

Communiqué

Summer 2003

UNIVERSITY OF MISSOURI - COLUMBIA

DEPARTMENT OF COMMUNICATION

Promoting A Healthy Missouri

By Rick Kennedy

Missouri First Lady Lori Hauser Holden found herself back in a university classroom at MU this spring. She wasn't working on another college degree however. The first lady was working with a group of communication students on a publicity campaign directed at preventing chronic disease in Missouri.

The campaign is one of the senior projects for the students of Communication 377, the department's capstone seminar. Each semester, the course gives students the chance to serve as consultants to an outside client, usually a charity or non-profit organization. This semester's client is the Division of Chronic Disease Prevention and Health Promotion (CDPHP), part of the Missouri Department of Health and Senior Services. Holden offered to serve as the spokesperson for the campaign, and her visit on March 5 was an opportunity to meet the students and see how their work was progressing.

"I was able to get a little bit of their perspective and what they were hoping to achieve with this project," Holden says, "and they were able to get to know me on a personal basis. I was very impressed, as I always am when I'm over there at the University. They ask great questions, and we had a really great dialogue."

Associate Professor Michael Kramer, instructor for the class, says the students provide a valuable service to their clients. "They put in a sustained effort throughout the semester," he says. "In terms of content they are probably as good as what you might get from a professional. It's really a win-win situation; the students get to do a practical, useful project, and the state gets to benefit from whatever they produce."

Bert Malone, CDPHP director, says that in an era of shrinking bud-

gets, the help is especially appreciated. "The students' strong knowledge base in communication will provide an incredibly important contribution," he says. Malone says the students' enthusiasm and creativity are key elements.

Goals for the campaign are outlined in a "Missouri Action Plan," drafted by a panel of Missouri officials in August 2002 after an interstate policy workshop. The aim of the campaign will be to reduce tobacco use, improve eating habits and promote physical activity among Missourians.

Poor health habits take a considerable toll on Missourians: 28 Missourians die every day as a result of smoking, and more than half of Missouri adults are overweight or obese, conditions that can lead to serious health problems.

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Communication students work on a state health project with Missouri First Lady Lori Hauser Holden. Holden and the students are collaborating on a campaign to reduce tobacco use, improve eating habits and promote physical activity.



(Healthy Missouri, continued from Page 1)

Holden, who in the past has taken an active role in promoting breast cancer awareness, says she was eager to take on the cause of chronic disease prevention. "The statistics are very scary for the state of Missouri," she says. "We're not as healthy as we should be, and there is an economic cost as well."

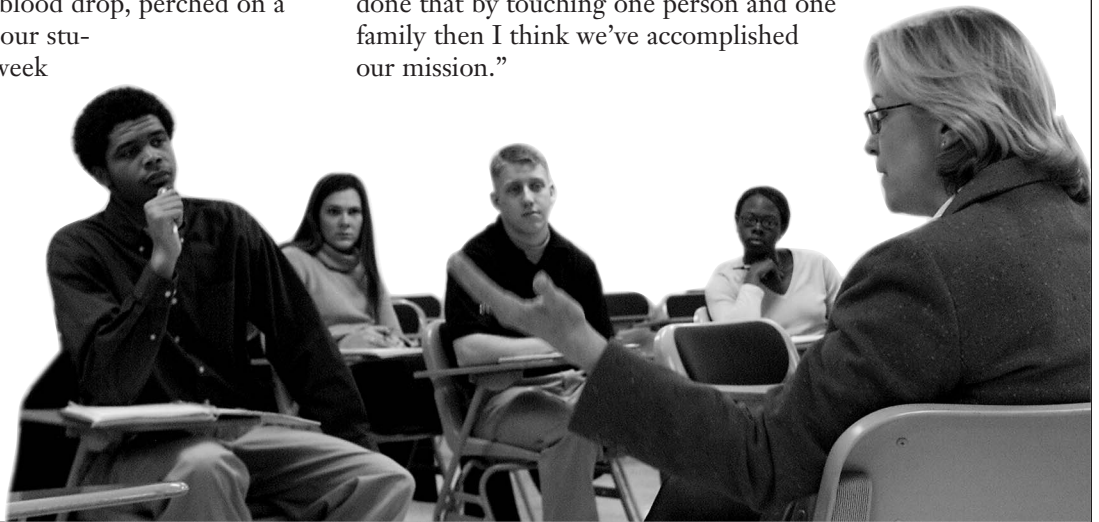
Malone secured Holden's help on the campaign first. The first lady expressed her interest after Malone made a presentation on the issue to Gov. Bob Holden last fall. Credit for enlisting the aid of MU students goes to Andrew Shea, a part-time publicist for the Missouri Department of Health and Senior Services and a communication student at MU. Shea says his idea has already borne fruit.

"It's one thing to consult for a business owner, but it is entirely different to know that your ideas and recommendations will be reviewed by the state's top executive," Shea says. "There's real pressure, and speaking for my group, I think that pressure is driving us to produce a quality product."

Fellow student Michelle Custer agrees. "After meeting her (Holden), I found myself coming up with all sorts of ideas for public service announcements and commercials," Custer says. "She is really a friendly, down-to-earth lady who will be a great asset to our project. I can't wait to see what she thinks of our finished products."

Kramer says that some previous clients of the class have made good use of the students' work. In 1999, the client was the American Red Cross Blood Division, and Kramer says they were very pleased with the result. "I actually went over there because they wanted to give us a gift to show their appreciation," Kramer says, and points to a Red Cross doll, a cartoon blood drop, perched on a shelf. "I saw some of the fliers our students had designed. Within a week they had produced those fliers and were using them in their blood drives."

Michael Kramer's senior students meet with Lori Hauser Holden, far right, to discuss her role as spokesperson for Missouri's health promotion campaign. Holden rewarded the students with a final meeting and lunch at the Governor's Mansion.



Communication students are devising a health promotion campaign for the State of Missouri. Some of the statistics they hope to improve:

- 28 people die each day in Missouri as a result of smoking.
- Missouri ranked 10th in the U.S. in prevalence of obesity in 2000.
- Missouri ranked 16th in the U.S. in prevalence of physical inactivity in 2000.
- Barely one in five Missourians reported eating the recommended daily allowance of five or more servings of fruits and vegetables in 2000.

SOURCE: National Governor's Association Policy Academy on Chronic Disease Prevention and Management.

Malone says that he hopes the students' current project can have a similar impact. "The students bring a freshness, a youthful enthusiasm and a strong theoretic base," Malone says. "As the message of adopting a healthier lifestyle can sometimes come across as preachy and be dismissed as negative, the approach that young people can take to keep the message fresh and exciting will be very valuable."

Holden says the bottom line is that the program can help Missourians. "This will touch a lot of people's lives," she says. "These chronic diseases are a tremendous problem and can really damage people's lives, and to become aware of the problem is important. If we've done that by touching one person and one family then I think we've accomplished our mission."

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The department appreciates hearing from alumni and friends. Send announcements or milestones to the address listed above. Website at www.missouri.edu/~commwww.

The publication of *Communiqué* is a gift to alumni and friends from Debbie Snellen, BS Ed '79, MA '80 communication, and Steve Snellen, AB '73 history.

A Focus on Diversity Marketing

Ty Christian, AB '77, has made a name for himself as president and managing partner of YPB&R Christian, a marketing and communication firm he started in 1992. In addition to the firm's focus on the travel and tourism industries, Christian has become a leader in diversity marketing, a field that markets products to buyers based on gender, lifestyle, ethnic background and age.

Christian says of diversity marketing, "You can't take one general message and hope that everyone can glean something from it. You have to get specific and know your audience."

He puts that philosophy to work for such high-profile clients as Domino's Pizza, Colonial Williamsburg, Best Western, Hyatt Corporation, Coors Brewing Co., the State of Missouri Division of Tourism and World Cup USA.

In February, the firm received a prestigious Adrian Advertising Award in direct mail advertising for its Tradewinds Resorts campaign. YPB&R was the only minority-owned firm honored this year and is one of the few minority winners in the 46-year history of the competition.

Christian, who is based in Orlando, also takes the notion of "knowing your audience" into the magazine-publishing realm. As the co-founder and publisher of *Black Family Today* and *African American Parent*, he produces publications for people whose needs aren't being met through other publications. He hopes to publish *Black Orlando*, a glossy city magazine, in the near future.

Department Chair Pam Benoit appreciates Christian's ties to the department and his willingness to return to campus to interact with

students. As the Lombardo Executive in Residence in the program's second year, Christian gave students a professional's view.

"It is important for someone to come in and say to these students, 'Here's the real deal,'" Christian says. "I'm out there hiring people every day, so I can tell them what it takes to do what they want to do."

Through Christian and the Lombardo program in general, Benoit says the department provides a connection between the real world and the campus world. "We don't get just any executive," Benoit says. "We bring back somebody who has actually gone through the program and been successful."

Christian echoes that sentiment, but adds his own twist to it. As a successful African American, he wanted to provide an example that students might not see. "Very seldom do they get to see a black professional," Christian says. "I can get up there and say, 'If I can do it, you can too.'"

In addition to a lecture for the Media and Communication in Society course, Christian worked the room during a coffee hour, gave personal, practical advice to capstone students on their senior projects and presented a lecture on diversity marketing.

The experience, which Christian calls one of the most rewarding of his life, represents just part of his work for MU. He serves on the A&S Strategic Development Board, a group that supports academic initiatives, promotions and fund raising.



Ty Christian knows the value of reaching an audience. He works to connect MU alumni in the Orlando area.

Directed to Students



Dennis Barnes Jr. of St. Louis spoke to students in February on "Why Marketing Communication Is All Screwed Up." He appeared as the department's 2003 Philip Lombardo Communication Executive in Residence with Maurice R. Parisien, an experienced marketer from St. Louis.

Barnes, AB '93 English, founded Marketing Direct Inc. in 1997 and serves as president. The *St. Louis*

Business Journal named the company the fourth fastest-growing company in St. Louis in 2000. That same year, Ernst & Young listed Barnes as St. Louis Entrepreneur of the Year as head of the best emerging company. In addition, the company received four Arrow Awards from the St. Louis Direct Marketing Association.

Barnes is a board member of the Business Marketing Association and the Young Entrepreneurs Organization and was selected as one of 60 out of 600 applicants worldwide to participate in the Birthing of Giants program at MIT.

Faculty Kudos

From groundbreaking research to valuable public scholarship and award-winning teaching, communication faculty members provide leadership in the discipline and service to society. Here are a few of many highlights from this year:

During the 2002 election campaigns, **Bill Benoit** did numerous radio, TV and newspaper interviews on political advertising and on the Carnahan-Talent senate race. He serves as editor of the *Journal of Communication* and, in addition to having articles accepted for publication in journals such as *Argumentation and Advocacy*, *Public Relations Research* and *Communication Studies*, has two new books coming out. In fall 2002, he was selected as Outstanding Debater at an Oxford-Union-style debate held at Illinois State University.

Pam Benoit continues her capable leadership as department chair for a second term. She attended the Wakonse Conference on College Teaching in summer 2002, working with Michael Kramer, Maria Dixon and Jennifer Benoit on a research project on small-group interaction. She presented a workshop and paper at the Academic Chairpersons Conference in Orlando, Fla., and has focused some of her recent research efforts on leadership issues.

Winning "top paper" awards is nothing new for **Debbie Dougherty**, whose research received another such award at this year's National Communication Association convention. She had articles published recently in *Communication Yearbook* and *Management Communication Quarterly* and gave several print media and broadcast interviews, including radio appearances on programs from St. Louis to southern California.

Jon Hess continues his highly publicized research exploring communication issues related to how people can best deal with difficult relationships. In addition to a book chapter and articles in the *Journal of Social and Personal Relationships* and *Management Communication Quarterly*, he shared his research findings via TV interviews in Columbia and St. Louis, and also through newspaper interviews. Teaching outside the university setting, he conducted a workshop on public speaking as part of lay speaker training for the United Methodist Church.

Lance Holbert published several sophisticated articles in premier journals this year, such as *Communication Research*, *Communication*

Monographs and the *Journal of Communication*. His research on TV's *The West Wing* addresses important social issues, such as whether people's perceptions of the American Presidency are affected by watching that show. His current research examines other ways that entertainment TV shapes people's political consciousness.

Mitchell McKinney's expertise on political campaigns attracted local and international attention. He served as an adviser for the Korean government as officials planned their 2002 televised presidential debates, and he advised the Missouri Press Association on the televised Missouri U.S. Senate debate. McKinney was selected as one of five teacher-scholars to facilitate the 2002 National Communication Association Hope Conference. His research appeared in numerous outlets, including *American Behavioral Scientist*, *Communication Monographs* and the *Journal of Communication*.

Michael Kramer's impressive diversity in his scholarship and civic involvement was apparent again. While conducting research in community theater (published in *Communication Studies*), he played a leading role in *Joseph and the Amazing Technicolor Dreamcoat*. He continues to be sought after by the media and does interviews for a variety of newspapers, magazines (such as *Psychology Today*) and radio stations in the United States and Canada. He was chosen this year to be honorary volleyball coach for the Homecoming game in which Mizzou defeated the nationally ranked Texas squad.

Michael Porter's reputation as one of MU's best teachers gained more acclaim this year as he won both the Maxine Christopher Shutz Award for Distinguished Teaching from the University and the Professor of the Year Award from the Alpha Phi Foundation. In addition to guiding four of his doctoral students to successfully completing their dissertations, he had articles published or accepted in the *Journal of Sex Roles* and the *Journal of Popular Film and Television*.

Mary Jeanette Smythe's active research program led to five papers at scholarly conventions and an article on curriculum design published in the *Journal of Accounting Education*. She helped the wider public with her findings through media presentations, such as a guest appearance on *Woman to Woman*, a radio talk show in St. Louis, to discuss body image.

Alumni Achievements

Undergraduate Students

Scott Auer, AB '96, works as a broadcast buyer at KNKH&W, in Kansas City.

Jeff Bailey, AB '00, is a camera/chyron operator at KCTV in Fairway, Kan. "Now that I have been in the work force with people from other schools, I find it amazing the camaraderie that Mizzou students have for one another," he says

Cara Baker (AB '02) works as an assistant broadcast negotiator for MindShare in Chicago and says that her "extensive knowledge of media helped her get the job."

Tonya Barnes-Dill, (AB '98) works in the creative department with Bernstein-Rein Advertising in Kansas City.

Jerry Blanche, AB '73, is completing his first year as director of university relations at The University of Wisconsin–Stevens Point, after 10 years in a similar position at Eastern Oregon University.

Todd Boyer, AB '99, works as a marketing coordinator with the Kansas City Blades. Fond memories include "changing my perspective on issues like feminism, freedom of speech and how technology changes us."

Delores Burke, AB '86, after serving in engineering for a Kansas City TV station for nearly 15 years, now works in the station's programming department. "I can't believe I actually have a job in the field I went to school for."

Barry Cobbs, AB '86, is launching a new corporate media company in Rogers, Ark. Live Light Media Services provides video and interactive marketing, sales, training, multimedia and graphic design.

Roger Eschbacher, AB '81, lives in Valencia, Calif., where he is a free-lance writer and actor, with guest appearances on *ER*, *The West Wing*, *Friends*, *Just Shoot Me*, *The Drew Carey Show* and *Seinfeld*. He has a story credit on *Star Trek: The Next Generation* and had his first children's story, *Nonsense! He Yelled*, published by Penguin.

Tina C. Heins Fanning, AB '95, married an MU alumnus and works at Procter & Gamble as a retail services manager in the Kansas City area. She manages a team of 24 who focus on retail execution and presentation of corporate initiatives.

Melanie Forsee, AB '99, was promoted to senior account executive for Boasberg/Wheeler Communications in Kansas City.

Valerie Francis, AB '88, moved to New York City after graduation to work as a sales and marketing manager for the country's largest pay-per-view cable network. She is now a training consultant for national seminars and product manager for CBT and Online Learning in Kansas City.

Jeremy Henry, AB '98, works for Cerner Corporation in Kansas City as a sales architect. He is working on an MPA.

Jim MacMorran, AB '86, merged Innervision Studios with CCD Productions, creating a new, larger television post-production facility in Ballwin, Mo.

Tim Mattingly, AB '81, is director of sales for an Electrical Distribution/Services Company.

Kara Moore, AB '98, works for Cox Interactive media in Atlanta Ga., as a technical project manager.

Richard Newton, AB '82, is a senior editor for GTN, a post-production house in Detroit.

Jeff Propst, AB '81, is an account executive for a Kansas City tape and CD duplication company.

Mark Stone, AB '81, is an editor at ABC news in New York. A report he edited for *20/20* won an Emmy in 1994.

Andrew Vontz, AB '97, earned an MFA in creative writing from CalArts in 1999. He has been working as a free-lance journalist and has a screenplay in the works.

Michelle Waehner, AB '99, is a field marketing manager for E&J Gallo Winery.

Lori Walker, AB '01, is a communication specialist at Cerner Corporation in Kansas City

Chuck Whitlock, AB '01, recently left his position at Channel 8 in Columbia to join Fox Sports Network in Pittsburgh as a technical director.

Send us your news for the next newsletter:

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Alumni Achievements

Graduate Students

Kelly Berg Nellis, PhD '02, is teaching at St. John's University in Collegeville, Minn.

John Couper, PhD '02, completed his dissertation and has resumed teaching at Pittsburg State University.

Steve Cox, PhD '96, is communication department chair at Murray State University.

Ann Czerwinski, PhD '00, holds a tenure-track position at the University of Pittsburgh-Greensburg.

John Dailey, PhD '98, is an assistant professor of multimedia design in the Department of Telecommunications at Ball State University, an undergraduate program dedicated to interactive digital media.

Paul Gullifor, PhD '88, is a professor in the communication department at Bradley University. He has recently published a book, *The Fighting Irish on the Air: The History of Notre Dame Football Broadcasting*.

Yhaya Kamalipour, PhD '86, is editor in chief of a new electronic journal, *Global Media Journal* at www.globalmediajournal.com and head of the Department of Communication & Creative Arts at Purdue University.

Deb Larson accepted a tenure-track position at Southwest Missouri State University and completed her dissertation.

John "Johnny Mac" McGuire accepted a tenure-track position in the School of Journalism and Broadcasting at Oklahoma State University. Keeping it all in the family, he took the position vacated by **Steve Smethers**, PhD '91, who now teaches at Kansas State University.

Brett Miller, PhD '99, recently published *Divine Apology: The Discourse of Religious Image Restoration*.

Michael Moeder, PhD '94, is an assistant professor at Salisbury State University, joining alumna Frances Kendall, PhD '81.

Ken White, PhD '01, is director of communication and marketing at the Virginia Military Institute.

Reid Honored as Mentor

Loren Reid was recognized as a National Communication Association Mentor at the conference in New Orleans in November. The honor recognizes individuals who have had "a profound influence on the future of the discipline."

Reid, professor emeritus of communication, taught at Westport High School in Kansas City, at MU from 1935 to 1943, at Syracuse University from 1939 to 1943 and returned to MU to teach from 1944 to 1999. He was chair of the department from 1947 to 1952.

He served as president and executive secretary of the National Communication Association as well as executive secretary of the Central States Speech Association.

Reid, a Sesquicentennial Professor, received the MU Alumni Association's Faculty-Alumni and Distinguished Faculty awards in 1970 and 1971 respectively. He received the Winans-Wilchels Memorial Award for Distinguished Scholarship in 1969 and the Golden Anniversary Book Award in 1970. His award-winning books include *Professor on the Loose*; *Hurry Home Wednesday: Growing up in a Small Missouri Town, 1905-1921*; *Finally It's Friday: School and Work in Mid-America, 1921-1933*; *Charles James Fox*; and *Speech Teacher: A Random Narrative*. Reid edited *American Public Address: Studies in Honor of A.C. Baird* and wrote the textbooks *Speaking Well*, *Teaching Speech* and *First Principles of Public Speaking*.

The department honored Reid by designating the undergraduate senior project and the graduate teaching awards with his name. Soon after Reid contributed his journals and books to the department, the Loren Reid Library opened in 1999.

In 1994, the Loren Reid Opportunities for Excellence Fund was established at MU, supported by a challenge gift from alumni Don MacLennan, PhD '68, and Dorothy MacLennan, MA '65.

Reid is 97 years old and lives in Columbia. He continues to actively support the department. Alumni and friends who wish to contribute to the Reid Opportunities for Excellence Fund may send gifts to the department at 115 Switzler Hall, Columbia, MO 65211.

Cinematic Conscience

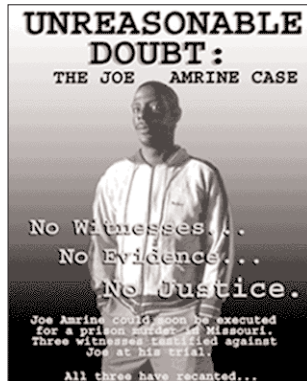
John McHale battles to save a man on death row

John McHale knows a powerful piece of film when he sees it. He studied the medium extensively at New York University and as a communication doctoral candidate. That's why when McHale, PhD '02, saw footage of a murder witness recanting testimony that sent a man to death row, he knew the story of the case would make a riveting documentary.

McHale's film, *Unreasonable Doubt: The Joe Amrine Case*, was at the center of the effort to prevent Amrine's execution. Amrine was convicted of killing fellow Missouri State Penitentiary inmate Gary Barber in 1985.

In late April, the Missouri Supreme Court overturned Amrine's conviction and ordered him to be freed in 30 days unless new murder charges are filed.

The eyewitness testimony of three other inmates was key to the prosecution's case in the original trial. All three identified Amrine as Barber's killer at the trial. All three now say they lied. One claimed prison officials offered him protection from sexual predators in



John McHale's documentary on a death-row inmate attracts national and international attention.

exchange for his testimony. Another, Terry Russell, was himself a suspect in the murder. Corrections Officer John Noble testified that he saw Russell fleeing the scene, and other witnesses placed Russell with Barber shortly before the murder. Most significantly, Russell and Barber had both been released from solitary confinement just before the murder. The two had been sent to solitary after they had a violent disagreement.

Amrine's attorney, Sean O'Brien of Kansas City, Mo., says he has never seen a case where the facts were so insufficient to warrant the death of a person, and as he learned the details of the case, McHale came to agree. "If I turned my back on this case, I wouldn't be a conscientious human being," McHale says. "There is clearly reasonable doubt about this case. I felt a moral compulsion to do something. I have the skill, the knowledge, the equipment and the people to work with."

McHale asked two of his former students at MU, Dan Huck, BA '00, and Ryan Wylie, BA '01, an independent filmmaker and editor, to help with the project. Wylie quit his job to devote more time to editing the film and moved into McHale's house to save money.

The result of their efforts is, by all accounts, a remarkable documentary. The film won second place in the Documentary Open Division of the Kansas Film Festival in June 2002. It played to full houses in Kansas City, St. Louis, Columbia, Joplin and Springfield, Mo., and has attracted attention nationwide and even overseas; Amrine's story was featured on the BBC *Nightly News* in Great Britain and in the *London Independent*. McHale is now a faculty member at Illinois State University.

Open Letter to Alumni

By Pam Benoit, Department Chair



I wanted to thank you personally for the support you have provided to the department. Over the past few years, this newsletter has illustrated the quality of our graduates through articles about your accomplishments. If you have received this newsletter in the past, you are probably aware that enclosing an envelope is a departure

from our typical mailings. It is our hope that you will consider filling this envelope with two items:

Your Current Business Card: One of the biggest concerns of graduating seniors is that they don't know what types of jobs to consider as they step into the business world. We want to create a Communication Department Wall of Fame using alumni business cards to help undergraduate students gain a better sense of the career opportunities available to them when they graduate. The Wall of Fame also will establish a communication alumni network in which current students can contact past students for real-world advice.

A Contribution: Last year, the state cut funding for the University of Missouri System by \$80 million, and we expect additional cuts this year. Although these cuts have affected the department in many ways, we are doing everything reasonable to maintain our standards of excellence in undergraduate and graduate education. To accomplish this we need your help. Your contributions will provide specific assistance in areas such as these:

- \$25 will allow a student to pay conference fees to present a paper at a regional or national communication conference.
- \$100 will sponsor the Communication Career Fair for undergraduate students to interact with employers about job and internship opportunities.
- \$500 will provide a display case for alumni business cards.
- \$1,000 will supply a shared desktop computer for two graduate students who have teaching responsibilities in the department.

Please consider making a tax-deductible contribution to the Department of Communication. Thank you.



A President and a King

What does it take to be a successful leader? Communication major Mykael Wright, former Missouri Student Association (MSA) president, says a leader needs to possess listening skills, group problem-solving abilities and speaking skills for the frequent public speeches and press interviews.

Wright says what he learned in communication classes “was exactly what I was doing in MSA and applicable to so many things that I’ll do in life.”

Wright considers the mass communication courses of Media and Society and TV Analysis and Criticism, both taught by Michael Porter, among his favorites. From those courses Wright says he learned “just how powerful the TV medium is . . . and what a huge impact TV messages can have on society.” In fact, if his current career choice as a university director of athletics doesn’t work out, he suggests only half jokingly that he would like to have his own late-night comedy program.

Wright serves as a basketball coach for the Boys and Girls Club and as a Big Brothers/Big Sisters mentor. He was honored in fall 2002 for his commitment to campus and community service by being named the Mizzou Homecoming King.

The department has a strong supporter in this May 2003 graduate, who acknowledges the benefits of learning



Achievements as a student leader, mentor to children and communicator helped senior Mykael Wright win the title of 2002 Homecoming King.

communication skills at MU. “If I had to recommend a major to anyone, I’d certainly tell them that you can’t go wrong with a communication degree,” he says.