Historical Society, and the Boston Public Library's special collection of manuscripts.

By analyzing correspondence between editors in different parts of the country, Fuhlhage believes he can find the connection between abolitionist newspapers in Kansas and their counterparts in New England, establishing a framework for a 19th-century version of a news wire.

“We have such a vague understanding of how communication networks formed back then,” he said. “It would be easy to infer that everything was random. But the more you look at it, seeing the manuscripts of personal correspondence between these editors proves there was more to it than that.”

Playing sleuth has come with

By finding correspondence between editors in different parts of the country, Michael Fuhlhage believes he can make a connection between abolitionist newspapers in Kansas and their counterparts in New England, establishing a framework for a 19th-century version of a news wire.

some challenges, but Fuhlhage says they're good problems to have. “I'm here looking at the most diverse collection of 19th-century papers and magazines in the country. I'm a kid in a candy store, honestly,” he said. “It can be difficult trying to not get lost in all of this information.”

After gathering source material, Fuhlhage, with the help of his graduate students, will transcribe articles from the secession era (1860-61) and enter them into Google Fusion Tables. Using details about the articles' origin and how they were spread, he will be able to create a map of how the information flowed during the secession crisis.

“My hope is that this will show us how each node in these communication networks was influenced by things like faith and elements of human character,” Fuhlhage said. “I want to understand how we as believers in causes and as practitioners of journalism make the decisions that we do.” •

Provost Fellow focuses on student retention

Associate Professor Donyale Padgett's work helping Wayne State students draw from their strengths, effectively navigate challenges and persist to graduation has earned her a place in the university's inaugural class of Provost Fellows.

The fellows have been charged with a variety of tasks to improve Wayne State's graduation and retention rates through targeted initiatives and engagement with faculty and students.

"My colleagues and I are focused on student and faculty engagement," Padgett said. "That means talking about and working on retention and increasing the likelihood that every student connects with the university and has a positive experience."

During the fellow application process, candidates were asked to propose a project focused on one of six themes, such as creation of a culture of relationships and mentoring, promotion of inclusive excellence and reduction of achievement gaps, and evidence-based teaching and learning.

Padgett's project is a retention survey for marginalized Wayne State students to better understand why some fail to graduate while others are empowered to finish. In the process, she hopes to uncover the challenges that underrepresented minority groups face during their college careers.

"Our graduation rate for black students is 11 percent. Obviously, we have a problem," she said. "We need to figure out why these kids aren't graduating and what we can do as professors to



"We have to help the student connect to the material and how it translates to the real world," says Donyale Padgett, sitting second from right, with Wayne State's inaugural class of Provost Fellows.

reverse this trend."

Padgett began working on the project in spring 2014 with a group of doctoral, graduate and undergraduate students. They have been gathering data by capturing student narratives from a variety of groups that she says are traditionally marginalized.

"Whether we are talking about racial minorities, LGBTQ, a first-generation college student or people who have a physical disability, we want to hear their story," she said. "We need to develop programs to help these groups. Period."

Padgett and her team have already uncovered some common issues, such as feelings of isolation and lack of physical access to viable workspaces. But the larger issue, she said, is how these students view themselves as members of the community.

"It's not just that they don't graduate. It's, 'How do I see

myself?'" Padgett said. "We want to develop citizens of the world and people who feel they've been enriched by attending Wayne State. That only happens if faculty engages them and creates a safe environment."

To achieve this, Padgett said, professors have to go beyond what they may think their jobs require and adapt to an ever-changing environment.

"We have to teach to the whole student, not just the subject. We have to help the student connect to the material and how it translates to the real world," she said. "I want to be one of the veins in that web — an advocate for student success. And not just student success, but faculty engagement around student success."

Padgett says once the research phase of her project is concluded, she wants to share the findings on campus as well as at national conferences. •

Say nice things about Detroit — and Wayne State

Senior journalism major Carly Adams believes it's important for high school students to take a hard look at Wayne State when they start planning for college.

And to help make that happen, Adams wrote an opinion column for the social content platform Odyssey Online that debunked what she considers to be common misconceptions about the university. Her piece, which appeared on the

site in July, focuses on distinguishing characteristics such as:

- People are really nice.
- We have less crime than U of M.
- Our campus is beautiful.
- Being in Detroit is actually awesome.
- We can gain hands-on experience in our field.
- We enjoy the diversity.

“It's important for people to

Carly Adams: “If you look at the facts, WSU has fantastic opportunities for students, great programs, dedicated faculty members and was just listed as one of the 50 safest colleges in the country.”



see this because WSU is a great option,” Adams said. “If you look at the facts, WSU has fantastic opportunities for students, great programs, dedicated faculty members and was just listed as one of the 50 safest colleges in the country.”

In just 500 words, Adams, who serves as the editor-in-chief of the Wayne State chapter of Odyssey Online, made a compelling case for not only the university but the city as well. “Being in Detroit and at Wayne State is a wonderful opportunity to be a part of something amazing: the rebirth of one of the greatest cities in the United States,” she said.

Odyssey Online crowdsources ideas from millennial thought leaders in their communities. Launched in 2014, the site is now in more than 350 communities nationwide. •

The screenshot shows a web browser window with the Odyssey Online logo at the top. Below the logo is a social media sharing bar with icons for Facebook, Twitter, Pinterest, and Tumblr. The main content area features a large image of a green sign for Wayne State University with the text 'WORKING SMART IN DETROIT' and 'AIM HIGHER'. Below the image is the article title 'Truths About Wayne State University People Refuse To See' and a sub-headline 'Every university has pros and cons, but WSU has some amazing features that set it apart. Let's stop letting this university be overlooked.' The author is listed as 'Carly Adams in 500 Words On on Jul 20, 2015'. The article text begins with 'When I chose to attend Wayne State, a lot of friends and family members turned up their noses at me. One friend even told me that she would never come visit me when I opted to live on campus. Students who attend WSU have even coined the term "Wayne Stated" to refer to the times that WSU has been less than satisfactory. The truth is, WSU is a lot like every other university out there, and even better in a lot of ways! Here are some truths about WSU that many people just don't want to believe.'

People are really nice.

Every city has some jerks in it. I know people who have had their cars broken into, or who got their phone stolen on the street. Bad people exist everywhere, but, as a whole, WSU and Detroit are filled with some really kind individuals. Most people are very helpful, guiding you when you can't find a class, loaning you a phone charger when your phone dies, or even performing the small task of holding doors for one another. Millennials tend to get a bad name, but, at least at WSU, we are a courteous lot.

All social all the time: Wayne State students bolster Detroit Grand Prix social media presence

Twitter and Facebook were buzzing after a group of nearly 20 Wayne State Department of Communication students served as the social media team for the 2015 Chevrolet Detroit Belle Isle Grand Prix in May.

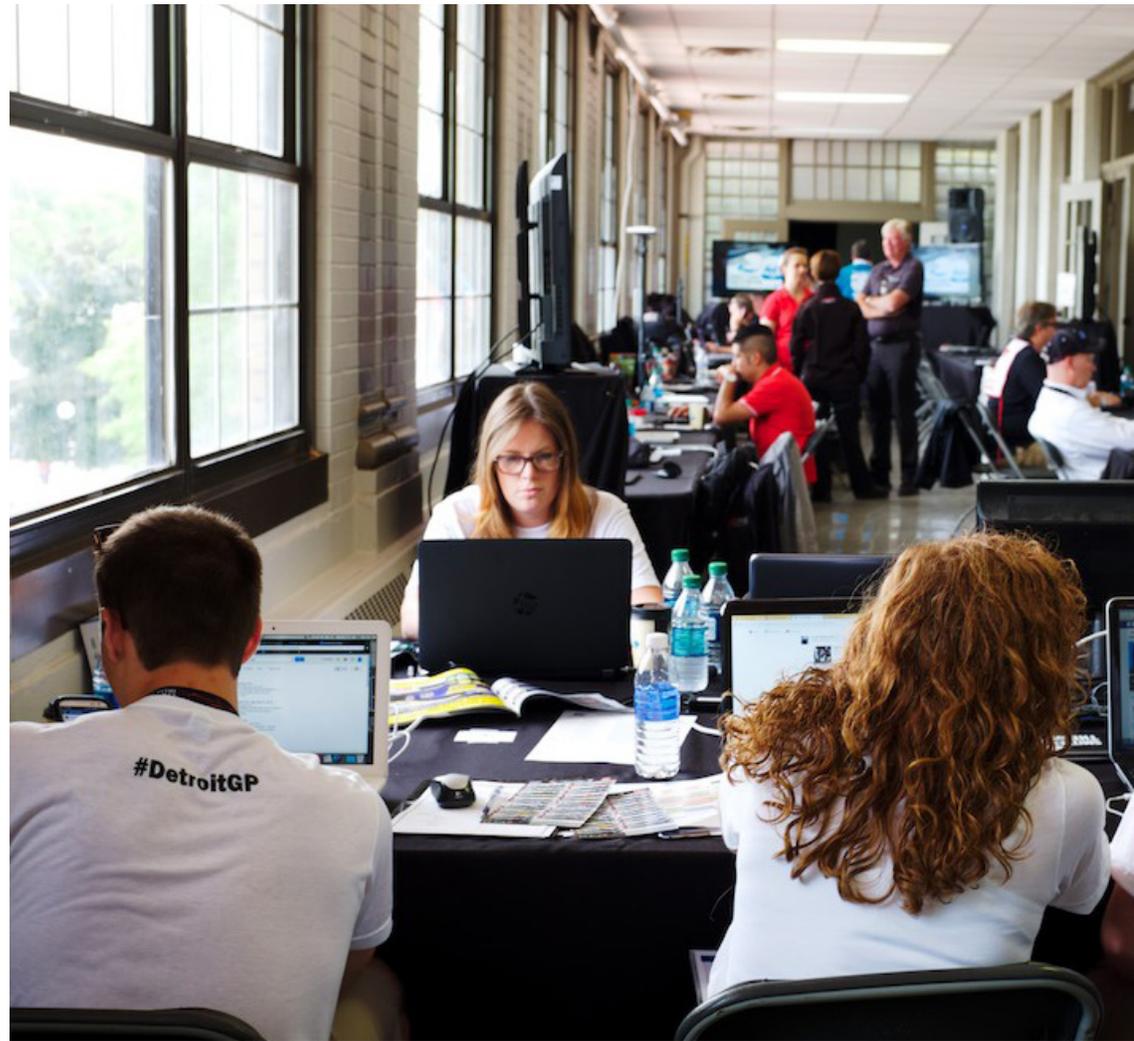
Together with Alex Fulbright of the Franco Public Relations Group, the Wayne State team provided a unique voice to the event across multiple social platforms, drawing eyes from all corners of the mediasphere.

CBS Detroit reported that the efforts of the Wayne State social media team helped create an estimated 138 million impressions across all social media platforms, compared with 97 million the previous year.

Shelly Najor, PR program director, and Kim Piper-Aiken, senior lecturer and manager of the Wayne Midtown TV Studio, led two student teams. Students spent 40 hours during the May 29-31 weekend updating Facebook pages, live tweeting every event, and shooting videos and interviews to showcase the scope of the race.

The groups started the weekend with clearly defined roles, but once the events ramped up, students had to adjust the plan to keep pace.

“Everybody merged and it became a fantastic team,” Piper-Aiken said. “I had a couple of field groups going out and shooting videos, but they also had a production assistant in one of the public relations students to go out and do things like



Wayne State students spent 40 hours during Grand Prix weekend updating Facebook pages, live tweeting every event, and shooting videos and interviews to showcase the scope of the race.

bringing back SD cards to help facilitate keeping this visual juggernaut going.”

The digital alliance resulted in instantaneous content creation. Students were able to leverage their resources to upload pictures, videos and interviews in real time.

“While Shelly’s students were doing the community management and uploading, my students were out there shooting a

winner’s circle with a cellphone, and sending it immediately so we could get that instant hit on Twitter and Instagram,” Piper-Aiken said. “I don’t think we could’ve had a more ideal situation for the students.”

Rain caused a few wrinkles on Sunday, but the students were able to keep fans informed about updated racing schedules and answer questions online thanks to



a wide-ranging social presence.

“That was probably the most challenging part of this whole process,” said Caitlin Genord, junior broadcast journalism major. “It was really intense. More intense than I expected, and there was a lot of pressure on us to get great content as fast as possible. We couldn’t let the rain slow us down. We had to make the best out of what we had.”

“These students were in the trenches working right next to journalists and media professionals from around the world.”

— Kim Piper-Aiken

Grand Prix experience leads to internship with Fathead

Caitlin Genord is still reveling in the afterglow of the 2015 Chevrolet Detroit Belle Isle Grand Prix.

The junior broadcast journalism major was part of the Wayne State team that helped create a record number of social media connections during the three-day event in May. But racing fans on Facebook and Twitter weren’t the only ones Genord made an impression on that weekend. She walked away from the Grand Prix with an internship at Detroit-based graphics company Fathead LLC.

“I came across the Fathead booth on Saturday and ended up talking to their vice president of communications before having to run off to do some more work,” Genord said. “I ran into him again on Sunday, and a few days later he reached out to me with the offer, saying he really liked my energy and my attitude. You just never know who you’re going to run into.”

Genord was a late addition to the social media team for the race, joining after another student had to drop out. “Someone got injured last minute, so I volunteered,” she said. “The whole thing was such a whirlwind.”

As a public relations intern for Fathead, Genord assisted in promoting the company’s products at various sporting events, especially Detroit Tigers games.

“We sell lifesize cutouts of players from all sports that people can put on their walls, and we go to these events to promote the products, finding different ways to connect fans with their favorite team or athlete,” she said. “I’m really excited about this opportunity.”

Genord says she was eager to learn the basics of communicating with other people in professional media and wanted to take in everything the Fathead team could teach her.

Fathead is part of the Dan Gilbert family of businesses. The company sells lifesize wall decals of athletes, superheroes and cartoon characters, and has been named one of the top places to work by the *Detroit Free Press* for four consecutive years.

Students on the social media team were compensated with credit for a directed study, but Piper-Aiken says that wasn’t the biggest takeaway from the event.

“We were positioned across the way from international racing journalists,” she said. “Channel 7

was there, ESPN was there, all of the big papers were there. These students were in the trenches working right next to journalists and media professionals from around the world. You’re rarely going to have another experience like that.” •

RECOGNITION

National Communication Association honors two Wayne State alumni

Timothy L. Sellnow, Wayne State Ph.D., received NCA's Gerald M. Phillips Award for Distinguished Applied Communication Scholarship this year.

The award, which acknowledges Sellnow's international stature as a scholar in the field of risk and crisis communication, comes during his first semester at the University of Central Florida as a professor of strategic communication in the Nicholson School of Communication. Many Wayne State alumni know him from his years of service at the University of Kentucky.



Sellnow

Sellnow has written and co-written dozens of peer-reviewed articles and numerous books on risk and crisis communication. Among them is a forthcoming book from Stanford University Press, written with Matthew Seeger, dean of

Wayne State's College of Fine, Performing and Communication Arts.

Sellnow has conducted funded research for the U.S. Department of Homeland Security, the U.S. Department of Agriculture, the Centers for Disease Control and Prevention, the Environmental Protection Agency, and the U.S. Geological Survey. He has also served in an advisory role for the National Academy of Sciences and the World Health Organization.

Wayne State alumnus David Bodary this year received the Michael and Suzanne Osborn Community College Outstanding Educator Award, NCA's only organization-wide honor for community college teachers. He is the third person to be so honored.

Bodary is a professor of communication at Sinclair Community College in Dayton, Ohio, where he has taught for the last 15 years. He has written several texts, one of which is used at Wayne State.



Bodary

"Sinclair has afforded me a chance to do what I love as a classroom teacher in an environment where students really benefit and value what I can offer them," Bodary notes on his website. "As a graduate of a Ph.D. program, I was expected to want to teach at a four-year university including graduate students. I was not drawn to that environment.

I felt and continue to feel called to work with students who need better teachers. While I didn't realize what a great environment Sinclair was when I first joined in 1994, it has turned out to be a very supportive environment. Sinclair allows and encourages me to be the best teacher I can be."

Bodary frequently returns to Wayne State and regularly attends the annual NCA conferences.

Honors go to *Detroit News* reporter

Detroit News

Lansing reporter Chad Livengood was named Journalist of the Year in October by Wayne State's journalism program for his coverage of the Todd Courser-Cindy Gamrat legislative scandal.

FACULTY BRIEFS

JIM CHERNEY

- Cherney, James L., and Margaret A. Price, "In Conversation: The Rhetoric of Disability and Access," in *Rhetoric Across Borders*, ed. Anne Demo (Anderson, SC: Parlor Press, 2015), 274-277.
- James L. Cherney's 2011 essay "The Rhetoric of Ableism," originally published in the *Disability Studies Quarterly*, has been selected to be reprinted in the book *Landmark Essays in Rhetoric and Disability*, to be published by Routledge Press.

KELLY JAKES

- Won a \$21,000 grant from the Research Enhancement Program for Arts and Humanities and the University Research Grant in support of a book project.
- Was elected secretary of the Rhetoric and Communication Theory Division of the NCA.
- Organized and presented research on a panel at the Center for European Studies annual conference in Paris.
- Participated in a competitively selected seminar on the status of social movement studies at the Rhetoric Society of America's biennial Summer Institute in Madison, WI.

RAHUL MITRA

Publications

- Mitra, R. (2015). "Reconstituting 'America': The Clean Energy Economy Ventriloquized." *Environmental Communication*. Advance online publication.
- Mitra, R. (2015). "Proposing a Culture-Centered Approach to Career Scholarship: The Example of Subsistence Careers in the US Arctic." *Human Relations*. Advance online publication.

- Mitra, R., and Buzzanell, P.M. (2015). "Introduction: Organizing/Communicating Sustainably." *Management Communication Quarterly*, 29, 130-134.
- Mitra, R., and Warshay, N. (2015). "Policy Discourse and Mandatory CSR in India," in *Development-Oriented Corporate Social Responsibility: Volume 2; Locally Led Initiatives in Developing Economies*, eds. D. Jamali, C. Karam, and M. Blowfield. Greenleaf Publishing. 106-120.

Competitively selected presentations

- Mitra, R. (2015, May). *Fostering Institutional Connections at "Waternet": Discursive Tensions of Interorganizational Engagement*. Presented to the Social Institutions and Sustainability conference, Wayne State.
- Mitra, R. (2015, May). *Discursively Positioning Environmental Sustainability as Competitive Driver in Emerging Markets*. Presented to the International Communication Association, San Juan, Puerto Rico.
- Mitra, R. (2015, May). *Immigrants' Negotiations of Career Inheritance: A (Dis)Placement Framework*. Presented to the International Communication Association, San Juan, Puerto Rico.
- Mitra, R., and Warshay, N. (2015, May). *Mandatory Corporate Social Responsibility in India: Policy Discourse and Mainstreaming CSR*. Presented to the International Communication Association, San Juan, Puerto Rico.
- Husain, A., Mitra, R., and Archer, J. (2015, April). *Crisis Communication, Social Media, and Renewal: A Multi-Case Study of Domino's YouTube and BP's Oil Spill Disasters*. Presented to the Central States

Communication Association, Madison, WI. (Top 3 Paper, Public Relations Division.)

- Mitra, R. (2015, April). *Deliberative Tensions of Water Stewardship in a Multi-Stakeholder Initiative*. Presented as part of a competitively selected panel at the Central States Communication Association, Madison, WI.
- Mitra, R. (2014, November). *Organizing Foreignness: Of Aliens, Permanence, and Shape-Shifters*. Paper presented to the NCA, Chicago.
- Mitra, R., and Fyke, J. (2014, November). *Technologisation of Discourse in Purpose-Driven Consultancy Firms: Organizational Development for Conscious Capitalism and Sustainability Communication*. Paper presented to the NCA, Chicago.
- Mitra, R. (2014, November). *Text/Conversation and the Organizing of "Foreignness."* Presented as part of a competitively selected panel discussion at the National Communication Association, New Orleans.

Miscellaneous research blurbs

- Co-edited a Special Forum of *Management Communication Quarterly* (2015, volume 29), comprising five invited essays from noted organizational communication and management scholars, on the theme "Organizing/Communicating Sustainably" (with Dr. P.M. Buzzanell of Purdue University).
- Mitra, R. (2015, March). *Communicative Complexities of "Integrated Arctic Management": Enactments of Career and Policy/Practice*. Invited talk, presented to the Humanities Center Faculty Fellows' "Survival" conference, Wayne State.
- Co-organized an interdisciplinary national research symposium at

Eckert joins women's leadership program, named Kopenhagen Center Fellow

Assistant Professor Stine Eckert was selected by the Lillian Lodge Kopenhagen Center for the Advancement of Women at Florida International University as one of the 2015-16 Kopenhagen Center Fellows at the program's workshop in August.

The workshop, which focused on promoting leadership by empowering female media scholars and professionals, took place during the 2015 Association for Education in Journalism and Mass Communication convention. Eckert was one of 20 new fellows selected.

Eckert teaches Broadcast News Writing & Digital Editing and Web Design for News Content. Some of her primary research involves gender and social media.

Wayne State in September 2015 on the theme "Social Institutions and Sustainability" (with Dr. A. Moldavanova, Wayne State Department of Political Science), attracting 25 scholars from across the country (and Canada).

- Member, Editorial Board, *Management Communication Quarterly* (November 2014-present)
- Member, NCA-Forum Advisory Board (June 2015-present).
- Chair, Nominating Committee, NCA Organizational Communication Division Awards (2015-16).
- Member, Organizational Communication Paper Reviewer Nominating Committee (2015-16). International Communication Association.
- Member, Advisory Board, Humanities Center of Wayne State (September 2015-present).
- Core member and co-organizer, Sustainability Scholars' Forum, a research group sponsored by the Humanities Center of Wayne State (October 2014-present).

STEPHANIE TONG

- Corriero, E.F., and Tong, S.T. (in press). "Managing Uncertainty in Mobile Dating Applications: Goals, Concerns of Use, and Information Seeking in Grindr." *Mobile Media & Communication*.
- Tong, S.T., and Walther, J.B. (2015). "The Confirmation and Disconfirmation of Expectancies in Computer-Mediated Communication." *Communication Research*.

Peer-reviewed conference presentations/papers

- Tong, S.T., Hancock, J.T., Slatcher, R.B., Walther, J.B., Corriero, E.F., Lennemann, B.,

Rochadiat, A., and Tadi, P. (2015, May). "Algorithms, Attributions, and Decision-Making: The Effects of System Design Features on Mate Selection in Online Dating." Presented at the annual conference of the International Communication Association, San Juan, Puerto Rico.

- Corriero, E.F., Tong, S.T., Van De Wiele, C., Lennemann, B., and Rochadiat, A. (2015). "Uncertainty Management & Information Seeking in Grindr." Presented at the annual conference of the International Communication Association, San Juan, Puerto Rico.
- Van De Wiele, C., and Tong, S.T. (2014, November). "The Uses and Gratifications of Grindr." Presented at the annual conference of the National Communication Association, Chicago.

External grants

- Tong, S.T. (Principal Investigator), Hancock, J.T., and Slatcher, R.B. (September 2015-August 2019). "IBSS: The Impact of Online Technologies on Interpersonal Communication and Perceptions." National Science Foundation, Interdisciplinary Behavioral and Social Sciences Division. Funding: \$851,462.

FRED VULTEE

- Vultee, F. (2014). "Audience Perceptions of Editing Quality: Assessing Traditional News Routines in the Digital Age." *Digital Journalism*.
- Vultee, F. (2015, August). "Sabotage in Palestine, Terrorists Busy: Historical Roots of Securitization Framing in the Press." Poster presented at the annual conference of the Association for Education in Journalism and Mass



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Communication, Cultural-Critical Studies Division, San Francisco.

- Vultee, F., Barakji, F., and Wilkins, L. (2015, August). "The Dependency Gap: Story Types and Source Selection in Coverage of an International Health Crisis." Poster presented at the annual conference of the Association for Education in Journalism and Mass Communication, International Communication Division, Montreal.

Invited presentations

- Excellence in Journalism, Orlando, FL, September 2015: "Preliminary Data on Journalism Organizations Services and Member Needs."
- American Copy Editors Society, Orlando, FL, September 2015: Editing seminar.
- American Copy Editors Society, San Francisco, August 2015: Editing seminar.
- Media Ethics Division, professional freedom and responsibility panel, Association for Education in Journalism and Mass Communication, San Francisco, August 2015: "Reporting News When Journalists Are the News."
- Study of the United States Institute, Ohio University, Athens, OH, June 2015: "Introduction to Quantitative Research Methods in Journalism and Mass Communication."

LEE WILKINS

- Wilkins, L. 2015. "Paying for Journalism: An Ethics Based and Collaborative Business Model," in *Media Ethics and Justice in the Age of Globalization*, eds. Shakuntala Rao and Herman Wasserman. New York: Palgrave MacMillan, pp. 80-99.
- Together with Associate Professor

Fred Vultee, Wilkins will be guest editing a special issue of *Journalism Studies* devoted to the theme "What Are Journalists Owed." Publication is scheduled for 2016.

- At the request of the US Department of State, Wilkins spoke with government officials, representatives of non-governmental organizations, a number of news media outlets and individual journalists, and students attending the University of Slovenia, on media ethics and crisis communication in Ljubljana, Slovenia, from Oct. 12-14, 2015.

KELLY YOUNG

Conference presentations

- National Communication Association conference, both featured on Top Paper Panels: "Embracing Debate 2.0: The Rhetorical Circulation of the Digital Debate Subject" (co-authored with WSU Ph.D. candidates Avery Henry and John Koch); "Obama's Missed Opportunity: Embracing Change in Drone Strikes, Citizenship, and Endo-colonizing Rhetoric" (co-authored with WSU Ph.D. candidates Avery Henry and John Koch).
- Rhetorical Society of America biennial conference in Atlanta, May 2016: "Throwing a Penalty Flag on the NFL: The NFL's Dramatic Framing and Botched Efforts to Change Racial Discourse" (co-authored with WSU Ph.D. candidates Avery Henry and John Koch).



'Busting Bias' seminar available as podcast

A podcast from the fourth annual Ofield Dukes Diversity Summit in October is now available on the Department of Communication's Media Arts Blog.

Highlights from the seminar, "Busting Bias: Recognizing and Overcoming Inherent Bias in Communications and Hiring," include how to:

- Identify bias in yourself and your communications.
- Overcome bias in interpersonal relationships.
- Overcome bias in communications and hiring practices for more authentic and effective outcomes.

The summit was created to honor the late Ofield Dukes, a distinguished PR professional, educator and journalist. This year's event was sponsored by Wayne State's Department of Communication, PRSA Detroit and General Motors.

The podcast can be found at wsumediaarts.blogspot.com/2015/11/busting-bias-podcast.html.

DISSERTATION DEFENSES

Sadaf Ali (2014)

Title: Trust, Credibility, and Authenticity: Race and Its Effect on Audience Perceptions of News Information from Traditional and Alternative Sources

Advisor: Fred Vultee

Current position: Assistant professor tenure-track, Eastern Michigan University

Dale Anderson (2014)

Title: Re/presentation of Hip Hop: An Exploration of White Hip Hop Fans, Consumers, and Practitioners

Advisor: Donyale Padgett

Current position: Instructor and director of Speech Communication Center, Del Mar College

Alisha Beckrow (2015)

Title: Perception of Social Bonds, Social Engagement, and Social Capital by Social Network Site Users

Advisor: Matthew Seeger

Current position: Independent social media strategist and copy writer; adjunct faculty, Northwood University

Scott Burke (2015)

Title: A Comparative Content Analysis of African-American and Caucasian Role Portrayals in Broadcast Television Entertainment Programming

Advisors: Hayg Oshagan and Pradeep Sopory

Current position: Lecturer, Oakland University

Anthony Cavaiani (2015)

Title: Detroit's Sport Spaces and the Rhetoric of Consumption

Advisor: Kelly Young

Current position: Assistant professor tenure-track, William Woods University

Not defended, full-time positions found

• Craig Hennigan

Lecturer and assistant director of forensics/debate, Truman State University

• Avery Henry

Assistant professor tenure-track and director of debate, Southeastern Missouri State University

• John Koch

Visiting assistant professor and interim director of forensics, University of Puget Sound

• Renata

Kolodziej-Smith
Lecturer, University of Central Florida

• Nathan Stewart

Instructor tenure-track, Parkland College

• Stephanie Wideman

Visiting assistant professor, State University of New York-Oswego

Janella Hudson (2015)

Title: Agency and Resistance Strategies Among Black Primary Care Patients

Advisor: Katheryn Maguire

Current position: Post-doctoral fellowship, Moffitt Cancer and Research Center, Tampa, Florida

Scott Sellnow-Richmond (2015)

Title: Communication and Identity: The Paternity Leave Decision

Advisor: Loreleigh Keashly

Current position: Assistant professor tenure-track, Columbus State University

Ryan Stouffer (2014)

Title: Political Content and Political Behavior: Using Functional Theory to Test the Ability of Political Content to Stimulate Political Interest

Advisor: Fred Vultee

Current position: Assistant professor tenure-track, Longwood University

Noriaki Tajima (2015)

Title: Rhetoric of Young Non-Regular Workers in Post-Bubble Burst Japan: A Genealogical Analysis

Advisor: Kelly Young

Current position: Faculty member, Kanda University of International Studies, Japan

Rick Ulrey (2015)

Title: Knowledge Acquisition Processes: Understanding the Communication Event

Advisor: Donyale Padgett

Current position: Senior manager, Plastipak Corporation

Reflections on the postwar university

By Duane L. Day
Wayne University* Class of 1950

The first day of the fall semester 1947 was a day quite unlike any previous day in Wayne University's history.

It was a day marked by the enrollment of thousands of men and women who had served in our nation's armed forces during World War II. Legislation signed by President Roosevelt in 1944 had created the G.I. Bill of Rights, providing financial support for veterans as they pursued their educational goals. They arrived on campus that day in surprising numbers. I was a 17-year-old graduate of Mackenzie High School (sadly, now closed), and I commenced my education at Wayne on that day, too.

The challenges faced by the university administration and faculty were large, pressing and complex. They included where to find qualified faculty in numbers sufficient to serve the new students, where to find space required by the new students, and how to provide essential student services.

It was an exciting time. Somehow, faculty was found — some had served in the military during the conflict; others were in the process of completing their graduate degrees. Classes were held in temporary buildings on campus — some in the recently acquired Webster Hall (a former hotel) that was also to become the student union and dormitory, some in area churches and office buildings, some in the garages of homes in the area. State Hall and

The challenges faced by the university administration and faculty were large, pressing and complex.

The Wayne campus in the early 1940s. In just a few years, the university would need more buildings to accommodate the large numbers of students who enrolled after the war.

Science Hall were in the process of being built and were rushed to completion.

I found myself sitting in classes with fellow students who were 10 to 20 years older than I — more worldly, widely traveled, some already parents. Despite the age differences, many became friends: Jim Spaulding, my closest friend, had served in the U.S. Army in both Europe and the Far East. We were to remain close until his death more than a decade ago.

I had entered with a declared major in advertising in the

recently established College of Business Administration but soon changed to a speech major.

That switch was a result of my involvement in the university's forensics program, which was, in the debate and oratory programs, as successful in the late '40s as it has been through subsequent years. I remember with gratitude and affection my coaches Jim McMonagle (Mac), a superb teacher and organizer, and George Hinds, a native Coloradoan who had served during the war in the army's famed 10th division of ski troops. Rupert



LIBRARY OF CONGRESS

Cortwright, chair of the speech department, was also president of the National Speech Association — kind, smart, patient.

One of the marks of university life during the postwar years was that students were in a hurry to complete their degrees. For the veterans, the war had interrupted their lives — they wanted to get on with their careers, their families and their financial plans. Younger students also got caught up in the hurry-up mode. In my case, I rushed to complete my bachelor's degree in 1950, a month or so less than three years

after my high school graduation.

Another mark of that time was that student life and student groups appeared to be more oriented toward national problems and the world than toward campus life. I remember heated discussions with fellow students (young and old) about the Nuremberg trials, the aggressive posture of the Soviet Union, the role of the United Nations in international affairs.

Jim Spaulding and I created the Better Student Government Association (our opponents called it “the B.S. Government

I remember heated discussions with fellow students (young and old) about the Nuremberg trials, the aggressive posture of the Soviet Union, the role of the United Nations in international affairs.

Association”) to wrest control from previous student leadership; at some level it can be said that we succeeded. Jim became president of the Student Council, which served him well as a precursor to his subsequent life in politics.

In 1948 Wayne was to see one of our student athletes win gold in the London Olympics. These were the first Olympic Games since the 1936 Games in Berlin. Lorenzo Wright was an African-American track star who scored his gold medal win in the 4x100 relay. I had occasion to talk with Lorenzo several times both before and after his medal win. I learned that he actually did some of his workouts by running in the halls of Old Main. Following graduation, he had a successful career as a coach and athletic administrator in Detroit. He met an untimely death in 1972.

During my years at Wayne, I was heavily committed in debate and oratory, with a winning record in debate and a state and national championship in oratory. I was incredibly well served by my Wayne faculty; in every sense they helped me grow up. After graduation I went on to earn both a master's degree and a doctorate from highly regarded East Coast institutions. Wayne and the people I came to know there — faculty, administrators and fellow students — occupy a special spot in my memory and in my heart. •

*Wayne University became Wayne State University in 1956.





College of Fine, Performing and Communication Arts

Department of Communication

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About us

The Department of Communication is part of Wayne State's College of Fine, Performing and Communication Arts. With approximately 750 undergraduate majors and 200 graduate students, the department is diverse and dynamic, featuring programs in communication studies, media arts and studies, film, journalism, public relations, and dispute resolution.

Our students experience the benefit of a world-class education in a real-world context. The department comprises 30 tenure and tenure-track faculty and 35 part-time faculty with strong backgrounds in both scholarly and professional approaches to communication.

Communication News

Produced by the Department of Communication

Department Chair: Lee Wilkins

Designer/Production Editor: Sheila Young Tomkowiak

Writer: Michael Suggs

THE WAYNE STATE UNIVERSITY SUMMER DOCTORAL SEMINAR

Agendamelding: How we use traditional and social media to connect community

with Donald Shaw, Ph.D.

Modern media audiences are very active in the way they are using traditional and social media. In fact, they are melding the agendas from these two types of media to connect with community that is personally satisfying. So there is a loss in vertical power of traditional media but a gain in personal satisfaction. How will social systems adjust to all this?



Wayne State's annual Summer Doctoral Seminar is June 13-16, 2016. Donald Shaw, a writer and communication scholar, is associated with agenda-setting research. With Maxwell McCombs of the University of Texas at Austin and David Weaver of Indiana University, he is attempting to expand agenda setting research into a comprehensive behavioral theory connecting media and society. Shaw is Kenan professor emeritus at the University of North Carolina at Chapel Hill.

Attendees receive: • Paid travel • Paid lodging • Paid meals

Application materials include curriculum vitae, letter of support from academic advisor, and 500-word statement about how the seminar fits with the student's long term research and teaching goals.

Applications are due March 1, 2016, to Lee Wilkins, Ph.D.; Professor and Chair; Department of Communication; 591 Manoogian Hall - WSU; Detroit, MI 48201. With questions, contact Dr. Wilkins at Lee.Wilkins@wayne.edu or (313) 577-2959.



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