

Communication and Performance Studies Department (CAPS) Alumni & Friends Newsletter

N O R T H E R N M I C H I G A N U N I V E R S I T Y

W e l c o m e N e w C A P S F a c u l t y

INSIDE THIS ISSUE:

| | |
|---------------------------------|-------|
| Faculty Accolades | 2-3 |
| Outstanding Students and Awards | 4-5 |
| International Expansion | 6 |
| Mac Labs | 7 |
| Forest Roberts Theatre News | 8-9 |
| Broadcasting News | 10-11 |
| Alumni News | 12-13 |

As the Wally Niebauer and Don and Karyn Rybacki retired last spring, they were replaced in the fall with two very active and recognized former NMU students Jessica Thompson and Thomas Isaacson.

Jessica Thompson received her B.S in communication studies and public relations from Northern Michigan University in 2001. In addition to being Captain of NMU's NCAA alpine ski team and the student commencement speaker, Jessica had the distinction of co-authoring one of the top papers at a major conference on environmental communication.

After Northern, she went on to receive a doctorate in organizational communication from the University of Utah in 2007 and become an assistant professor in the Human Dimensions of Natural Resources at Colorado State University. Since leaving Marquette at the turn of the century, she has produced close to two dozen publications, given as many conference presentations, and has garnered more than \$4 million in

federal and private foundation grants. Joining the NMU faculty as an assistant professor of public relations and communication studies, she and her husband Josh are looking forward to raising



their daughter in the land of Gitchee-Gumee (Lake Superior area).

Thomas Isaacson graduated with a degree in public relations from Northern Michigan University in 1996 and pursued a career in sports information services and public relations around the country before returning to Michigan State University (MSU) to receive a master's degree in 2003. He then spent three years as an instructor in NMU's CAPS Department, teaching a variety of undergraduate courses. Tom even-

tually returned to MSU to obtain a doctorate in media information studies and received an Outstanding Ph.D. Student award in 2010.

For the past two years, he has been teaching public relations and corporate communication at Marquette University. Along the way, Tom has developed a scholarly focus in the areas of sports and health communication, resulting in several publications and conference papers. Now, Tom returns "home" with his spouse, Heather, and two children to teach public relations and communication studies courses as an assistant professor at NMU.



CAPS Faculty and Their Creative Works

Dwight Brady, Professor

- ◆ Helped to create the new multimedia journalism major.
- ◆ Currently working on a major service learning project with his advanced field production class in partnership with the faculty and students in the Clinical Laboratory Science Department. They are going to produce a 3-4 minute web video about CLS for the department to show to potential students.

Jim Cantrill, Department Head

- ◆ *Journal Article*: "Framing Environmental Communications when 'Close to the Nature, Hand in Hand with Fatwa': Bid Process Follow-Through and Preparations for the Beijing Olympic Games." *Studies in Media and Communication*, 2013. (Co-authors Jacquelyn R. Gage and Shuang Xie)
- ◆ *Conference Papers*: "Your Place, My Place, or Someplace More Exciting: Pro-Creative Possibilities for Environmental Communication Scholarship." Paper to be presented at the Conference on Communication and Environment, Upsala, Sweden, 2013.

Chuck Ganzert, Professor

- ◆ Facilitated long distance audio production classes with Korean University (February 2013)

Vic Holliday, Associate Professor

- ◆ Completed three scenic and one lighting design for the Forest Roberts Theatre. These were for *The Near East* (lighting), *The 25th Annual Putnam County Spelling Bee* (set), *1776* (set) and *Bears* (set). Also created two lighting designs for the dance program in HPER, as well as a scenic design for Negaunee High School's production of *Oklahoma!*
- ◆ Served as a project consultant for the Peninsula Arts Appreciation Council, which operates the Vista Theatre in Negaunee.

Tom Isaacson, Assistant Professor

- ◆ Hove, T., Paek, H.-J., Isaacson, T., & Cole, R. (2013). Newspaper portrayals of child abuse: Frequency of coverage and frames of the issue. *Mass Communication and Society*, 16(1), 89-108.
- ◆ Bowman, N., McCabe, J., & Isaacson, T. (2012). Fantasy sports and sports fandom: Implications for mass media research. In A. C. Earnhardt, P. M. Haridakis, & B. Hugenberg (Eds.), *Fandemonium: Explorations of Fan Power, Identity and Socialization* (pp. 255-273). Lanham, MD: Lexington.
- ◆ Isaacson, T. (2013, February). *Evaluating Fan Reactions: A University Football Team Crisis Using Situational Crisis Communication Theory and Social Identity Theory*. Paper accepted for presentation at 6th Summit on Communication and Sport in Austin, Texas.
- ◆ Isaacson, T. (2013, June). *Evaluating the crisis response strategies of a university basketball program: How do reactions differ based on apologies, crisis severity, and team identification?* Paper accepted for presentation at International Communication Association 2013 Annual Conference in London, England.
- ◆ Represented NMU at the Edelman Academic Summit held at Stanford University (a private public relations event).

Sara Potter, Continuing Instructor

- ◆ Manuscript under review: Teaching Speech Writing, Delivery, and Reducing Communication Apprehension Using Ten 30-Second Speeches, *Journal of Communication Education*. Conditional acceptance 2012 set for publication 2013.
- ◆ Research: "The Use of Systematic Desensitization for the Reduction of Communication Apprehension in Public Speaking Students"- (Potter, S. & DeBold, S.) Paper submitted to National Communication Association for presentation in Washington, D.C. fall 2013
- ◆ "Freshman Seminar: The Second Semester"- First Year Experience Planning Committee
Created a second semester enhancement course for freshman probation students. The course development involved four primary course goals with measurable objectives to complete each goal that enhanced the learning objectives from previous semester UN100 (freshman seminar course). Lesson plans developed and outlined to meet the standards identified. Pilot study completed winter 2013.

CAPS Faculty and Their Creative Works

Shelley Russell, Professor

- ◆ Directed *Legally Blonde* at the Forest Roberts Theatre in April.
- ◆ Play writing: *Water, Woman*. Contemporary environmental drama. A photographer is found badly injured on a Lake Superior beach. The mysterious circumstances make her an overnight religious sensation. Amidst the torment of her troubled American family, she seeks normalcy. Staged reading, NMU, March 2012. Staged Reading, InViSible Theater, NC, 2013.

Mark Shevy, Associate Professor

- ◆ Published and presented a paper called *Story, Music, and Disposition Theory* at the Association for Education in Journalism and Mass Communication Annual Conference in Chicago.
- ◆ Wrote and submitted the third rewrite of two invited chapters for an Oxford University Press (London) textbook on the psychology of musical multimedia. The book is scheduled for publication in 2013.
- ◆ Had research article published in a peer-reviewed journal: Kristin, S. & Shevy M. (2012). A Cross-Cultural Comparison of Listeners' Extra-Musical Associations with Popular Music Genres. *Psychology of Music*. Also served as the manuscript reviewer for this journal.

Jessica Thompson, Assistant Professor

- ◆ Published 2 articles: Davis, S., Thompson, J.L. & Schweizer (2012). Innovations in on-site survey administration: Using an iPad interface at National Wildlife Refuges and National Parks. *Human Dimensions of Wildlife: An International Journal*, 17 (4). 282-294; and DiEnno, C.M. & Thompson, J.L. (2012). For the love of the land: How emotions motivate volunteerism in ecological restoration. *Emotions, Space & Society*. Available at: <http://dx.doi.org/10.1016/j.emospa.2012.02.002>
- ◆ Published six peer-reviewed manuscripts, two books chapters, a magazine feature article in *SPECTRA* and two competitive conference papers.
- ◆ Secured a NOAA federal grant supporting climate change mitigation planning on the Gulf Coast.
- ◆ Co-edited a special issue of *Environmental Communication: A Journal of Nature and Culture* (published by Taylor & Francis).
- ◆ Serve on the editorial board of *Science Communication*, *Public Understanding of Science*, *The Rangeland Journal*, and *Environmental Management Review* reviewing numerous manuscripts for each.
- ◆ Attended the National Communication Association (NCA) convention in Orlando (November), the New England Aquarium's Climate Change Communication Advisory Board (October), the National Park Service's Advisory Board (Education Committee in December), and was an invited as keynote speaker at the Pacific Northwest Climate Science Conference (October).

Paul Truckey, Associate Professor

- ◆ Played the role of Fredrik in *A Little Night Music* for the Pine Mountain Music Festival, July 2012.
- ◆ Directed *1776* at the Forest Roberts Theatre in October 2012.
- ◆ Played the lead in *Guys and Dolls* at Interlochen in March 2013.

Ansley Valentine, Associate Professor and Director of Theatre

- ◆ Directed the *Santaland Diaries* in December and *Fallujah* in February, both at the Forest Roberts Theatre.
- ◆ Elected to the Order of Constantine of Sigma Chi fraternity.

Shuang Xie, Assistant Professor

- ◆ Contributing author to an article that has been accepted for publication in *Media Psychology*.
- ◆ Collaborated with Ren Zhongfeng, visiting scholar and others on establishing an exchange program with Zhejiang Science and Technical University (ZSTU).
- ◆ Served as a paper reviewer for the *Journal of Mediated Communication* and for the 64th annual conference of the International Communication Association.
- ◆ *Journal Article*: "Framing Environmental Communications when 'Close to the Nature, Hand in Hand with Fuwa': Bid Process Follow-Through and Preparations for the Beijing Olympic Games." *Studies in Media and Communication*, 2013. (co-authors Jacquelyn R. Gage and Jim Cantrill)

Outstanding CAPS Students

- ◆ **Pierce Huxtable**—2013 Outstanding Graduating Senior in mass communications/broadcasting. From our Theatre Department, Pierce was also given the following awards: Outstanding Performance by a Featured Actor in a Musical for Avenue Q award; Outstanding Achievement in Sound Design for *Fallujah* and a superior rating of 4.79 on his performance jury.
- ◆ **Kristy Priest**—Outstanding Achievement by a Senior.
- ◆ **Darin Casler**—Outstanding Performance by a Featured Actor in a Play for *Fallujah*.
- ◆ **Alycia Heckathorn** - Academic Achievement Award: 4.00 GPA.
- ◆ **James Porras II**—Outstanding Cameo Performance by an Actor or Actress for Avenue Q.
- ◆ **Patrick Bradley** - Outstanding Performance by a Leading Actor in a Musical for *Legally Blonde*.
- ◆ Outstanding Achievement in Design:
 - **Charlie Jauquet**, Scenic Design, Avenue Q.
 - **Christopher Trevino**, Sound Design, *Fallujah*.
- ◆ **Susan Boyle** - Outstanding Performance by a Leading Actress in a Musical for *Legally Blonde*.
- ◆ **Special Achievement in Performance:**
 - **Jacob Barbot**, *Santalaland Diaries*,
 - **The Delta Nu Ensemble**, *Legally Blonde*.
- ◆ **Alex Marks** - Outstanding Performance by a Featured Actress in a Musical for *Legally Blonde*.
- ◆ **Superior Rating on Performance Juries:**
 - James Vincent** – 4.54
 - Adam Lowe** – 4.72
 - Alex Marks** – 4.83
 - Alycia Heckathorn** – 4.90
 - Jesse Morrow** – 4.91
 - Jacob Barbot** – 5.00
- ◆ **Adam Lowe**—Outstanding Performance by a Leading Actor in a Play for *Bears*.
- ◆ **Jackie Wiles**—Outstanding Performance by a Leading Actress in a Play for *Bears*.
- ◆ **Meghan Marquardt**—Outstanding Performance by a Featured Actress in a Play for *Bears*.
- ◆ **Kelsey Wilson**—2013 Outstanding Graduating Senior in public relations.
- ◆ **Jalina Olgren**—2013 Outstanding Graduating Senior in Theatre and Entertainment Arts. From our Theatre Department, Jalina was also given the following awards: Special Achievement in Design and Technology for Avenue Q.

Outstanding Student

- Back in October 2012, **Jordan Nannestand** was selected as NMU's Volunteer of the Month. Although an alumnus now of the CAPS department she committed many hours to volunteering at Planned Parenthood and credits her admiration for the women who run the organization as her motivation. To recognize Jordan for her outstanding contributions to the Marquette Community, the NMU Volunteer Center presented her with a \$30 gift certificate to the Casa Calabria Restaurant.



Michigan Association of Broadcasters

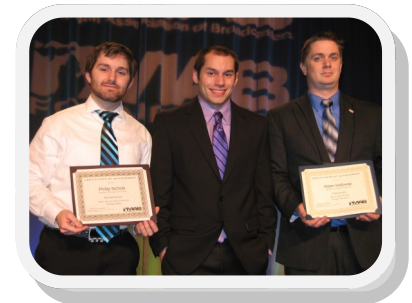
On March 13th at the Great Lakes Broadcasting Conference and Expo in Lansing, Northern Michigan University students were presented with two awards from the Michigan Association of Broadcasters Foundation: first in college television sports play-by-play and second in college radio public service announcement.

A four-person NMU crew placed first in TV sports play-by-play, beating out Central Michigan University and Grand Valley State University for the top spot. Members were: **Joel Vendittelli** of Fostoria, Mich. who handled play-by-play; **Adam Holloway** of Marquette,

Mich., color commentary; **Ryan Clark** of Round Lake, Ill., director of the broadcast; and **Jordan Smeltzer** of Frankfort, Mich., lead camera.

Phillip Nichols, a junior media production and new technology major from Wallace, Mich., placed second for his public service announcement on the importance of safe driving.

Also recognized was **Cody Boyer**. Cody was one of two people to receive the 2013 WBKB-TV, WBKP-TV, WBUP-TV, WOLV-FM, WCCY-AM, WHKB-FM & Marks Foundation Scholarship.



P. Nichols, J. Vendittelli and A. Holloway

The North Wind Hires New Editor in Chief—Cody Boyer

With the graduation of its editor in chief, Shaina James, *The North Wind* board hired a new editor-in-chief.

Cody Boyer, who is double majoring in English writing and media production new technology, will become the new editor-in-chief and will take over at the beginning of the fall semester.

Boyer comes into the position after having spent a semester as sports editor of *The North Wind*. He also

Was a producer and an anchorman of Public Eye News (PEN), a student run news broadcast aired on WNMU Public TV 13, and worked at Radio X as a disc jockey for a year and a half during his time here at NMU.

One of the biggest things he said he has learned working these jobs is “how to utilize my time well, and how to be a leader in a news environment. The main thin that I really have learned in

both (PEN and at *The North Wind*) is how to bring the news to the audience and knowing what they are really looking for and what really needs to be heard.”

“This is the opportunity of a lifetime for a college student looking to go into news editing and reporting, and I am going to put my all into the job. I want to be able to do the past leadership justice while also bringing my experience and knowledge to the table.”



American University of Rome and PR 431

Pictured are students in Tom Isaacson's PR 431-Campaigns course pitching a recruitment plan to their winter semester client, the American University of Rome, via Skype.

N M U E x p a n d s I n t e r n a t i o n a l R e a c h



NMU has extended its global outreach efforts with the help of CAPS professor Chuck Ganzert.

Chuck has been doing a series of lectures about audio record-

ing for the Seoul Institute of the Arts (SIA) recently via NMU's long distance learning facility. He has been working with SIA professors JiHun Chang, an NMU graduate, and Ho-Jung Kang, an interpreter and member of the Seoul Institute music recording faculty.

The last of these presentations took place on June, 12. In an earlier session,

Ganzert had given the students an assignment, which was to edit down Psy's "Gangnam Style" song into a sound bed of 90 seconds or less. In response, the group asked if they could also add video, once it was edited. The answer to that, of course, was "yes."

On the eve of the last session, Chuck put together an audience of NMU faculty, students, and friends to view

the projects and talk with the Korean students. The result was a rewarding discussion. The groups shared information about music, video, culture, media production and new technology. It was a valuable session added Ganzert.

2 0 1 3 E N G A G E D C A M P U S O F T H E Y E A R A W A R D



From left to right: Joe Lubig, Lizzie Corser, John Barch, Rachel Harris, Dave Bonsall, Hanna Kratz, Paul Lang, and Charles Ganzert.

In April a group of NMU Academic Service Learning faculty, graduate students and administrators attended the 2013 Giving and Volunteering Celebration at the state capitol, where NMU received the Engaged Campus of the Year Award. This award, sponsored by Michigan Campus Compact, recognizes institutions of higher education for exemplary commitment to community engagement.

The ceremony, sponsored by the Council of Michigan Foundations, the Michigan Community Service Organization, and the Michigan Nonprofit Organization, included a number of service awards and a special presentation by Governor Rick Snyder who spoke about the strengths of our Michigan communities and the willingness of our citizens to give of their time to help one another.

According to graduate assistant Hannah Kratz, at NMU "it's the international service trips, it's academic service learning, it's Superior Edge and the student leader fellowship program" that make Northern's dedication to service learning what it is.

Chuck Ganzert said "Service learning is not just about being a volunteer -you're connecting a course or discipline with an activity. One of the keys to academic service learning is that it's tied to the curriculum but everyone has a win.

THE CREATION OF A CAPS MAC-LAB



Plans are under way to create a Mac-intosh platform so broadcasting and public relations students can have access to industry standard technology.

It is hoped there will be at least 18 i-Mac stations, 2 higher-end towers with 2 large flat-panel screens, and a dedicated server. Design considerations include movable desks and chairs to facilitate group work, potential for

future technological upgrades, the ability to use the Mac stations for independent/paired work as well as classroom tutorials. In essence, these suggestions would make it an interactive hybrid-classroom environment similar to ones former Associate Provost Terry Seethoff has suggested for some of the classrooms in the new upcoming Jamrich building.

Faculty and staff believe the entire room should at least be wired, if not equipped at this time, for the use of interactive and distance learning technologies. CAPS has emerging relationships with universities in South Korea, the People's Republic of China, and Italy that could be well-served by such functionality. Further, developments in the field of public

relations and integrated marketing also warrant a consideration for how we could best use this space to combine technology and human interaction systems to maximize student learning.

The current goal is to the lab constructed/configured during the fall 2014 semester.



Jam For Love



The Northern Michigan University Chapter of the Public Relations Student Society of America hosted its sixth annual ski and snowboard rail jam competition in February at Marquette Mountain ski hill. All proceeds were donated to the Upper Peninsula Children's Museum in Marquette.



Northern Students travel to theater festival



Northern Michigan University students traveled to the Kennedy Center American College Theater Region III Festival (KCACTF) over winter break. The students attended the festival, hosted at Saginaw Valley State University, to participate in scholarship auditions, design and technical

theater presentations, and to attend shows and workshops.

Students had the opportunity to learn skills for and from theater professionals, ranging from networking to dancing to physical acting, and students participated in competitions throughout the festival. NMU students Kristy Priest, Meghan Marquardt, Courtney Brown, Charlie Jauquet, and Jalina Olgren participated in design,

technology, and management events. Taylor Kulju, Adam Lowe and Meghan Marquardt competed for the Irene Ryan Acting Scholarship, and Jacob Barbot and James Porras II directed staged readings at the festival. Festival participants received recognitions for their efforts as well. The director and Ensemble of Bears received a Certificate of Merit for Outstanding Director and Ensemble Collaboration.

Meghan Marquardt was the recipient of the Program Note Award, and Charlie Jauquet and Jalina Olgren received the fastest time for Set/Carpentry in the Games of the Technological Olympiad.



Annmarie Duggan

Annmarie Duggan an associate professor and lighting designer at the University of Pittsburgh, joined us earlier this spring to help design lighting for our production of *Legally Blonde* and we were very fortunate to have her as she brought with her a wealth of knowledge and experience.

Over the course of her career, Duggan has worked as a production manager for the construction of two

L i g h t s , C a m e r a , A c t i o n . . .

brand new theaters for American Girl Place, one in midtown Manhattan and one at the Grove in Hollywood, Calif. In addition, she has served as the production manager for Northern Stage, White River Junction, Vt. and Music Theatre North, Potsdam, N.Y.

In terms of her design background, Duggan has designed Off Broadway and extensively in regional theaters across the United States. She has designed the lighting for more than 300 productions, including more than 35 productions at Seaside Music Theatre. Her work has been seen Off Broadway at places

like: *Sphinx Winxs*, Beckett Theatre at Theatre Row, *That Other Woman's Child*, 37 Arts, *Captain Louie*, York Theatre, *Jolson & Company*, Century Center, *A Winter Beauty*, Mint Theatre; as well as regionally at places like Cumberland County Playhouse, Orlando Rep, Capital Repertory Theatre, Skylight Opera, Alabama Shakespeare, American Girl Theatre, New York, Chicago, and L.A., Manhattan School of Music, Pitt Rep at the University of Pittsburgh and many others.

She holds a bachelors degree in psychology from Worcester State University and is a graduate of the University of Arizona's MFA program in

Lighting Design.

Duggan is also currently a consultant for Que-It in the development of computer software for the stage and production manager. She is an active member of IATSE local 829 United Scenic Artists, USITT National, and Ohio Valley Section. She teaches courses in lighting design, stage management, and computer aided drafting.



‘Avenue Q’ brings puppets and music to NMU

During the winter semester, the NMU Student Performing Arts Association and Theatre Department held the play “[Avenue Q: The Musical](#).”

The play, directed by post-baccalaureate theatre major Susan Boyle, follows a recent college graduate named Princeton after he moves to New York City and into an apartment on Avenue Q, where he meets new friends.

According to Boyle, the

characters face real adult problems they must solve for themselves, because life is not as easy after college as they thought it would be.

This production was different from others Boyle has participated in because it used puppetry to communicate with the audience.

Boyle and the cast of 13 others rehearsed the musical for over three months and for Boyle, it became

part of her senior capstone and her second full-length production.

After coming to the opening auditions earlier in the year, she was offered the position of director. While she participated in other shows such as [The 25th Annual Putnam Spelling Bee](#), [1776](#) and [Bears](#), this was her first production incorporating human and puppet characters together.

“The format is similar to Sesame Street with its set

and design and human and puppet characters. It’s a great show and an even mix between story and presentation,” said graphics and communication major Dorsey Sprouls.

Another unique thing about [Avenue Q](#) was the funding. Although there was help with the budget, all of the props and the set were created by the students and “everything was run by the students, except for the lighting.”

Traveling Shows

NMU students took two shows on the road and performed them in U.P. schools as part of the university’s first “theatre for your audiences” class during the winter semester. They visited schools in Marquette, Gwinn, Gladstone, Sault Ste. Marie and Hermansville.

The performances for grades 3-8 was [Michigan History Follies](#). This original play tells the story of how Alex has one day to finish a Michigan history project. Before he can finish, his work is stolen by two time-traveling bandits. Alex goes back in time to catch them and encounters Native Americans, The Kellogg Brothers, Motown artists, Henry Ford and other Michigan Historic figures.

The performance for grades 7-12 was A

[A Midsummer Night’s Dream](#). This shortened version of Shakespeare play depicts Hermia and Lysander escaping into

the woods from their tyrannical parents. Elsewhere among the trees, the fairy king and queen have a marital spat, which has disastrous consequences for Nick Bottom.

Ansley Valentine, who taught the course said “a challenge was designing sets that were portable and easy to assemble on site. However, students gained practical applications that might be relevant in their careers, from running a touring company to writing an original show geared toward a youth audience.”

Valentine received three grants to support the effort: \$2,000 each from the Michigan Council for Arts and Cultural Affairs and the Target Foundation and \$6,000 from the NMU Wildcat Innovation Fund.



Inside Politics And The Media

With the recent election, students in last semester's "Politics and Media" class had the opportunity to examine how the media covered the political process. They became well acquainted with political fact-checking sites and studies-related material in their textbook, *Unspun: Finding Facts in a World of Disinformation*. They also reviewed research on the strengths and weaknesses of the process from non-partisan sources, including the Pew Research Center, Anneberg Public Policy Center and Kaiser Foundation.

"The students had a chance to experience the media directly via a ser-

vice learning project that we did with WNMU-TV and the American Association of University Women," said Charles Ganzert, who teaches the course with Steve Nelson from Political Science and Public Administration.

"The weakness of the system is that the media can work as an agenda-setter or gatekeeper of information. The issues the media focuses on receive the most attention and are viewed by the public as most important. Sometimes this is not true and the issues the media keeps silent on are those that could most affect the populous. The media have

huge control over the way we think because they control what information we receive and what side that information supports or is critical of. There are not many ways to hold the media accountable for everything they say. Individuals are forced to bridge the gap—something they do not always do.



Websites Affect Employment

For students entering the job market, their social media identity and Internet presence is of importance to future employers.

"There is no question your social media profile will be viewed by a potential employer at some point during your career-seeking process," said Dwight Brady, professor of communications.

More than 80 percent of employers use social media to screen and recruit applicants, according to Brady. All that a potential employer knows about a candidate comes from their resume. To gain a better understanding of who a candidate is, employers conduct further on-line research.

"While a less-than-flattering comment or picture you posted may raise an eyebrow, employers may also be evaluating

your grammar skills or trying to see if you are as goal oriented as your resume says you are," Brady added.

Evidence of poor communication skills have been found in 29 percent of profiles looked at by employers, according to the 2009 Career Builder survey. These communication skills are seen in the ever increasingly casual communication on Facebook and Twitter.

"If anyone wants a career today, the best thing to do is keep professional and private content separate from one another online and to do this a candidate needs to have a presence on LinkedIn" said Steve LaFond, assistant director of NMU Career Services.

Directing employers to professional networks like LinkedIn shows a more profess-

ional candidate with career-minded objectives, Brady said. Keep Facebook for personal use only.

Being aware of your own online presence is the most effective way to make yourself appear the most professional while online, LaFond said. He recommends searching yourself on Google often and keeping privacy screens on all social media.

Even though improving online presence can help potential employers see the true candidate, it is still a good idea to have a solid resume and cover letter, Brady said.

"Ultimately, you are in charge of your social media image, and your future may depend on how well you manage your profiles," Brady said.

Student-Produced Music Show Airs on WNMU-FM



Pictured above are Randy "Mr. Bones" Seppala, Chuck Ganzert, and students in the BC-473A Advanced Audio Production class.

Students in the advanced audio production class taught by **Charles Ganzert** recorded and produced a live, in-studio performance by a traditional blues trio. "Harp, Hart & Bones" aired on May 3-5 on Public Radio 90.

Hans Ahlstrom (WNMU-FM) hosted the program. The trio featured "Fast Eddie" Consolmagno on harmonica and slide guitar, Bill "Dock" Hart on resonator guitar and Randy "da Bones Man" Seppala on drums and folk percussion. Harp, Hart & Bones (H2B) draw their material largely from the blues tradition that dates from the 1920s to the early 1950s.

Sequestration Impacts NMU Campus Media Outlets

Some of NMU's programs have been impacted by the federal sequester—the series of automatic, across-the-board spending cuts imposed when Congress failed to pass an agreement on how to reduce the national debt on March 1.

Employees and students who are involved with WNMU Public TV-13 and WNMU-FM Public Radio 90 are looking to reduce spending by a combined \$44,000 (a \$37,000 cut for TV and about a \$7,000 cut for radio), as a result of these budget cuts.

Eric Smith, the general manager of WNMU-TV, said "we're proactively sharing this message with the public and making them aware of our situation because, for every dollar we raise, that's a dollar we don't have to cut." We are encouraged by the fact

that the last time there was a funding crisis, the public rallied because they valued the services our stations provide. We're hoping it happens again this time. We want to preserve programming people have come to rely on because that's the reason the stations exist. And we want to continue to fulfill our critical mission of helping to train the next generation of journalists and broadcasters in this hands-on laboratory," said Smith.

Around 20-30 students work for the TV news segment every semester and they are trying to manage it so that it won't affect Public Eye News because it directly relates to coursework the students do.

Sequestration cuts are set up for the next decade, but can be stopped by a vote of Congress and the President at any time.



Alumni in the Spotlight

- ◆ **Marina Dupler '03 BS**, assistant director of alumni relations at NMU. Marina is a native of Wallace. She graduated with degree in speech communication (now called Communication Studies).
- ◆ **William Downs '77 BS**, had his first play open at the InterAct Theatre in Philadelphia in October 2012. His play, *The Exit Interview* is a comedy about a Bertolt Brecht professor's last day on the job.
- ◆ **Jordan Graves**, a former CAPS student, now completing his Masters degree at the University of Colorado – Denver in their Forensic Audio Program is studying how to use microphones placed in high crime areas to identify gun shots. These microphones triangulate the location of the shots and notify the police before people have a chance to dial 911. Graves also examines how to remotely control a camera to focus on the location identified by the audio.
- ◆ **Rachel Harris**, a speech communications alumnus recently accepted the position of Director of the NMU Center for Student Enrichment. Rachel has been employed at NMU for the past 17 years.
- ◆ **Mark Bullion '10 BS** in electronic journalism and communication studies recently became the weekend weather anchor/co-anchor/news reporter for WEEK/WHOI/WAOE-TV in Peoria, Ill.
- ◆ **Amanda (Jayska) Cross '03 BS, '05 MA**, a degree in public relations and a master's in administrative service, works as a budget officer for the federal government. As a student, she spent many long, happy hours at WUPX.
- ◆ **Eric Bolduc '94 BS** in speech communications is the vice president of property casualty at Holmes Murphy & Associates and has more than 18 years' experience in the insurance industry.
- ◆ **Michelle Masluk (Wendt) '95 BS** in communication studies was recently awarded the College of Professional Studies Faculty Excellence in Service Award from Marquette University in Milwaukee, Wis.



CAPS Alumni Visit Northern

On their recent visit to the great north for our NMU board meeting in March, CAPS alumni Pat Wilson and Christine Marshall stopped by the CAPS Department to spend some time with faculty and students.

"Small is the number of people who see with their eyes and think with their minds."
~Albert Einstein

- ◆ **Pat Wilson** who was instrumental in helping publicize the first Wildcat Make A Difference Day, is currently the assignment editor in the News Department at WJRT/ABC12 in Flint. While at Northern, he was very active at Public TV 13.
- ◆ **Christine Marshall** who received her bachelor's in communications is currently the media and classroom technology manager at the University of Wisconsin-Milwaukee.
- ◆ Also at NMU during that time was **Daryl Vizina**, a political science and speech communication graduate from the class of 2001. Daryl is currently the prosecuting attorney for Cheboygan County, Mich.

Student Speaks at Governor's Economic Summit



On March 18 **Barry Winslow**, a 2013 Northern graduate with a bachelor's in electronic journalism, spoke on stage with 10 other Michigan college students and recent graduates during the introduction to the 2013 Governor's Economic Summit at the Cobo Center in Detroit, which discussed Michigan's economic circumstances and the disparities between available jobs in the state and the talent and education that is being provided in colleges.

The summit lasted two days and while there, Winslow and the other students were assigned mentors, put in networking workshops and given the opportunity to look over and adjust and discuss their resumes with experts.

"It was incredible," he said. "We were basically brainstorming and meeting with a whole bunch of CEO's and executives of major corporations throughout the state." Winslow was one of only two students representing Upper Peninsula schools.

The New National President of PRSSA

Brian Price, a 2012 communication studies graduate, joined PRSSA at the start of his junior year and became active immediately. He attended the PRSSA 2010 National Conference in Washington, D.C., and was elected Chapter secretary following his first semester of involvement. For his senior year, he was elected president of the Northern Michigan Chapter of PRSSA. In that role, he increased the archiving of chapter history and initiated NMU PRSSA's first relationship with its PRSA sponsor chapter, which included guest speakers via video conference during meetings and networking luncheons.

In addition to being the vice president of chapter development, Brian was elected the National

President of PRSSA in April of this year.

While at the National Assembly, the national president at the time awarded Price with the Elaine Averick Outstanding National Committee member award. This award is given annually to one PRSSA National Committee member who demonstrates excellence above and beyond their respective duties and responsibilities.

As national president, Brian will act as the principal administrative office of the PRSSA national committee and as a liaison to the Public Relations Society of America's vice president of education and PRSA's Board of Di-

rectors. He will also preside over all national committee meetings, supervise the PRSSA national conference, and advise and instruct national committee members on policies and procedures.

Brian has been very involved during his time here at NMU. However, in his free time, he enjoys following collegiate and professional sports, spending time with friends and family, traveling and listening to Jimmy Buffett music.

Brian's favorite quote:

"Perfection is not attainable, but if we chase perfection we can catch excellence." -Vince Lombardi



NMU—CAPS

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

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 multi-cultural 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.

www.nmu.edu/CAPS

