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NEWSLETTER OF THE  
GOSHEN COLLEGE DEPARTMENT OF COMMUNICATION

# COMMEDIA



## STUDENTS FOLLOW THE PATH OF THE APOSTLE PAUL

With the Parthenon as a dramatic backdrop to the shot, a team of student videographers prepare to interview speaker Dr. David Sparks (second from right) on location in Greece as part of a May term course designed to follow the footsteps of the Apostle Paul in Greece and Rome. The itinerary for the students, including those enrolled in a Bible and religion department component as well as the broadcasting program cohort, took them to Thessaloniki, Philippi, Berea, Vergina, Mt. Olympus, Meteora, Delphi, Athens, Corinth, Florence and Rome. Seth Conley (pictured at far left) and Kyle Hufford co-led the broadcasting group, which traveled with 128-plus pounds of video equipment, including three cameras. Also pictured are Luis Lopez (second from left, on camera), Katelyn Yoder (center) and Isaac Hernandez (with reflector, at right). Photos provided.

## 150 gather to view presidential debate

A capacity crowd of about 150 people, most of them Goshen College students, turned out for an Ad 28 viewing of the first presidential debate between President Barack Obama and Mitt Romney, the former governor of Massachusetts.

The public relations office and communication department teamed up with Student Senate to sponsor the second quadrennial Presidential Debate Watch.

The event was billed as educational and strictly non-partisan, in keeping with a similar event held in 2008, when students gathered for both presidential and vice presidential debates.

Representatives of Student Senate and the communication department provided opening remarks. The evening included snacks and political bingo.



The communication department partnered with the public relations office and Student Senate to sponsor the second-ever Presidential Debate Watch. Above, Hans Weaver, GC Student Senate cabinet member, addressed the crowd gathered to watch President Barack Obama and Mitt Romney, former governor of Massachusetts. (Photo provided by GC public relations.)

## ACTOR AND STROKE SURVIVOR PRESENTS UMBLE KEYNOTE

Carl McIntyre, a seasoned actor and salesman who found his life's work radically reordered after suffering a massive stroke at age 44, delivered the Umble Master Class keynote address in September. The stroke left him with an acquired communication disorder called aphasia, which impairs the ability to speak and understand others.

For the hundreds in attendance, the evening began with a viewing of the short film "Aphasia," in which McIntyre stars. Jim Gloster, the film director and actor who wrote "Aphasia," joined McIntyre for the hourlong presentation in the Umble Center, which they entitled "Hope Is a Four Letter Word."

After the film, McIntyre appeared on stage and spoke for about 10 minutes, and then he and Gloster accepted questions from the audience.

"Every day is hard," said McIntyre, who speaks slowly but clearly and passionately. "But every day is good. Never quit. Without hope, no life."

After his stroke, McIntyre was told he had 18 months for recovery, after which there would be little to no improvement. He defied the expectations of most experts by continuing to improve his communication skills even now, seven years later – and has traveled around the world to make presentations.

David E. Yoder, a former student of Roy Umble, initiated a fund-raising effort to build an endowment to support the master class. Yoder, a nationally known expert in communication sciences and disorders, suggested McIntyre as a speaker and was present to introduce him.



Carl McIntyre

## Students explore innovation with PRSSA's Northwest Ohio chapter in Toledo

Members of Pat Lehman's Organizational Communication class and the Goshen College Public Relations Student Society of America chapter traveled to Toledo, Ohio, on Oct. 18 to attend a workshop on business enterprise innovation.

The Northwest Ohio chapter of the Public Relations Society of America served as their host.

Chris Mueller from the Innovatrium in Ann Arbor, Mich., shared strategies to help audience members think in new ways about professional challenges. Mueller has worked with the Toledo Museum of Art and four other museums on a yearlong innovation project.

Following Mueller's presentation, Lori Hauser, executive director of Imagination Station, and Brian Tipping, executive vice president for strategy from R/P Marketing Public Relations, joined Mueller to discuss transforming organizations.

In the afternoon the students visited Communica, an advertising and public relations firm in Toledo. They toured offices and met with members of the staff, including a graphic designer and two of the firm's founders.





# DEPARTMENT LAUNCHES GOSHEN COMMONS

BY KATE STOLTZFUS

*Courtesy of The Goshen College Record*

In September, amid the small fanfare of one aqua-colored banner, a table of chips and homemade salsa and a gathered crowd of 20, a website went live for the first time. Goshen Commons was officially born, and with it, a whole new way to converse.

Pull up the homepage at [goshecommons.org](http://goshecommons.org) and you'll find a lineup of community members blogging on a variety of topics (music, theater, bicycling, art) and a scrolling column of news and feature stories from the larger community.

There are articles about how to make Goshen a better city and Goshen Portraits, which feature snapshots of city residents.

The logo, which appears in blue and grey speech bubbles, represents the site's tagline and goal: aspiring to be the place where "a city meets for conversation."

The project is an experiment of the communication department, one that Duane Stoltzfus, the adviser to the campus weekly, The Goshen College Record, has been thinking about for years.

"I've talked with students in classes about launching a community site but the challenge seemed too daunting," he said. "This summer, the timing was right."

Stoltzfus, who serves as executive director, put together a planning team who "did an amazing job in laying the foundation for the site." The team included a GC graduate, Tim Blaum, as web developer; Emma Brooks, a senior art major, who serves as designer; and Kaeli Evans, a senior PR major who is the managing editor.

While the site provides news and features, the staff does not wish to compete with the local journalism already present, but

instead serve as a kind of complement to the Goshen News and the Elkhart Truth.

"Goshen is lucky to have two great newspapers which already cover so much," said Evans. "To set ourselves apart we focus more on feel-good stories – anything to help you get to know your neighbor better."

Goshen Commons is also set apart by its main feature: blogging. The site boasts a broad line-up of about 18 community bloggers, each with a unique perspective, who write weekly about everything from nature and food to bicycling and architecture.

Rachel Smucker, a sophomore public relations major, shares her search for style on a budget in her blog "Nifty and Thrifty." Jo-Ann Brant, professor of Bible and religion, blogs about film in "Savoring the Scene."

Although there are bloggers connected to the college, there are also individuals from the community, such as a recent pastry chef graduate, a middle school English teacher, a local farmer, an urban planner and a single mother. The staff hopes to add more bloggers as Goshen Commons grows.

"There are members of the community from all walks of life," said Evans. "We would love to have a more diverse range of bloggers to truly represent Goshen."

In the spring, Ben Sutter, a senior communication and history major, will become the managing editor.

"The hope is to create an online space where people want to gather to exchange ideas and get to know each other," said Stoltzfus. "We'd like to join efforts already underway in so many places to build relationships in Goshen. It's a wonderful place to live and we want to celebrate the ongoing development of the city."



## AN UNCOMMON STAFF

The Goshen Commons staff is made up of communication department faculty members and students, GC alumni and community members, who gathered in the fall semester (above). Site creators, designers and contributors include (front row, left to right) Pat Lehman, Duane Stoltzfus, Twila Albrecht, Kelley Scholfield, Kate Stoltzfus, Rachel Smucker, Kaeli Evans, Zulma Prieto and Andrea Milne. Back row, left to right: Melissa Kinsey, Anne Berry, Leah Schroeder, Elise Hofer Derstine, Patricia Oakley, Tim Blaum, Michael Sherer, Becca Kraybill, Quinn Brenneke and Isaac Fast.



#### CAPTURING THE JOURNEY

At right, Katelyn Yoder interviews Bob Yoder, GC campus pastor, in Athens during the May term 2012 course. At far left, Abby Deaton operates the video camera and Luis Lopez looks on. (Photo provided)

## DOCUMENTARY MAKERS OFFER PREVIEW OF 'JOURNEYS OF THE APOSTLE PAUL'

In December, the communication department offered an early screening of a 40-minute documentary in the making, "Breaking Down Barriers: Journeys of the Apostle Paul."

The documentary reflects the work of Seth Conley and Kyle Hufford, communication professors, and more than a dozen students, including nine who traveled to Greece and Rome for a May Term class earlier this year.

Members of the Hufford's advanced digital post-production class this fall, who have picked up the next stage of production, and invited guests watched the documentary in Ad 28. Viewers received both bags of popcorn and notebooks; the filmmakers invited guests to write down any suggested edits.

"So much of learning any area of video production comes from simply doing," Hufford said, noting that this was the first post-production class offered at Goshen College. "Textbooks can teach the program layout and in-class demonstrations teach the techniques, but much of the skill set in post-production is a result of trial and error. Working on 'Journeys of Paul' provided students with a great opportunity to apply post-production techniques demonstrated in class and gave them experience working on a project that is not just for a grade, but also for a public audience."

Hufford said that the documentary is expected to be ready for its premiere in the spring semester.

The screening event included introductory remarks by student video team leaders Jimmy Cassoday, Isaac Fast and Marshal Watson.

Some students in the post-production class also went along on the trip to Greece and Rome. When asked about the challenges faced during production, Jake Smucker mentioned having to hold cameras discreetly by hand rather than using tripods in some settings, especially in Rome, because of government restrictions. That sometimes made for a challenge back in Goshen in finding stable images.

Conley and 2012 graduate Yolo Lopez-Perez narrated the film.

The documentary team visited Thessaloniki, Philippi, Berea, Athens, Corinth and Rome, among other locations. The group traveled with more than 128 pounds of equipment, including three cameras.

The documentary class shared the trip with a Bible class taught by Bob Yoder, GC's campus pastor, and Keith Graber Miller, a professor of Bible, religion and philosophy.



# FIVECORE MEDIA SEES SUCCESS IN FIRST YEAR OF OPERATION

By AMANDA GRAY  
*Excerpted courtesy of The Goshen News*

Armed with cameras, microphones, dollies and light bounce boards, the students working with FiveCore Media are seeing success both on and off campus.

The video production company, which launched just over a year ago, has campus and professional clients, and continues to grow in number of students involved and number of projects completed, according to executive director Seth Conley.

“Our goal with FiveCore is to train students, and to prepare them for the professional setting,” Conley said.

With last year’s win of both Television and Radio School of the Year from the Indiana Association of School Broadcasters, a first for Indiana, Goshen College’s communication department is attracting more students, Conley said. FiveCore Media is also gaining attention, and students are traveling and working all over the U.S.

“Our students are competing with the best schools and winning,” Conley said.

Prospective students are beginning to give longer looks to Goshen College’s film program in part because of FiveCore, he said. The program emphasizes both on- and off-campus projects for students, Conley said.

FiveCore general manager Kyle Hufford

leads the day-to-day production of the company. Hufford said that the students, while still learning the ways of filming and video production, are professional in their actions and what they produce.

“The FiveCore leadership staff (made up of five paid student employees) are all upperclassmen,” Hufford said. “As students, yes, they’re fresh, new and have a lot to learn, but that can be a benefit. They work hard to learn the business and bring in fresh ideas. It gives us (the instructors and adults involved) energy, too.”

Hufford spent time in the film business, but decided to return to education last year. He said FiveCore gives students opportunities they may not receive in a traditional classroom setting.

“Here, they’re doing real projects for real clients,” Hufford said. “

The projects have been numerous over the last year, according to Conley and Hufford, including departments on Goshen College’s campus as well as IU Health Goshen Hospital.

“We’re pleased with the response during our first year on- and off-campus,” Hufford said. “It was only by word of mouth, and we secured local, in-town clients. The goal for this year is to find a wider experiences, a wider client base.”

Kate Yoder, who graduated from Goshen College in May, is now an apprentice at FiveCore Media. She said she welcomes the experience.

## FiveCore creates ads for GC’s professional degrees

BY KATELYN YODER

When GC’s Division of Adult and External Studies began to market its new professional degree program, working with TaigMarks Inc. to create a marketing plan, FiveCore Media had a great opportunity. The media company produced four 30-second television commercials from scripts and storyboards provided by TaigMarks.

The work-intensive commercials required extremely quick turn-around, so our staff put in a lot of extra hours. TaigMarks designed the commercials to be a combination of video and creative animation, giving FiveCore a variety of challenges to tackle. We recorded footage from two adult education classes, animated graphics provided by TaigMarks, composited the video and produced four different voice-overs. Our student staff also had to juggle end-of-the-semester projects but they worked hard and efficiently, staying late in the evenings and coming in on the weekends to get the job finished.

We knew working with a marketing company would be an excellent chance for FiveCore to show its level of professionalism and skill in video production. Marketing a brand new program at Goshen College comes with a certain amount of pressure, too, and we wanted to help the professional degree program get off to a good start.

We’re very excited to see our work air in the local market for the first time.

## A MERRY CHRISTMAS CARD >>>

FiveCore Media’s staff created a fun, unique Christmas card: Clockwise, from left, are Benjie Aguilera Brown, Katelyn Yoder, Jared Zook, Kyle Hufford and Isaac Fast. (Photo provided)



# FACULTY HIGHLIGHTS

## SETH CONLEY

In January, Seth Conley begins a thesis project to complete his master's degree in public relations. The project, titled "Creating a Public Relations Plan for an Educational Video Production Company," will include research into how video is integrated into the marketing plans at educational institutions and will conclude with a comprehensive PR plan designed specifically for GC's FiveCore Media.

## KYLE HUFFORD

Kyle Hufford and his wife, Adela, a document management specialist with Information Technology Services, celebrated their 11th wedding anniversary. Under his leadership, FiveCore Media became a member of the Goshen Chamber of Commerce in July.

## PAT LEHMAN

Pat Lehman taught in the new general education core this fall, co-teaching CORE 100 (Identity, Culture and Community) with the campus pastor, Bob Yoder. She also taught CORE 106, Culture and Community, a new course for transfer students. With 21 students in the first-year CORE course and 34 students in the transfer course, she had the opportunity to meet many new students. She also taught Organizational Communication and advised GC's Public Relations Student Society of America.

## DUANE STOLTZFUS

Duane Stoltzfus presented a paper, "Changing Standards

for Offensive Language: Gate Widens at The New Yorker" in Chicago in August at the Association for Education in Journalism and Mass Communication's annual conference. The paper tracks the surge in profanities and obscenities in The New Yorker in the past decade as contrasted with the continued reluctance of The New York Times to adopt the language of the street. In December, he gave a presentation on Goshen Commons to Transition Goshen, a local chapter of the international Transition Network. He published "Lon Sherer's Musical Guide to Learning Still Resonates 25 Years Later" in The Goshen News and "Standing in Chains at Alcatraz: When Hutterites were called to war" in The Mennonite, both in August.

## JASON SAMUEL

Jason Samuel introduced a blog titled "Deep Grooves: Thoughts on music, concerts and radio" on the Goshen Commons site. The Goshen News reprinted a recent post in the Sunday print version of the paper (Dec. 16). The post began: "Simply put, it's been a great year for live music in the Maple City. When you consider a town the size of Goshen has five local outlets for fans of live music to enjoy local, regional and national touring bands, one could take this fact for granted. Sure, we've had live performances in town for years, but nothing compares to the incredibly talented and diverse line-up of 2012. My hope is that we don't become spoiled or simply assume the music will always be there. Live music needs our support if the artists are not just to survive but thrive in Goshen."

## Faculty visit Pennsylvania high schools

Communication department faculty members Seth Conley, Kyle Hufford, Pat Lehman and Duane Stoltzfus visited Lancaster Mennonite and Christopher Dock high schools on Sept. 27-28.

The faculty members made presentations in classes throughout the day on both campuses; and in the respective chapels, Stoltzfus presented a modified version of his recent C.

Henry Smith Peace Lecture on Hutterite conscientious objectors during WW I.

Karla Santiago, GC admission counselor, served as their point person and expert guide at both high schools.

# BEYOND THE CLASSROOM

## ARIEL ROPP, SENIOR

### Internship: The Elkhart Truth

"Now that my Truth internship is over, I realize I've learned quite a bit since I began last September. First and foremost, The Truth helped me become a more efficient writer. Working at a fast-paced newspaper honed both my writing and time management skills. Before, knowing I had two hours to write a 12-inch story would freak me out; now, it feels like standard procedure. My reporting skills have improved, too: for the first time, I actually feel comfortable talking to strangers and digging for answers. My supervisor, Marshall (King), even complimented me last week on my capacity for eliciting information over the phone. (If that's not an improvement, I don't know what is!) But the greatest lesson I learned at The Truth was not that I'm a good writer or reporter or manager of time—it's that newspapers are invaluable to society, and I'm proud to work in the field of journalism."

## JEFFREY MOORE, SENIOR

### Internship: College Mennonite Church

"This fall I started the process of becoming integrated into the pastoral team at College Mennonite Church as part of my year-long internship there. Now, at the halfway point, I can say that I have been fully accepted as a member of a staff with diverse job descriptions. My internship put me in a variety of roles within the church, including serving on the worship commission, attending some council meetings and coordinating a series of Sunday evening Psalms services. My primary task as part of the team was providing leadership for the Psalms services. I served as the coordinator for the seven-week series: planning the theme for each week, picking music and other liturgical devices, and making contacts with musicians, scripture readers and people who I thought should bring the meditation."

# The Record celebrates 100 years

BY JEFFREY MOORE

*Courtesy of The Goshen College Record*

More than 30 former editors of The Goshen College Record gathered at Java Junction in October to celebrate the newspaper's 100th anniversary and to share memories of their experiences in leadership.

Duane Stoltzfus, the current faculty adviser for The Record and also its editor in the fall of 1981, opened the reunion. He said that to the best of his knowledge, this was the first such reunion for Record editors.

"And after 100 years," he said, "I'd say it's high time."

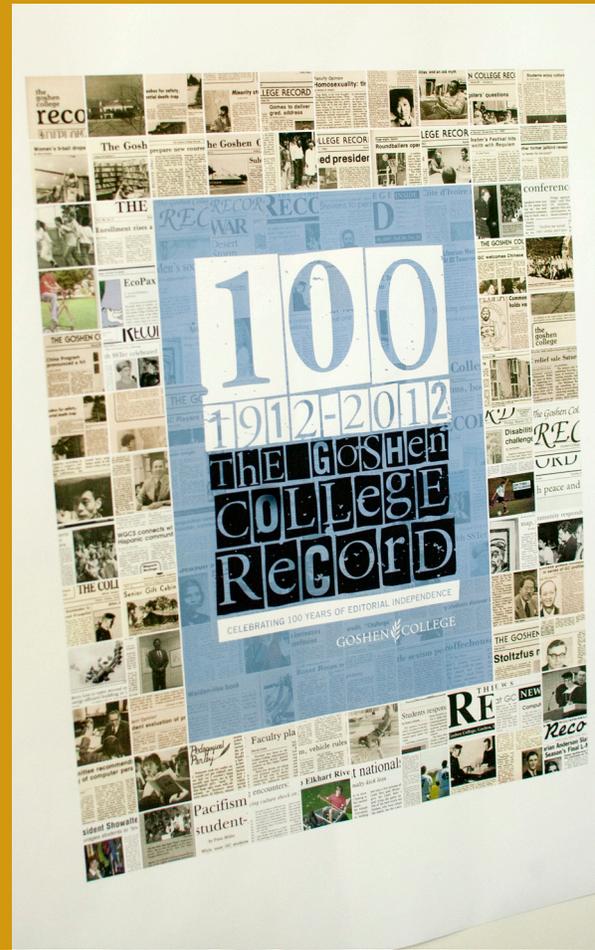
One reason for the negligence of past generations in celebrating The Record's milestones has been the difficulty in pinpointing an exact starting date. The school paper published a weekly issue going back to the 1800's, but it wasn't until 1912 that the administration turned over editorial control to the students. It was this date that The Record staff gathered to appreciate.

During the gathering Stoltzfus initiated a time of sharing in which he called on each editor present, representing the years 1956 to 2013, to share memories of their tenure with The Record.

Former editors reflected on their Record experiences. John Lapp, who edited in 1982, remembered an embarrassing mistake when he accidentally switched the type set of the paper's title. Instead of reading "The Goshen College Record," it printed as "The Goshen Record College."

Sue Clemmer Steiner, who edited in 1967-1968, remembered the difficulty of reporting when several GC students were expelled after making a controversial underground paper.

Becca Kraybill, Record editor for the fall 2012 semester, later wrote in a Record editorial, "I was struck by the role The Record has played for 100 years as a 'memory gatherer.' Without the paper, so many candid moments of Goshen College history would not have been preserved. It was neat to officially recognize this powerful role of The Record and feel hope that it will continue."



# BROADCASTING AND JOURNALISM STUDENTS BRING HOME OUTSTANDING STATE AND NATIONAL AWARDS

The communication department's award shelf keeps getting fuller as broadcasting and journalism students recently received top prizes in several state and national competitions.

## Indiana Broadcasters Association Spectrum Award

In November, staff from Goshen's on campus radio station, 91.1 The Globe (WGCS), attended the 25th Annual Indiana Broadcasters Association Spectrum Awards and Hall of Fame Banquet in Indianapolis, which honors the best in Indiana broadcasting. Senior broadcasting major Benjamin Kelly, from Lagrange, Ind., came away with the first Spectrum Award a GC student has won, in the category of Best Documentary, for his "Leaf Legends" piece profiling the volunteer work of John Ingold, Goshen College professor emeritus of physical education.

"This is especially gratifying for WGCS as only one other non-commercial radio station was honored at the award ceremony," said Jason Samuel, the station's general manager.



Benjamin Kelly

## First place in College Broadcasters Inc.'s national production awards

The College Broadcasters Inc. held its national conference in Atlanta in October and Goshen College received four national production awards nominations:

**Best Radio DJ and Best News Reporting:** Senior Kelsey Morris, a broadcasting major from Goshen;

**Best Sports Reporting:** Kelly and senior Ian Shelly, a broadcasting major from Marcellus, Mich.;

**Best Newscast:** sophomore Danielle Kerschhackl, a broadcasting major from Elmwood Park, Ill.

Kelly and Shelly won the award for Best Sports Reporting for their "Maple Leaf Sports Report."

## Hoosier State Press Association

The Hoosier State Press Association awarded senior Bojana Jankova, a public relations major from Macedonia, a second place for best feature writing among collegiate journalists in 2012.

The award was announced at the Hoosier State Press Association's awards luncheon in Indianapolis on Dec. 1. Jankova's award came for a feature story published in The Goshen College Record last spring: "Undocumented immigrant shares her story on stage."

The article began: "At the C. Henry Smith Peace Oratorical Contest at Goshen College this year, Aranza Torres stood on the Umble Center stage alone, about to reveal her most intimate secret to a crowd of 300 students, faculty and staff, and community residents."

"Her hands were shaking, but not from simple stage fright. It was the fear of revealing a secret that might put her life in jeopardy. With the words 'Our DREAMS can't wait' cast in large letters on the screen behind her, Torres announced that she was living in the United States illegally."

Duane Stoltzfus, faculty adviser to The Goshen College Record, said, "Aranza courageously shared her story on the stage of the Umble Center, and, with an artful and sensitive touch, Bojana delivered the story to an even larger audience."

The annual Hoosier State Press Association contest invites entrants from all colleges and universities across the state.

## ALUMNI HIGHLIGHTS

**Grant Bachman**, '10, is a production associate in television broadcasting with Mediacom MC22 in Des Moines, Iowa. He and Kathryn M. Schlabach, 2010, were married in July.

**Tim Buckwalter** '84, who began his 26-year career at Lancaster Newspapers in Lancaster, Pa., as an intern, was named an assistant news editor for the company's combined news operations in October. The daily newspapers and Sunday newspaper now operate as one. He will continue to oversee My Community, which includes 17 community websites.

**Rachel Halder** '10, who lives in Pittsburgh, started a blog, Our Stories Untold, to explore the topic of sexual violence in the Mennonite Church.

**Kimberlee Rohrer**, 2006, works in

Cleveland as a producer for "The List," which the E.W. Scripps Company launched in September.

**Brian Yoder Schlabach**, 2007, joined the Public Relations Office as a communication specialist in October. After graduating, he worked as a marketing and social media manager for Think 360 Arts in Denver. Most recently, he was a Service Adventure leader for Mennonite Mission Network in Albuquerque, N.M.

**Chagan Sanathu**, 2012, works in the youth leadership program of the People for the American Way Foundation in Washington. She trains and supports young leaders from college and university campuses across the country in establishing social justice projects. The fellows work on projects such as

homeless shelters and immigration rights. Her travels have taken her from New York City to Los Angeles.

**Hillary Watson**, 2009, is finishing a master's of divinity degree at Emory University in Atlanta. Her thesis looks at the trope of the manic pixie dream girl and how it influences womens' concepts of self and interacts with older and more dominant images of women in film.

**James Stuckey Weber**, 2008, is web and social media coordinator for Mennonite Central Committee, based in Goshen.

**Nick Wesman**, 2012, is a full-time reporter with The Elkhart Truth, covering the city of Goshen.

**Kelli Yoder**, 2008, began work as assistant editor of Mennonite World Review in August.