

Northern Michigan University Communication and Performance Studies

CAPS Alumni & Friends Newsletter

INSIDE THIS ISSUE

Creative Works	2-3
Teaching Awards	4-5
Brazilian Initiative	6
Outstanding Students	7
Extended Agreements	8
Faculty and Student Initiatives	9-13
Theatre Highlights	14-15
Alumni in the News	16-18

MEET OUR NEWEST FACULTY

This past fall we welcomed two new faculty members to our staff, David M. Pierce (pictured top right with his daughter, Madison)) and Shawn K. Davis (pictured bottom right) . David came to us from Western Kentucky University where he had been the technical director for the Department of Theatre and Dance. Along with directing 8 productions a year, his job there involved mentoring student technicians and designers, supervising and maintaining and inspecting the scene shop, scheduling and budgeting as well as teaching 3-4 classes a semester. David joined Communication and Performance Studies as an assistant professor and the technical director/production manager for Forest Roberts Theatre.

David has an A.A.S. in Building Construction Technology and a B.S. in Construction Management, both from Ferris State University. His master's is from the University of Wisconsin-Madison in Theatre Technology.

David has been married to his wife, Amanda, for four years. In 2011, they welcomed their daughter, Madison, into the family and this June they welcome their second one named, Isabelle Grace. Both he and his wife are thrilled to be back home in Michigan. In his spare time, he loves to be outdoors. He enjoys hiking, boating, fishing, biking, and bonfires. He's also a boisterous Tigers fan!

Shawn, on the other hand, came from a place where much like us, they are used to getting a lot of snow. Shawn came to us from Colorado State University in the Warner College of Natural Resources, where he had been an instructor and a student working on his Ph.D. in environmental communication. Shawn assumed the role of an instructor in the areas of communications and public relations.

Shawn earned his B.S. from the University of Delaware in plant biology and his M.S. from Colorado State University in human dimensions of natural resources.

Shawn is originally from Delaware and is married to Carolyn Davis. In fact, they just recently celebrated their five year anniversary on July 28. They have a dog, Sebastian, and two cats, Nikolas and Josephine.

In his spare time, Shawn enjoys sailing, hiking, brewing beer, making wine, playing board games and exploring the great outdoors.



DAVID PIERCE



SHAWN DAVIS

Faculty Creative Works & Awards

Awards:

Truckey, P. (December 2014). Received the 2014-2015 NMU Excellence in Teaching Award.

Valentine, A. (2015). Received the Gold Medallion from the Kennedy Center American College of Theatre Festival (KCACTF) Region III.

Journal publications:

Isaacson, T. (2014). Spreading the word: Even in our digital age, word-of-mouth communication continues to be an influential form of promotion. *Communication Director*, 04/2014, 28-31.

Sharp, R., Lemieux, C., **Thompson, J.** & Dawson, J. (2014). Enhancing parks and protected area management in North America in an era of rapid climate change through integrated social science. *Journal of Park and Recreation Administration*, 32(4).

Lemieux, C., **Thompson, J.**, Slocombe, D., Schuster, R. (2015). Climate change collaboration among natural resource management agencies: Lessons learned from two US regions. *Journal of Environmental Planning and Management*, 58(4), 654-677.

Xie, S. (2014). Similarities and Differences or Similarities in Differences? China's TV Programming in Global Trend of Neo-liberal Imperialism. *China Media Research*, 10(1) 91-102.

Book chapters:

Cantrill, J.G. (2015). Social Science Dimensions of Environmental Communication Research. In Robert Cox and Anders Hansen (Eds.), *Handbook of Environmental Communication and Media*.

Cantrill, J.G. & Ewalt, J. (in press). "Victims 'in' and Protectors of Appalachia: The Topoi of missing mountains. In D. Ross (Ed.), *Hot Topics: Common Topics in Environmental Rhetoric*.

Ganzert, C. (2014). *Creating an Organizational Framework for the Assessment of Student Engagement*. In Duby, P., Ganzert, C., & Bonsall, D. In *Assessing Civic Engagement* (2014). Jossey-Bass, San Francisco, 162: 67-76.

Ganzert, C. (Fall 2014). The Landscape of Rural Service Learning and What It Teaches Us All. Stoecker, R., Ganzert, C., & Holton, N. (eds.). *An anthology of best practices in Rural Service Learning*. Michigan State University Press.

Conference papers & presentations:

Cantrill, J. (November 2014). "HD.gov 2.0: An Interagency Web Portal on the Human Dimensions of Natural Resource Management" at the Human Dimensions of Wildlife Conference, Estes Park, Colorado

Cantrill, J. (June, 2015). "A Web Portal to Span the Public and Agency Divide: HD.gov 2.0, Communities of Practice, and Human Dimensions Research regarding Natural Resource Management." at the Conference on Communication and Environment, Boulder, Colorado.

Davis, S. (October, 2014). *Human Dimensions Foundations of Natural Resource Conservation*. Pathways to Success Conference, Estes Park, CO.

Isaacson, T. (July, 2014). Word-of-mouth communication: A historical and modern review of its impact on public relations. Presented at International History of Public Relations Conference in Bournemouth, England.

Pierce, D. (January, 2015). Scene Shop Conversations: Paints. United States Institute for Theatre Technology (USITT) annual conference.

Potter, S. (April, 2015) Presentation at the Panhellenic National Conference on DIY Your Own Formal Recruitment; Creative ways to recruit with a tight budget and limited campus resources.

Potter, S. (April, 2015). Poster Presentation at CSCA Undergraduate Honors Conference; "Convergence and Divergence in How College Students Talk Politics" (completed by my Freshman Fellow Mentorship program)

Potter, S. (April, 2015). GIFTS Presentations at CSCA: Relationships are Pin-teresting; The use of Pinterest as a classroom discussion board and study tool.

Thompson, J., Lemieux, C. & **Davis, S.** (June 2015). Bridging the Divide in Climate Change Adaptation Planning: Lining Process and Practice in two Regional Case Studies. Conference on Communication and the Environment, Boulder, Colorado.

Allegretti, A., **Thompson, J.** & Laituri, M. (June 2015). Who's knowledge counts in transdisciplinary research? Applying reflective adaptive processes for evaluating stakeholder engagement. Conference on Communication and the Environment, Boulder, Colorado.

Thompson, J. & Kaiser, A. (June 2015). Administration Style Matters: How the results to an ecosystem services survey varied by mode. Conference on Communication and the Environment, Boulder, Colorado.

Faculty Creative Works & Awards

Conference papers & presentations continued...:

Invited presentations:

- Davis, S.** (November, 2014). Communicating about Climate Change on Public Lands. University of Missouri & Missouri State Parks Leadership Consortium. Columbia, Missouri
- Davis, S.** (December, 2014). Climbers for Bat Conservation. Fort Collins, Colorado
- Ganzert, C.** (July, 2014). Lake Superior Community Partnership, Summer Management Institute, Marquette, Michigan.
- Thompson, J.** (October, 2014). *Visitor Survey Results 2.0*, Weeks Bay National Estuarine Research Reserve, Fairhope, Alabama.
- Thompson, J.** (February, 2015). *Climate Literacy in the Parks*, National Park Service, Education Advisory Board. New York City, New York.
- Thompson, J.** (April, 2015). Changing the Conversation about Conservation. EEGS Seminar. Northern Michigan University.

Theatrical Productions – Directing:

- Pierce, D.** (Summer, 2015). Production Manager for the Adirondack Theatre Festival, Glen Falls, New York.
- Russell, S.** (February, 2015). Directed *Tribes*, Forest Roberts Theatre
- Truckey, P.** (November, 2014). Directed *Chicago*, Forest Roberts Theatre
- Valentine, A.** (March, 2015). Directed *A Coupla White Chicks Sitting Around Talking* and (April, 2015). Directed *Little Shop of Horrors* Forest Roberts Theatre

Theatrical Productions – Scenic Design & Lighting:

- Holliday, V.** (October, 2014). Lighting design for *Haunted Theatre, A Paper Tiger in the Rain*; (November, 2014). Scenic design for *Chicago*; (December, 2014). Lighting design for Faculty Dance Concert; (April, 2015). Lighting design for Winter 2015 Student Dance Concert all at the Forest Roberts Theatre. (April, 2015). Negaunee High School's musical comedy, *How to Succeed in Business (Without Really Trying)*. Negaunee, Michigan.
- Pierce, D.** (December, 2014). Lighting design for *Ten Minute Play Festival*. Panowski Black Box Theatre. (April, 2015). Lighting design for *Little Shop of Horrors*, Forest Roberts Theatre

Theatrical Productions – Costume Design:

- Russell, S.** (November, 2014). *Chicago*. Forest Roberts Theatre; (April, 2014). *Little Shop of Horrors*. Forest Roberts Theatre

Radio / Film / Video production:

- Ganzert, C.** (July, 2014) Oral History Day on Beaver Island, Workshop series organizer, host, and presenter for WVBI FM Community Radio on Beaver Island, Michigan, July, 2014.
- Brady, D.** (Summer 2015). Series of promotional videos for the U.P. Luge Association (Service Learning Project). Recordings of songs about Upper Michigan (To be recorded in Nashville, July 29-August 1).
- Ganzert, C.** (Summer 2015). *Between the Cracks: The Flight of the Jeremy Kittel Band*. A special events music and interview program recorded and produced for WNMU FM Public Radio.
- Ganzert, C.** (Winter 2015). 42 Oral History Segments from the interviews recorded by *Story Corps* and produced with the BC-473A Advanced Audio Production students for WNMU FM Public Radio during the Winter 2015 semester.
- Valentine, A.** (Fall 2015). Wrote and produced a short docu-drama, *Unchanging Principles: The Story of Sigma Chi*, which won a Telly Bronze Award.

External Funding / Grants:

- Ganzert, C.** (At press.) "Nautanki and the Karnatic Music of Southern India." A successful Faculty Research Grant application with funding for a project in India during the Winter 2016 semester.
- Brady, D.** (submitted) applied for Service Learning Action Grant and Instruction Improvement Grant.
- Thompson, J.** (submitted May 2015). Lake Superior Coastal Communities and Tribes: A Place Based Approach to Climate Lit-



ANSLEY VALENTINE

Ansley received the Gold Medallion from the Kennedy Center American College Theater Festival Region III. It is the highest honor bestowed upon an individual by the organization in recognition of those who have made extraordinary contributions to the teaching and producing of college and university theatre at large and to the development and quality of the Kennedy Center's American College Theater Festival in particular. He was presented with the award in January in Milwaukee.

GET INTO THE FRINGE

The Indianapolis Theatre Fringe Festival is a riotous celebration of theatre old and new, edgy and not-so edgy, that happens for 11 days every August in the Mass Ave. Cultural District in downtown Indianapolis. The festival exploded in Indianapolis ten years ago and has grown into an annual cultural attraction that keeps drawing record audiences! It features 8 different venues, 64 performing groups, and 384 performances.

This year during the festival, Ansley Valentine will be directing one of the main events, when **4Square** leads the audience on a journey into the spiritual core of a group of characters—some good, some bad—who struggle with becoming the best people they can be. These four short plays by Jean Arnold take “karma is a bitch” to a whole new level.

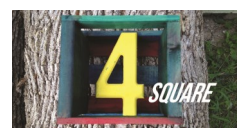
The show will be performed at Musicians Union Hall, in Indianapolis, on various days

and times throughout August. For more information please visit:

indyfringe.org/indyfringe-theatre-festival

Important Facts about Indy Fringe:

- Unjuried and uncensored. Anyone can perform; anything can happen!
- 50% local, 50% national/international mix of performers
- All shows are at least 45 minutes and no longer than 60 minutes.



EXCELLENCE IN TEACHING

Two NMU faculty members were honored at the annual Celebration of Excellence in Teaching and Scholarship on Dec. 4 in the University Center. Award recipients were Paul Truckey (Communication and Performance Studies) for excellence in teaching, and Nancy Maas (Nursing) for technology innovation. They are pictured at center with (from left) President Fritz Erickson, Michael Broadway (Arts and Sciences), Kerri Schuiling (Health Sciences and Professional Studies) and Brian Cherry (Graduate Education and Research).

Truckey joined the NMU faculty in 2003 and was described at the ceremony as a demanding and gifted educator. He has directed several NMU theater productions and taught a broad range of classes, including acting, the theater experience, modern drama and Shakespeare's plays. He has guided NMU students on study-abroad trips to London and Scotland and led the New York City field studies experience five times. Truckey was presented the Kennedy Center American College Theatre Festival Service Award for the State of Michigan. As an actor, he was in the Broadway and national touring companies of *Les Miserables*. His television credits include *The Rosie O'Donnell Show*, *The Today Show* and the 1998 NBA All-Star Game Halftime show. He earned his M.F.A in musical theater performance from the University of Nevada, Las Vegas.

“I am incredibly humbled and honored to receive the excellence in teaching award and now be included on a list of such illustrious former recipients. All who have won this award before me share the same values in education, the student-first approach. - Paul Truckey recipient of NMU's Excellence in Teaching Award



FACULTY GRANTS

Dr. Dwight Brady was awarded an NMU Instructional Improvement Grant, which was ranked No. 1 out of 5 applications that were submitted. Its purpose will be to “use video to enhance the instruction of media production hardware and software” mainly within classes taught in the Communication and Performance Studies Department. Brady said in his proposal that he hopes to “use the videos he will make for teaching software to many of the multimedia journalism and media production new technology majors” in his department, but “would also like to produce a video tutorial for our new Panasonic GH3 cameras” too, as well as, make a “series of videos to help students understand visual aesthetics and how to shoot as a photo journalist and as a still photographer.”



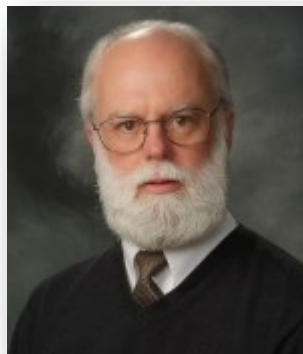
DWIGHT BRADY

GRANT/SABATICAL AWARDED

Dr. Charles Ganzert has been awarded a Faculty Research Grant for his pending project called “Nautanki and the Carnatic Music of Southern India,” which he plans to focus on during his upcoming sabbatical to take place during the winter 2016 semester.

According to Dr. Jim Cantrill, department head of the Communication and Performance Studies Department, “Dr. Ganzert’s proposal to work with associates in India’s media industry could be considered either a Professional Development or a Research, Scholarship, and Creative Works sabbatical, though I believe it is slightly closer to the former than the later in terms of emphasis. The project promises to provide him with access to the inner workings of Malayalam Manorama that will certainly benefit students in the mass media courses he regularly teaches. In addition, his application demonstrates that there is a high likelihood that Dr. Ganzert’s efforts will result in conference presentations and at least one

peer-reviewed publication. Indeed, the radio production he envisions should find a welcomed audience among our greater university community as he grapples with an inter-cultural context.”



CHARLES (CHUCK) GANZERT



JESSICA THOMPSON

This spring, Dr. Jessica Thompson was promoted to associate professor and was recommended for tenure based on all of her documented accomplishments, her years of service with NMU, as well as elsewhere, and her scholarship and professional development which includes 15 peer-reviewed publications, four submitted manuscripts, four proceedings, three-referenced conference papers, eight externally funded projects, involvement in student research and attendance at conferences, not to mention the various committees she has served on since she joined us here at NMU. Congratulations, Jes! You clearly deserve it.

BRAZILIAN COMMUNICATION INITIATIVE



May 2 - 10, 2015, Jim Cantrill, CAPS department head, and Shawn Davis, CAPS instructor, traveled to Brazil for the purpose of establishing educational and research exchange relationships with academics, governmental agencies, and nongovernmental organizations (NGOs). This exploratory visit was funded by a pass-through grant from the International Programs Office, focused on environmental social science and communication, and followed on the heels of four other visits by NMU faculty, staff, and students since last fall.

In the opinion of Jim and Shawn, the trip was a rousing success that laid a firm foundation for future cooperative ventures between NMU and our counterparts in Brazil.

Over the span of 7 days, Jim and Shawn met with a total of 31 individuals representing 6 different universities, 5 separate government agencies, and 7 separate NGOs.

Their discussions with faculty and administrators from the Brazilian Flagship University of São Paulo (both the main campus and their agricultural school in Piracicaba) and federal institutions located in São Paulo, Brasília, and Rio de Janeiro uniformly resulted in commitments to provide instruction to NMU students in a variety of contexts (ranging from telecasted lectures to on-site colloquia to lengthier educational courses taught in English); explore collaborative research projects; and an interest in sending students to NMU for short- or long-term exchanges.

Their meetings with the Brazilian Committee for the United Nations Environmental Program, Brazilian Ministry of Environment, and Secretariat for the Environment of the State of São Paulo generated much enthusiasm regarding

teaching our students or employing them as interns, using U.S.-based faculty as consultants, and establishing formal relations with Northern Michigan University. It was apparent that few, if any, universities in the U.S. have what they (Brazilian organizations) need—expertise in environmental communication—let alone having ever shown an interest in working with them, said Cantrill.

The reception they received from various NGO's ranged from cordial to outright embracing, with each group agreeing to assist our students in a variety of ways. For example, ETHOS (a well-financed organization that specializes in sustainable business practices) extended us a financially subsidized invitation to attend the major global forum on the environment and industry that they are sponsoring in September.

As a result of these discussions, both Jim and Shawn have committed to providing scholarly and practical resources to those they encountered, to begin planning for a 2-week faculty led study abroad (FLSA) to be offered in 2016, and to seek further institutional support for this emerging relationship. Jim and Shawn welcome collaboration with their peers here at Northern.



OUTSTANDING CAPS GRADUATES AND STUDENTS

Outstanding Graduates By Sub-Area

- ◆ Broadcasting—Mikenzie Frost
- ◆ Communication Studies—Kara Jacoboni
- ◆ Public Relations—Jordan Paquet
- ◆ Theatre and Entertainment Arts—Alexandra Marks



Outstanding Theatre Students

- ◆ Outstanding Freshman—Lily Howder
- ◆ Outstanding Sophomore—Jill Vermeulen
- ◆ Outstanding Junior—Liz Trueblood
- ◆ Outstanding Senior—John Scheibe
- ◆ Outstanding Newcomer—Korinne Griffith
- ◆ Highest GPA—Jill Vermeulen

2015-2016 SCHOLARSHIP AWARDS

- ◆ **Forest Roberts Family Endowment** (two for \$1,900 each) awarded to Donavon Chambers and Ryan White
- ◆ **James A. Panowski Theatre Scholarship** (one for \$1,000) awarded to Donavon Chambers
- ◆ **James L. Rapport Scholarship** (one for \$3,460) awarded to Laura Thompson
- ◆ **John P. McGoff Scholarship** (two at \$400 each) - TBD
- ◆ **Karen Rademacher Scholarship** (one at \$320) - awarded to Ryan White
- ◆ **Mitzi Selin Scholarship** (one at \$525) - awarded to Elizabeth Trueblood
- ◆ **Rasmussen Scholarship** (one at \$410) - awarded to Victoria Giles



The NMU Alumni Association is proud to announce that alumni and supporters are able to access and print their membership letter including a cut out membership card online. With the decision to extend membership to all Wildcats, it is important that alumni and supporters be able to access the great courtesies that are included in being an Alumni Association member.

SEOUL INSTITUTE OF THE ARTS

By: Dr. H. Sook Wilkinson

How is NMU connected with the Seoul Institute of the Arts?

It all began about 20 years ago with a young man named Ji Hun Chang and his devoted and compassionate NMU professor, Dr. Chuck Ganzert. Ji Hun received his B.A. in broadcasting at NMU, then went on to get his master's at Boston University and Ph.D. at Hongik University in broadcasting. Dr. Ganzert has collaborated with Dr. Ji Hun Chang and gave a series of three long distance video lectures for SeoulArts students in the spring of 2013.

Remembering the kind community of Marquette and the fine education at NMU, he sent one of his students, Young Jong Lee, to NMU to study under Dr. Ganzert. Lee became the first international student selected to deliver a student commencement speech at the 2012 May Commencement. After his B.A. at NMU, he was accepted into Northwestern's Master of Science in Communication program. With his MSC degree, he now works as a researcher at United Asia Management in Korea, responsible for all fac-

ets of Korean celebrities' rights of publicity and copyright protection.

In November 2012, I had the pleasure of visiting the beautiful campus of SeoulArts with then, NMU President David Haynes and Vice President/Provost Paul Lang. In January of 2015, I made a follow-up visit to SeoulArts. I was welcomed by Dr. Ji Hun Chang, Dean of Planning, Dean Tay Guhn Yoo of External Relations and School of Media, Jun Oh, Associate Dean of External Relations and Professor of Digital Arts, and Vice President of Planning, Eung Soo Han.

It is my sincere wish that we can find ways to share our expertise and to strengthen the students' experience and learning both at NMU and SeoulArts. To learn more about SeoulArts, please click on their promotional video in English: wn.com/seoul_institute_of_the_arts.



ARTICULATION AGREEMENTS

The CAPS Department and three other local colleges in the area now have active articulation agreements between one another that allow students in the areas of communication studies and media production and new technology to transfer credits between their institution and ours in order to pursue a B.S. in the approved lines of study, once admitted as a student at NMU.

For Macomb Community College, this means that credits earned towards an A.A.S. degree in speech communication or intercultural/interpersonal communication could be eligible for acceptance towards a B.S. in communication studies at Northern.

In terms of Lansing Community College and Delta College, this means that students can look at moving on to earn a B.S. at Northern in the study of media production and new technology.

Articulation agreements are a great way for smaller schools in remote areas like us to partner and set up advanced study programs and career opportunities for students when they transfer between schools.

Check out our articulation agreements online at: nmu.edu/caps/programs



BEAVER ISLAND OUTREACH

Dr. Charles Ganzert and Daniel Truckey (Beaumont U.P. Heritage Center) recently finished an NMU outreach program on Beaver Island. The pair led an all-day oral history workshop with community members and volunteers with Beaver Island's new community radio station (WBVI). They were invited and hosted by Kevin Boyle '81, President of the NMU Foundation Board of Trustees.

The workshop took place on August 4 at the Beaver Island Community School and featured two parts. Truckey led a session on how to plan an oral history project and the origins and uses of oral history in communities. Ganzert's session focused on techniques for interviewing and the proper technology for capturing recording, including recording units, microphones and recording software. The workshop concluded with an evening showing of two films at the Beaver Island Community Center; "Yum, Yum, Yum," a film about Cajun food culture and "Home on the Island," which is a documentary about Irish immigration to Beaver Island and connecting with the roots back in Ireland.

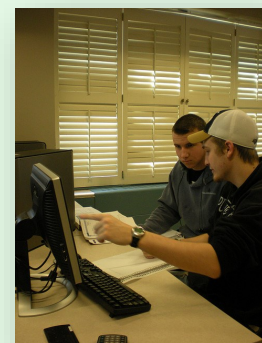


Pictured from left to right, Jon Fogg, Charles "The Beard" Ganzert, Judy Boyle, Cindy Ricksgers, Erin Boyle, Maureen Abele, Kevin "Short Irish Guy" Boyle, Dennis Winslow, Mark Beltaire and Greg Doig

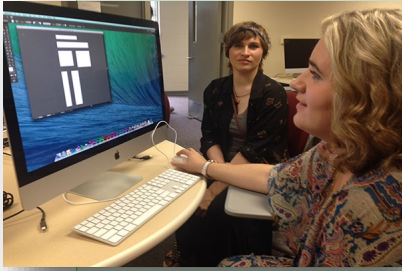
CREATIONS OF A MULTI-MEDIA SERVICE CENTER

If you haven't heard, exciting things are in the works here on Northern's campus. The folks in AIS and, Jim Cantrill have been discussing the creation of a multi-media service center to assist students (maybe faculty as well) who want help with course projects. We are increasingly seeing students who have been assigned projects that either require or provide the option for giving class-presentations or submitting multi-media projects. This is a trend that will only increase when the new GenEd courses come online (e.g., the "Effective Communication" component requires that students be given the choice of how to communicate their ideas). In a nutshell, the idea is to have a center, staffed by paid student-employees, that can provide clients access to training resources, hands-on assistance, and relevant technology so as to empower them with multi-media skills. Notably, those student consultants would only have to provide entry-level assistance. For more advanced audio, video, graphic, or presentational instruction, students would have to take the courses we regularly offer in various majors on campus.

Of course there are still many details to figure out, finalize and tweak, such as what kind of graphic tools (e.g., Illustrator, Photoshop etc...) should be made available; how many workstations and what kind of computers (PC vs. Macs) should we have in house? What kind of software and instructional material should be made available? But most importantly, what kind of staffing considerations need to be made.



STUDENTS EAT UP NEW APPLE MAC LAB



With the start of the new fall semester, students in the CAPS department were the first to experience the new Mac lab located in Thomas Fine Arts room 318, all decked out with wall-to-wall desks topped with new Apple iMacs and an LCD Smart Board in lieu of chalk.

This lab had been a work in progress since last winter semester. But it all finally all came together.

Currently the iMacs in this new lab are optimized for production work, containing faster processors and larger, sharper displays. They also come loaded with a cache of industry standard production software such as Final Cut Pro, Adobe Audition and Avid ProTools.

In addition, to help students share their work, all computers were linked together and are able to connect to the electronic board at the front of the room. Likewise, if a student needs individualized assistance, an instructor

can connect directly to his or her computer and offer help or make corrections remotely.

Of course being the first to use new technology can come with a few drawbacks. Bugs and other difficulties are commonplace in brand-new tech setups, but so far they have been minimal.

Unfortunately, not everyone can use the new facilities. Access is only granted to those CAPS students who are in classes requiring use of the lab, just like are audio/video labs in McClintock.

PRSSA NATIONAL CONFERENCE IN D.C.



The Northern Michigan University Chapter of the Public Relations Student Society of America (PRSSA) took part in the PRSSA National Conference in Washington, D.C., October 10 — 14. PRSSA is a pre-professional organization for students interested in public relations, that was founded in 1968 by its parent society, the Public Relations Society of America.

The 2014 National Conference had a theme of “Intersections: The Meeting Place of Communications and Culture.” American University along with the University of Maryland hosted students from all over the country to show how D.C. is a crossroads for all things PR.

Not only did NMU (one of the smallest chapters in the country) send one of the largest groups to the conference (16 general members, two national committee members and one supporting faculty member), but they also won the Star Chapter Award for outstanding Chapter and Professional Development. To win this distinction, chapters must meet eight of 10 requirements, such as completing a community service project, attending National Conference and discussing public relations ethics in at least one chapter meeting.

NMU’s Chapter has had members dating back to as early as 1997 who have been elected to serve on the PRSSA National Committee.

The first NMU Chapter member to serve on the National Committee was Tom Isaacson Ph.D., NMU alumnus and assistant professor in the CAPS department.

According to Isaacson, “the national attention the NMU Chapter has gained has been beneficial for both the chapter members and the university. And it’s not just the National Committee involvement but it’s the number of students that we send to conference every year” that cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners.

The 2014-2015 PRSSA National Committee

My time as the National Vice President of Member Services on the PRSSA National Committee has been nothing short of life changing. By gaining nine new peer mentors and three professional mentors that I work with almost daily, I have learned so much more about the field I am about to enter. Their advice, innovative ideas and support have pushed me to become a better student and future professional. I firmly believe my work with PRSSA sets me apart when I apply for entry-level jobs after graduation in May.

At NMU, I am an active member participating in campaign activities and also assisting with the revitalization of our student-run firm. This real-world experience with real clients is the best way to feel confident when exiting the university this spring.

Without the help of my fellow NMU PRSSA members, I wouldn't be where I am today. I've gone from general member to vice president of chapter and professional development, to chapter president and now a member of the National Committee. The positions I've

held on the NMU executive board through the last three years have taught me the skills I use today.

I am currently working on projects for the PRSSA National Assembly in Portland, Oregon, where I have the honor to coordinate a case study competition with a well-known and world-wide brand, and present to a local community college about the field of public relations.

I don't know where I'll be in five years, much less in five months, but I know that my year as the vice president of member services will stay with me the rest of my life. I've been honored to serve at this level and I can't wait to see what else I can do with the remainder of my term.



Jordan Paquet public relations major

In the top photo Jordan is pictured second from left.

THE PEOPLE'S CLIMATE MARCH

In September of last fall, as part of Jessica Thompson's PR 432 Environmental Campaigns class, students organized a march against climate change. The march took place starting at the power plant on South Beach and ended up at the Presque Isle power plant.

Dr. Thompson, communication and performance studies assistant professor, said the idea came about during a single class period. "We were just talking about campaign design and environmental campaign strategy and how you've got to get people to do something; education isn't enough to inspire the changes necessary to improve the environment." Shortly after watching the documentary, "Disruption," which encouraged viewers to travel to New York City to participate in the largest march against climate change, The People's Climate March, all of a sudden students started planning the march in Marquette.

The goal of the march was to raise awareness of climate change and possibly be the largest march against climate change in the U.P., according to Thompson.

Senior public relations major Savannah Mallo said, "Being able to jump into action and do something that actually makes a difference and that we can get the community involved in is super inspiring."

According to Thompson, the organization of the march fit perfectly with the class objectives, but also provided students with an experience much greater than just learning theory. "The process of figuring out how to plan and organize an event is going to be invaluable to my students, but I also think it's important that they are part of something meaningful that they can tell their children they actively worked to make the planet a better, healthier, happier place."



2015 MICHIGAN STUDENT BROADCAST AWARDS



The Michigan Association of Broadcasters (MAB) Awards have been announced for this year, and the sports and special events class has once again swept the College Sports Television category.

This year, we didn't just win first and second, we won the Honorable Mention category, too.

COLLEGE TELEVISION

Daily Newscast/Sportscast

HONORABLE MENTION - Northern Michigan University, *Public Eye News 12/2/14*, Mikenzie Frost, Aubrey Kall, Alyssa Lambert, Dan Kamppinen

Sports Play-By-Play

FIRST - Northern Michigan University,

NMU v. Finlandia Men's Basketball, Jon Modic, Brice Burge, Lauren Gruber, Dylan Ranguette

SECOND - Northern Michigan University, *NMU v. BGSU Hockey*, John Main, Lauren Lee, Brice Burge, Jon Modic

HONORABLE MENTION - Northern Michigan University, *NMU v. Concordia Women's Basketball*, Kris Thomas, Chris Fedrizzi, Justin Berkel, Larry Taylor

STUDENT ORGANIZATION OF THE MONTH

New last fall, the Center for Student Enrichment started accepting nominations for the Student Organization of the Month Award. Winners are selected on a monthly basis based on a number of criteria that best exemplifies what it is to be a successful and active student organization. Winners are recognized in *The North Wind* as well as on the CSE website and Facebook page, and also receive a cake (donated by Simply Superior) to reward its members for all the work they do to make their organization great.

In September, WUPX—Radio X was selected as NMU's Student Organization of the Month. Way to go, Radio X!

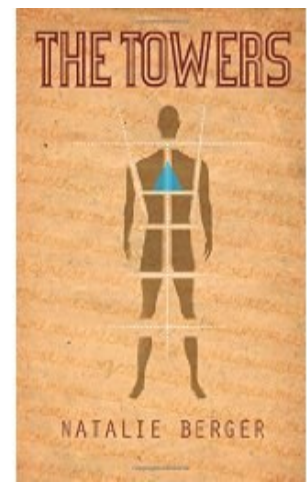


THE TOWERS BY NATALIE BERGER

The year is 3011 and the people of The Towers are living the dream—wild parties, no responsibilities, and all the food you can eat. There’s just one catch. On your 18th birthday you are sacrificed before a cheering, screaming audience in eternal debt to the gods. But young seventeen-year-old Spade begins to question her life in The Towers, asking a simple question nobody has ever thought to ask: Why? Soon, she discovers the horrifying truth and struggles to expose The Towers for what they really are—A massive slaughterhouse of human beings.

A native to Southeast Michigan, the author Natalie Berger is currently a student at NMU majoring in art and design and minoring in theatre and entertainment arts as well as English/writing. She also works as an independent filmmaker and costume shop seamstress.

Her book, *The Towers* was released on Amazon this past summer. You should all check it out.



[The Towers](#)
by Natalie Berger



LEARNING BY SERVING BY: [REBECCA HIMMELSTEIN](#)

It’s not every day you get to work with a Grammy-nominated band in a class.

“We have world class musicians in the studio right

now” said Dr. Charles Ganzert. “These guys are traveling all over the country. They don’t get that experience all the time.”

This past semester, the 12 students in Advanced Audio Production produced an hour-long radio show with the Jeremy Kittel Band. The show aired on WNMU Public Radio 90 on graduation weekend.

“A lot of people just go to class, sit in a lecture, take notes and then they go home” said George Church, media productions student. “I come here and I stand in front of thousands of dollars worth of equipment that I would not have the opportunity to use anywhere.”

This was not your average assignment. The class had to work with a client to create a great product that the public would hear.

“It was good real world experience for them where when they were done they could say, ‘ehh that is good enough’. They have someone to answer to and they really always step up their game,” said Hans Ahlstrom, WNMU program producer.

“It feels almost more like a trade school than it does just sitting in a class and doing that,” said Church.

The band’s sound engineer worked with the class to get the sound the band was looking for. By working with different microphones, pro tools and a sound board, students’ prior knowledge was put to the test in a professional setting.

“One of the things I tried to do with this class was give them a real recording experience,” said Ganzert.

“This is something they could put on their resume because it aired on a national public radio station,” said Ahlstrom.

At the end of the semester, these students had an hour-long set and interview complete, with an album cover to show for it.





DAVID J. SWANSON

A Paper Tiger in the Rain by David J. Swanson was selected from more than 150 entries as the winner of the Albert and Mildred Panowski Playwriting Award at Northern Michigan University. The competition is held biennially and this year's theme was the economy.

The play revolves around Nathan, who has just been promoted to editor in chief of the *Willow Falls Beacon Telegraph*. Nathan learns that the newspaper is in financial trouble. As the situation worsens, he is faced with saving the newspaper while also trying to win the heart of his newly widowed former flame.

Swanson is an aerospace engineer in Wichita, Kan. He found his love for theater in college, began writing several years later and transitioned from actor to writer and director. He has a novel to his credit and a collection of short sketches.

"The process was very difficult," said Ansley Valentine, NMU director of theater. "We have a panel of readers across the country who rank the plays independently. I gather those scores to come up with a list of semifinalists. Those are ranked by different readers and I generate a list of finalists. From there, we read and discuss the plays until we come to consensus."

"A PAPER TIGER IN THE RAIN"

A Paper Tiger in the Rain, written by Panowski play prize winner David J. Swanson, had its world premiere on Tuesday, Sept. 30. in NMU's Black Box Theatre.

The show opened on a scene with the staff of the daily newspaper *The Beacon Telegraph* celebrating their new editor-in-chief, Nathan Parker. While congratulatory at first, the show took a turn as the retiring editor-in-chief told Parker privately that the newspaper is quickly going downhill financially.

With over 20 years of journalism experience under his belt, he discovers that his dream job is now a sinking ship. *A Paper Tiger in the Rain* is about this man's journey in his attempt to save his dream from breaking apart while at his new editor-in-chief desk.

Marquette resident Rusty Bowers gave an unforgettable performance as Nathan Parker. The audience got to watch this man at the high peak of finally landing his dream job to the low points of watching his dreams and goals crumble. Bowers will leave a mark on your brain that is still there hours after leaving the theatre.

The remaining eight members of the cast in the show are also well-developed. Although giving a slight hint of awkward nervousness in the beginning of the show, each and every one of the actors on stage portrayed a memorable, relatable character. More than

once I had to remind myself that these are actors on stage rather than experienced editors with children at home.

Every actor was in tune with their character, and the intimacy of the Black Box Theatre allows the audience to see every carved nuance in their performances. There were subtle gestures: a clench of a hand on a chair, a tremble of a lip, a wiping of the eyes. These nuances made the show enjoyable to watch closely from the edge of your seat.

"A Paper Tiger in the Rain" is directed by Broadway veteran and NMU theater



professor Paul Truckey. One could glance across the small theater and see Truckey sitting among the audience, taking in the emotional performance with a smile.

Prepared By
Kristi Evans
NMU New Director

A Paper Tiger in the Rain is a semifinalist for the Playwrights First Award at the National Art Club in New York City and Wichita Community Theater chose it for a staged reading in March 2014.

BLACK ICE COMEDY TOUR COMES TO MARQUETTE



PICTURED ABOVE ARE: PAUL TRUCKEY, ALYSA SPIVAK, KORRINE GRIFFITH, TOM LEE, GREGORY HOLLIMON, EMILY KINNE, ABBY SCHNECK, JAMES PORRAS, SAM ARSENAULT AND MARZ TIMMS

As part of their Black Ice Comedy Tour, comedian Marz Timms, who is also the voice of Jax from *Mortal Kombat*, and Comedy Central's Gregory Hollimon, from *Stranger's with Candy*, came to Marquette in February to participate in the Black Ice Comedy Tour. While they were in town some of our theatre staff and students got a chance to meet with these gentlemen to ask questions about the entertainment business and hear stories from the guys. Not only did it help promote the event but it gave some of our theatre students some insight into the business.

A FAITHFUL STUDENT

If you have not met Cleatius Gouldman, it is likely you have at least caught sight of him strolling across campus. He has a few uniquely identifiable features that distinguish him from most students: his signature sprawling white beard; his black MIA/POW cap that is weathered, faded and frayed on the edges of the brim; and a laptop bag bearing a few small splatters of paint that offer a subtle clue to his academic major.

Gouldman graduated with a bachelor of fine arts degree on his 66th birthday. A long time passed between his first classes at NMU in 1971, when he was fresh out of the military, and May's rewarding march across the commencement stage. His education was interrupted by work, travel, music and art. Gouldman is a native of downstate Niles. He returned to Michigan in 1993 to care for his ailing mother. His final promise before she died was that he would complete his degree.

"My mom loved artwork," said Gouldman, who is soft-spoken and exceptionally polite (his interview responses are laced with "Yes, ma'am"). "She pretty much taught me how to draw. She also taught me how to play basketball. I could never beat her because she had a set shot that she let fly halfway across the court. I was a single child and our family went to church every night when I was young. That's where I learned how to draw. It was a good way to babysit me and keep me quiet—give me something to doodle on.

"It feels wonderful to get my degree. I don't believe I could have accomplished it without the assistance of the people at Northern. From professors to secretaries to custodians, they're all just wonderful, helpful and respectful."

Gouldman served in the U.S. Army from 1968-1971 during the Cold War. In an effort to develop advanced air-defense capability to neutralize a potential attack by Soviet bombers, the United States produced a series of Nike anti-aircraft missiles. Gouldman's

assignment revolved around the Nike-Hercules missile. "I activated and deactivated nuclear warheads," he said.

When he left NMU early the first time around, Gouldman went to Wisconsin and assisted Frank Lloyd Wright Taliesin Fellows with home restorations. He later spent 25 years on Vashon Island near Seattle, working in construction and immersing himself in the rock 'n' roll scene via different bands. After graduation, he plans to someday return to the Seattle area and get back into a former love: theater. He's working on an original musical based on late author Carson McCullers' novel, *The Ballad of Sad Café*. The Southern blues-flavored songs he's written for the show include "Eagle Don't Cluck Like a Chicken," "Nobody Sings Face Down" and "Sharecropper's Blues."

Beneath the MIA/POW logo, on the right side of the brim of the well-worn cap, is stitched the phrase, "You Are Not Forgotten." It is an appropriate sentiment—not only in deference to Gouldman's military service, but because some at NMU will not soon forget his memorable personality, stories and visible presence on campus and here in the Communication and Performance Studies Department, where he focused many of his additional studies on theatre.



ALUMNI IN THE NEWS

It's hard to know where to start when I think about how PRSSA has helped me after my time at NMU ended. The short story is that my PRSSA experience directly led to a skillset and network that allowed me to land my first job in June. I now sit in my cubicle writing this article on the 66th floor of the Aon Center in downtown Chicago, having just finished another day at Edelman, the world's largest public relations agency.

Through my PRSSA connections, I've spent time with people who have led agencies and major divisions of corporations, who are chief communications officers and who are fast-rising young professionals. I've asked a lot of questions and received world-class support. And trust me, I've needed it.

PRSSA has given me a mindset. The mentors and resources that helped me along my journey have inspired me to offer my assistance to others and contribute to existing resources. It has taught me that the more great people we funnel into public relations and the more those people grow, the better this profession can become.

PRSSA gave me leadership experience, which started as a member of the NMU Chapter executive board. I learned that working with volunteers, with friends, isn't easy. I learned through errors, mistakes and mistreatment. PRSSA was my vehicle for personal growth, for developing an ability to work with others; it was my way to understand things like group leadership, setting and managing expectations, how to be flexible and even how to be liked.

My PRSSA experience was uncommon. I went to Washington, D.C. for meetings, planned a three-day leadership retreat in Phoenix, stood at a podium in front of 1,300 members in Philadelphia and lost track of the number of sessions I've ran at conferences. I've given speeches to PRSA leaders in New York and in D.C. and I've been a guest lecturer in classes at the universities of Alabama, Florida and Miami. My experience was uncommon, but the end result is not. I have a good job, a network of peers, a few mentors and people to have dinner with if I'm ever in Denver, San Diego, Pittsburgh or wherever. A lot of PRSSA members leave with that, so why not you?

Brian Price is an assistant account executive at Edelman Chicago, working as a social community manager on ConAgra Foods, and an active member of PRSA. While at NMU he spent three years in the university communications and marketing office and is old enough to have experienced the Doctors Rybacki-Niebauer era of the CAPS Department.

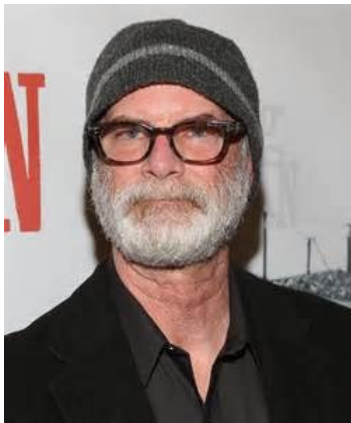


BRIAN PRICE

NMU Bachelor's - '12

NMU Master's - '14

"What you get out of PRSSA is exactly what you put into it. I put in uncommon efforts and had an extraordinary ride. Make the investment. It can be so much fun."



MICHAEL SHAMUS WILES

Michael Shamus Wiles was born on October 27, 1955 in Everett, Washington. However, he spent most of his life growing up in Michigan. In fact, Wiles came to NMU in the mid-'70s to play football and became heavily involved in the theater program while he was here.

Although he never graduated from NMU, he says he has very fond memories not just of NMU productions he took part in, like *West Side Story* and Luigi Pirandello's *Six Characters in Search of an Author*, but of living in the Marquette area in general.

He's also made a wide range of TV appearances.

At the moment, he has a recurring role on cable on the AMC series *Breaking Bad*. Since the 1980's he's become an American character actor of film and television who has appeared in over 100 films and television programs, including the following, to list a few:

- *Fight Club* as Bartender in Halo
- *Transformers* as Two Star General
- *Pearl Harbor* as Captain Marc Andrew Mitscher
- The actor who played *Bosaal* in the *Star Trek: Voyager* episode "The Void"

Currently he's working on an opera with the Long Beach Opera Company, titled Hydrogen Jukebox. longbeachopera.org/2015-season/hydrogen-jukebox

stageraw.com/2015/06/04/hydrogen-jukebox/

ALUMNI IN THE NEWS

Originally from Farmington Hills, Michigan, Mark Bullion graduated cum laude back in 2010 from NMU with a BS in electronic journalism and communication studies.

Before recently joining Fox 21 in Colorado as a news forecaster, Mark had been with WEEK/WHOI-TV in Peoria, Illinois, where he served as the weekend weather/news anchor and weekday news reporter. Prior to that he was the weekend weather/news anchor and weekday news reporter for WHIZ-TV in Zanesville, Ohio, for about a year.

His experience includes live break-in reporting during severe weather events as well as forecasting and reporting for Central Illinois, including the historic Illinois River flood of April 2013.

Mark is currently attending Mississippi State University online to pursue his certificate of broadcast meteorology.



MARK BULLION

EVENT ON VIOLENCE, RACE AND MEDIA

Often, there is a lag between when a student learns something in the classroom and when he or she can put those skills into practice. But communication studies NMU graduate student Joshua Ewalt has turned that notion on its head.

After teaching several sections of Small Group Communication, Ewalt was looking for a new way to teach organizational communication that also set up an environment in which to practice the theories about which students were reading. Then, on Aug. 9, 2014, teenager Michael Brown was shot and killed in Ferguson, Mo., sparking a national debate on race, violence and media.

After this event, Ewalt's class hosted "Cutting Through the Noise: Your Opinion on Issues of Violence in Contemporary United States Society," a panel discussion. Panelists included Bennie Shobe, a local NAACP chapter representative; Barney McCoy, associate professor in University of Nebraska's Lincoln College of Journalism and Mass Communications; Jan Deeds with the UNL Women's Center; and Charlotte Evans, assistant chief with the UNL Police Department.

Ewalt said the idea for the panel started when, even as a communication scholar, he felt overwhelmed by his inability to navigate the wide terrain of communication that surrounded the situation in Ferguson. "It felt like there was this imbalance," he said. "We teach our classes that communication is the key to democracy — the importance of coming together to develop solutions for difficult situations — but then when they happen, we just don't seem to have those skills with the art of discussion."



JOSHUA EWALT

So, on the first day the class met in the fall, Ewalt told his students they would be organizing an event that would facilitate discussion about violence and race. Facing a group project that touched on such difficult topics, some students balked. Ewalt said he hoped the event helped students and the audience gain new perspectives and communication skills. He said he hoped it helped "promote the practice of civil conversation, but also taught students how to navigate the organizational terrain of life in the process of organizing such events."



Pictures and text of Joshua Ewalt and this event provided by Deann Gayman-University Communications at University of Nebraska-Lincoln

Those Never Forgotten



KAREN SAARI

A recent email received from an NMU face of the past...

"Dear Dr. Cantrill: I don't expect you to remember me, as I graduated from NMU in 1996. I never had a class with you, but we served on a few committees together, notably the start-up of the First Year Experience program. Hello!

I thought this might be a newsworthy item for you. I'm a 1996 graduate of the CAPS department, and a play I've written has been selected for the Wisconsin Wrights New Play Festival, which is produced by Forward Theater Company, a professional company based in Madison. Playwrights throughout Wisconsin submit plays which go through two rounds of evaluation by theater professionals. They choose 2 to 3 finalists to receive further development via feedback and coaching from dramaturgs, professional directors and actors, culminating in a staged reading.

Originally from Mass City, MI, I was both a theater and broadcasting student, having received very intensive scriptwriting training from Dr. William Buccalo, as part of a directed study my senior year. I've lived in Madison since 1997 where I've been highly active in the performing arts. My play, *In A Clearing*, draws very heavily on my familiarity with U.P. culture.

I'm very proud of this achievement, and if this can motivate another prospective student to choose NMU or helps to assure donors of the stellar education afforded there, I am happy to help.

HISTORY

Wisconsin Wrights was created in fall 2006 through a partnership between the UW-Madison Division of Continuing Studies in Theatre, the UW-Madison University Theatre, and the Madison Repertory Theatre. The founding partners were joined by the Milwaukee Chamber Theatre in 2007 and Forward Theater Company in 2009. Edنفred/Terry Family Foundation supported the Wisconsin Wrights New Play Development Project from the beginning by providing one week residencies for the three finalists in 2007, 2008, 2009, 2011, and 2013. Forward Theater Company accepted stewardship of the Wisconsin Wrights program from the UW-Madison Division of Continuing Studies in the summer of 2014 and will continue to coordinate the program as a reading series for new works. **Location:** All performances are at the Overture Center: 201 State Street, Madison, WI .

This Falls Plays:

October 1st - *IN A CLEARING* by **Karen Saari** (Madison, WI)

October 2nd - *FAITHLESS* by Michael Proft (Cedarburg, WI)

October 3rd - *LEARNING TO STAY* by James DeVita (Spring Green, WI)

For more information contact Wisconsinwrights@forwardtheater.com



Northern Michigan University
Communication and Performance
Studies
1401 Presque Isle Ave.
Thomas Fine Arts
Marquette, MI 49855

Phone: 906-227-2045
Fax: 906-227-2071
E-mail: caps@nmu.edu

We're on the web
www.nmu.edu/CAPS

CAPS—OUR MISSION

Our Mission: The disciplines represented in the Communication and Performance Studies (CAPS) Department share a focus upon understanding how messages are used to manage relationships with others in contexts ranging from "one-to-one" to "one-to-many" using personal, public and mass-mediated channels of communication. Although the goals for different majors may flow from specific arenas and methods of social interaction or performance, graduates of CAPS programs share a fundamental appreciation for what it means to live in a symbolic world, to engage in life-long learning, and acquire a suite of skills that can be transferred to a wide array of career options. Thus, students majoring in CAPS learn to critically examine the role communication plays in daily life, to embrace the multicultural foundations for human discourse, to work in teams as well as independently regarding the application of communication concepts to practical situations, and to use what they have learned in the practice of civic engagement.



CAPS Opportunities: Notwithstanding existential threats, CAPS is poised to fearlessly confront the future in various ways. We have taken a key role in the development of NMU's multi-media assistance center, have begun to fully integrate our new Macintosh learning space into the curriculum, will be proposing an innovative on-line and face-to-face graduate program in Conservation Leadership and Environmental Communication in the fall, are further entwining our curricular ties to Northern's WNMU affiliate, and have made a major push toward the internationalization of our majors through recent initiatives in South Korea and Brazil. As a department we look forward to these opportunities and challenges. We look forward to continually growing our department and the various majors in it.

However, with the advent of a great presence in the new General Education curriculum, and even granting a quadrupling of summer-session web-based offerings in recent years, we will not be able to grow without more instructional personnel on hand. And, of course, since CAPS is a technology-intense department, keeping up-to-date is an ever pressing puzzle.

If you are a CAPS alumnus or even a current student and want to help out and see our department grow, prosper and reach new heights, feel free to give us your opinions and feedback. If monetary assistance is more your thing, then feel free to give today by visiting the alumni foundation site at:

nmu.edu/foundation/give