Student finalists are named in Goshen College’s 2012 C. Henry Smith Peace Oratorical Contest, sponsored by the Communication Department.

Junior Benjamin Kelly, left, and senior Ian Shelly call an exciting Maple Leafs men’s basketball game versus nationally ranked University of St. Francis on Dec. 3 (the Leafs won 76-66). Martin Brubaker, a senior who completed an internship with the college’s sports information department during the fall semester, captured these images. View his work at www.goleafs.net.

Introducing the Communication Department’s video production house and its new manager, Kyle Hufford. >> p. 2 & 3

Christian radio in Goshen to a television morning show in Indianapolis to budget research in Washington, D.C. >> p. 4

Student finalists are named in Goshen College’s 2012 C. Henry Smith Peace Oratorical Contest, sponsored by the Communication Department. >> p. 6
Team of 20 powers mPress at Mennonite church convention

For the fourth time, Goshen College students served as the heart of the team that published a daily newspaper and continuously updated news site at the Mennonite national convention. During the first week in July 2011, 20 students traveled to Pittsburgh for the weeklong convention of Mennonite Church USA.

Each day began with an 8 a.m. news meeting and ended with a call from the printer around midnight confirming that all the files were in order for running off 4,000 eight-page copies.

Students served as reporters, designers, photographer and as delivery staff, fanning out across the convention center with bundles of papers. Working alongside them were faculty and staff from the college and professional journalists.

The most farflung correspondent was Michael Neumann, an mPress alumnus and GC graduate, who sent cartoons from Cambodia, where he participated in a yearlong Service and Learning Together term with Mennonite Central Committee.

The next Mennonite convention will be held in Phoenix in 2013.

Hufford joins Communication Department

The Communication Department is pleased to welcome Kyle Hufford, who accepted the position of general manager for the college’s newly created video production house, FiveCore Media. He began work at the college in August.

Hufford brings both professional and teaching experience to the new position. He holds an undergraduate degree in communication from Indiana Wesleyan University and an M.A. in digital storytelling from Ball State University.

Most recently, Hufford worked as promotions manager for WTIU TV-51 in Marion, Ind. He has several years of experience in producing and directing single- and multi-camera video productions. He has also taught television, social media and graphic design classes at Indiana Wesleyan.

Hufford’s new responsibilities include launching and managing FiveCore Media, an initiative that offers video production to on-campus and off-campus clients as well as hands-on experience to Goshen College students who will staff the initiative year-round.

When asked what he was most looking forward to about his new position, Hufford said he is eager to get to work on original, meaningful projects.

“I’m excited to work creatively with staff and students on projects that are challenging and at the same time beneficial to the college,” Hufford said.

2010-2011 Maple Leaf takes on heroic theme

Hannah Bartel, yearbook editor for 2010-11 and 2011-12, distributed the most recent edition of the Maple Leaf (Vol. 96) in September. With a nod to the English department’s Graphic Novel course, the book features superhero student characters. For this year’s book, Bartel has already captured mug shots of nearly half of the on-campus student population.
Department launches FiveCore Media

By Ariel Ropp

The Communication Department this fall launched FiveCore Media, the first video production unit at Goshen College to cater to both in-house and external clients. Kyle Hufford, a media professional and producer, was hired as general manager of the venture. He will oversee all projects.

“The main goal of FiveCore Media is to provide students an environment where they can get professional video experience, working with real clients,” said Hufford.

FiveCore Media will serve off-campus business clients in addition to producing videos for departments at Goshen College.

An a cappella group from Texas, Conspirare, was FiveCore’s first non-campus client. In September, the ensemble spent several days recording an album at the Music Center while FiveCore crew members captured their work on video.

Hufford and the student video team are also producing videos for several departments at the college that are interested in advertising their programs to prospective students on the Web. Early clients include the business department, the Latino Studies program and the Center for Intercultural Teaching and Learning.

Hufford considers FiveCore Media, which was named after the college’s five core values, a perfect match for smaller clients. The idea for FiveCore was developed when the communication department began to see a demand for reasonably priced video production services, especially on campus.

“We’re going for a smaller niche market that isn’t being tapped right now,” explained Hufford.

Assistant Professor of Communication Seth Conley, a main developer of the production service, sees additional benefits of FiveCore Media. He believes the video production unit has great potential not only as a teaching tool, but also as a way to attract new students to the college.

“Under Kyle’s direction, the students will get to use the skills they have developed in their video and broadcasting classes,” said Conley. “FiveCore will help grow enrollment by offering lower-cost video production projects to promote the college and by enticing more students to our program.”

Hufford said that four communication majors have already been hired at FiveCore and more crew members may be hired as needed. For now, FiveCore will primarily employ upper-level students, as the job requires video experience, direct interaction with clients and long-term commitment. Students must be willing and able to produce videos over the summer, as the unit will operate year-round.

“Our student leadership staff – Summer Hasan, Kate Yoder, Daniel Penner and Ben Sutter – has done a wonderful job this semester working with clients, organizing projects and producing content,” said Hufford. “I couldn’t have done it without their help.”

Sutter, a third-year communication major and one of the FiveCore student employees, is looking forward to improving his video production skills. “I’m excited to have the opportunity to work with clients from the beginning of a concept until we have a finished project,” Sutter said. “This company is an amazing opportunity for me to gain practical experience while producing videos that I can put my name to for a demo reel.”

As a business, FiveCore Media will charge for all videos produced, adding value and quality to the projects.

However, Hufford was quick to point out that the production unit is first and foremost an academic program. The communication department is more interested in giving students real-life video production experience than in making a profit, he said.

“FiveCore is intentionally based in the communication department,” explained Hufford. “It’s not a marketing program. We eventually plan to make a wide variety of videos, not just promotional ones.”
BEYOND THE CLASSROOM
Summer-Fall 2011 communication internships

SUMMER HASAN
Senior; communication major, broadcasting concentration
Internship: “This summer I worked at WISH-TV Channel 8 in Indianapolis. As a promotions intern, part of my job was to work on the set of IndyStyle, a morning talk show, to greet the on-air guests and direct them in and out of the studio. I would also take photos and manage the show’s Facebook page.

“My favorite memory of this summer was when actor/comedian Rob Schneider appeared on the set in a segment which I had produced. Seeing it all come together was one of the proudest moments of my educational career.”

CHAGAN SANATHU
Senior; communication & business double major
Internship: “This past summer I worked at the Center on Budget and Policy Priorities, on the Hill in Washington, D.C. I happened to be the only undergraduate in the pool of 20 interns, all of whom were in master’s of public policy programs from across the nation.

“The center is a think tank that researches economic and social policy and publishes it for policy-makers and decision-makers on specific issues. I collected data on how tax credits helped families and organizations that cater to low-income families, then organized that data for the website, which is used by politicians. We also put information together for outreach kits sent all over the country.

“The most exciting part of my internship was when I was sent to cover events at the House of Representatives and Congressional hearings. I also loved our private tour of the White House. Jared Bernstein, the former chief economist for Vice President Joe Biden, currently works at the center and one time popped into our office to say hi! had an amazing time at the center and in D.C.”

NICK WESMAN
Senior; journalism major
Internship: “This semester, I was an intern for Goshen College’s sports information office and athletics website, goleafs.net; Josh Gleason was my supervisor. I covered a variety of athletic events – volleyball and tennis matches, soccer and basketball games, and cross country meets. I also wrote previews for the volleyball and soccer conference tournaments, and for the two runners that made it to the national meet, and two features on the cross country and basketball teams.

“This experience has been very helpful to me, especially in teaching me to learn to write on deadline.”

YOLO LOPEZ-PEREZ
Senior; broadcasting major
Internship: “I will never forget the first day of my internship at WFRN Christian radio. When I entered the door I told the receptionist that I was the fall intern to work with Doug and Vincy (the morning DJs). She was quick to reply, ‘Oh nice to meet you! Go right in the studio!’ I was so excited that I did not even bother to take my coat off or put my bag down – I walked right in. And as soon as I opened the door, Doug and Vincy joyfully welcomed me and right away asked if I wanted to join them on the air. Without a doubt, I quickly grabbed the head phones and went on the air.

“After that first experience, I continued to have many more similar ones as a radio personality with ‘Doug and Vincy In the Morning.’ I went twice a week to my internship ... [and] I was on the air with Doug and Vincy from 8 to 9:30 a.m. as the intern drop-in.’ The most important thing I learned with them was to be yourself; have fun, love people, but always be yourself.”

“I surprisingly ended up bringing video into radio. The first time I tagged along with Doug and Vincy was for one of their live broadcasts, I remembered I had my video camera in my bag so I asked them if they wanted me to help by taking video and little did I know this was the start of something new, different and big for radio [station]. With video production skills and the basic equipment at hand, I volunteered to make videos for them whenever I could so listeners who could not attend the event could have the opportunity to see highlights of that event through their website. And wow, did I learn a lot from this.

“I will truly miss this unforgettable experience. Thank you Lord.”

Chagan at the White House.

Yolo with WFRN morning show co-host Vincy in the studio.
Picture it: you’re attending college hundreds of miles away from home, and you don’t have the time or money to travel home for the short Thanksgiving break. You won’t have your family around you, and if you’re an international student, you may not have experienced an American Thanksgiving before. So what do you do, since not even the campus dining hall will be open on the holiday?

“Fear not: Jason Samuel will feed you. For the past seven years, Samuel, general manager of The Globe radio and assistant professor of communication, has invited students to attend his family’s annual Thanksgiving meal, which he affectionately refers to as “Thanksgiving for everyone.”

“[The dining hall] used to have these long tables, and the entire campus [on Thanksgiving Day] would fit on these two long tables,” said Samuel. “They’d serve these, like, hot turkey sandwiches with gravy on it. It made an impression on me.”

When Samuel came back to Goshen to teach communication and manage 91.1 the Globe, he realized that “it was the same [as it had been in the eighties]. After his first two years teaching at Goshen, he and his wife, Jenni, and their son, Colin, decided to host a Thanksgiving meal for any student who wanted to attend.

The number of students around the table has grown each year. Thanksgiving this year included 17 students from five continents: Africa, Asia, Europe and North and South America.

“Thanksgiving for everyone” is more than just a meal: it’s a full holiday experience. Before the meal, students watched a football game (Green Bay vs. Detroit) and ate appetizers. After dinner, family and friends watched the Thanksgiving classic “Home Alone.”

For Bojana Jankova of Macedonia, who attended last year, the fondest memory from the day is of the kindness of her hosts.

“They were so welcoming and kind,” said Jankova. “At no point did I feel unwelcome or weird. Jason is a great host, and he and Jenni would always ask us if we wanted something else or needed anything, and their full attention was focused on us. We really had a sense of belonging.”

Samuel family hosts ‘Thanksgiving for everyone’

By Chenoa Mitchell

The Goshen College Public Relations Department has submitted an application for the Public Relations Student Society of America (PRSSA) in the hope starting its own chapter here on campus by spring semester of this academic year.

Pat Lehman, associate professor of communication, had thought about starting a chapter for some time, but decided to begin the application process when Bojana Jankova, a junior public relations major, came to her with the idea to get the plan rolling.

“I had heard of this club and I thought that it would be something that would benefit those involved in PR and communications here,” Jankova said. “It will not only allow us to have a sense of community among others with the same major, but also help us be more successful and launch our careers effectively.”

The national organization focuses on expanding the knowledge of students interested in public relations and communications through conferences, internship opportunities and networking.

Once the club is established, monthly meetings and fundraising events will begin to kick-start its activity on campus.

“We hope to have our first meeting at the end of January,” Jankova said. “We will start organizing future events and brainstorm new ideas to expand our knowledge of public relations. I am excited for something like this to finally get started here at Goshen College.”

Goshen College applies to start chapter of Public Relations Student Society of America

By Hannah Bartel

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2012 peace speech contestants selected

Five speakers will address timely issues of peace and justice in the 2012 C. Henry Smith Peace Oratorical Contest on Tuesday, Feb. 14, at 7 p.m. in Umble Center. One of these five students will receive a prize of $500 as this year’s first place winner.

The five finalists for the 2012 competition are senior Ben Baumgartner, first year Abby Deaton, junior Alison Reist, first year Aranza Torres and second year Lauren Treiber. Baumgartner will speak on the topic, “Reconciling Relationships: Mennonite Encounters with Muslims.” Deaton will discuss the need for Deaf students to learn about Deaf culture. Alison will cover “Peace Through Sport: The Olympic Vision.” Aranza will talk about the Dream Act, and Lauren will speak on “The Real Occupy Movement: Understanding Capitalism in a Christian Context.”

The winner of the contest will advance to the binational C. Henry Smith Peace Contest with first place winners from other Anabaptist colleges in the competition.

COMMUNICATION FACULTY HIGHLIGHTS

SETH CONLEY

Seth Conley continues coursework toward a master’s degree, this semester taking a graduate class in Community Theory through Ball State University. He is looking forward to the May Term Journey to Greece and Rome to follow the footsteps of the Apostle Paul. Nine communication students will shoot, direct and produce a video about the New Testament Paul’s travels.

In addition, he and his wife, Rachel, are preparing for the addition of twins to our family, due in March.

KYLE HUFFORD

Since beginning his first few months, and first semester, at Goshen College, Kyle Hufford writes, “It’s been crazy.” As part of his newly created position as general manager of FiveCore media (see pages 2-3), he has brought on a student team and initiated projects for both on- and off-campus clients.

He writes, “FiveCore has been progressing at a fever pitch and we are very busy with over five different projects in production. It’s busy – but a good kind of busy. I am still settling in to my position in a new place, but everyone has been welcoming to me in these past few months. My family and I will move to the area in December, and are looking forward to becoming part of the community.”

RACHEL LAPP WHITT

Rachel Lapp Whitt continues her role as adviser to the campus yearbook, The Maple Leaf, after taking maternity leave at the end of the last academic year when daughter Ramona was born in April.

PAT McFARLANE

Pat Lehman defended her dissertation, “Performing the ‘Other’ In Religious Community: A Basic Interpretive Qualitative Inquiry Among American Mennonite Women,” in March 2011. She received her Ph.D. in Transformative Studies with an emphasis in intercultural communication from the California Institute of Integral Studies in May 2011.

This semester Pat is teaching Communicating Across Cultures, Principles of Public Relations and two sections of Oral Communication. In addition, she is at work with public relations majors to establish a student chapter of the Public Relations Society of America on the Goshen College campus.

This past summer Pat spent three weeks in Spain studying Spanish language and culture. She especially enjoyed studying the language in Malaga where she completed her daily homework while drinking tea beside the Mediterranean Sea.

JASON SAMUEL

Jason began the fall semester by teaching Introduction to Radio, a course covering the basic operation of the campus radio station, 91.1 The Globe, and strategies for hosting weekly on-air shifts.

In October, Samuel attended the 11th Annual Americana Music Festival and Conference in Nashville, Tenn. Along with his duties as emcee for evening showcases, he was a panelist for two seminars: “Call Day Etiquette” and “Airplay at Americana Radio.” He also moderated an industry panel titled, “Key FCC Issues for Radio Stations” for radio station general managers and program directors.

Later that month Jason delivered a presentation, “Social Media: What is it and how will it help me at work?” for Goshen College’s Business and Entrepreneurial Education “Lunch & Learn” series.

DUANE STOLTZFUS

Duane Stoltzfus closed out his sabbatical year at the Library of Congress in Washington, D.C., where he researched the papers of Newton D. Baker, secretary of war during WW I. The research and writing for a book project on Hutterite conscientious objectors is winding down. He hopes to send a revised manuscript to the publisher early in the new year.

While in Washington, he also toured the Newseum (“amazing exhibits like sections of the Berlin Wall and galleries covering five centuries of news gathering”) and went running in the zoo (“just a few joggers and elephants greeting the day”). The journal Media Ethics published his essay, “Collaboration and Conscience,” in the spring 2011 issue.

Last summer, he accompanied a team of 20 Goshen College students in publishing the news site and print newspaper, mPress, at the Mennonite national convention in Pittsburgh.
Childhood struggle leads to life mission for David Yoder

It took David Yoder a while to figure out what possessed his mother to show his 8-year-old daughter, Lisa, and 6-year-old son, Eric, his report cards from the first and second grade. By then, he was an accomplished speech and language pathologist, with a master's degree in speech-language pathology from Northwestern University, seven years working as a speech therapist in Delaware and a doctorate in communication sciences and disorders from the University of Kansas.

But those report cards stood as evidence of an early failure: his inability to learn to read. “I will never forget the evening Mother hauled out those report cards and I was putting my son to bed,” Yoder said. “I still get chocked up about it. He said, ‘Dad, what was it like for you when you couldn’t read?’ He couldn’t imagine it.”

That inability to read filled him with shame and left him crying himself to sleep at night. It left his teachers wondering what might be wrong and what to do. He was dyslexic; they suspected he might be mentally retarded, Yoder said.

His Aunt Kate, was a first-grade teacher and was determined her nephew would read. She spent hours with him on phonics drills and reading stories. But it was not until the middle of third grade that something just clicked.

He still does not know for sure why his mother showed those report cards to his children, but he understands that it was not to embarrass him, but to let his children see what he had to overcome at their age.

“I know in my soul that what I have done with my life didn’t happen by happenstance,” Yoder said. “I was drawn to work with cognitively disadvantaged children, and later, to get into the whole literacy field, because I never forgot what it felt like to not be able to read in a room where everyone around you can.”

Yoder caught up quickly. In 1950, he graduated from high school in rural Indiana as president of his class of 13. That fall, he set off for Goshen College to major in speech communication and theater.

By Yoder’s sophomore year, Herbie, a cousin, took Yoder on the detour that would lead him to his true calling. Complications at Herbie’s birth resulted in cerebral palsy, which left him unable to learn to talk. Yoder began reading about speech therapy and enrolled one summer in speech therapy courses at the University of Minnesota. The next summer, he volunteered as a counselor at the Los Angeles County Crippled Children’s Camp in the San Bernardino Mountains. There, Yoder helped boys with polio get out of their leg braces so they could swim in the pool. At night, he listened for boys with muscular dystrophy crying to be turned in their beds.

“That experiences convinced me that I had made the right decision for a profession to pursue,” he said. In August 1954, he married his college sweetheart, Dee Stump, and they moved to Evanston, Ill., where he completed his master’s degree a year later.

Yoder went on to have a distinguished career and served as president of the American Speech-Language-Hearing Association and as the first president of the United States Augmentative and Alternative Communication Association.

In 2000, the Division of Speech and Hearing Sciences established a symposium in his name when he retired as professor and chair of the Department of Allied Health Sciences. Almost immediately afterward, he accepted a position as the first executive director of the Council for Allied Health in North Carolina before “retiring” for a second time in 2005. But he is not ready to stop.

“I am not done,” Yoder said. “I keep saying as long as I can walk and I still have my wits, which some people may question, I want to stay with it.”

Yoder continues to give some guest lectures at workshops and conferences across the country, and serves on various committees and boards at Carolina and in the community.

His arrival in Chapel Hill in 1986, Yoder said, marked a shift into new territory: literacy for the disabled – a shift set in motion a few years before while he was affiliated with the Communication Aids and Systems Clinic at the University of Wisconsin-Madison.

One treatment group was for young adults in the community who had severe speech impairments related to cerebral palsy.

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One of the founders of the Ainlay Scholarship, which is awarded to the most outstanding communication majors each year at Goshen College, died at her home in Madison, Miss., on Oct. 23.

Dorothy Breunlin Ainlay created the scholarship with her husband, Charles. He preceded her in death in 2004. They married in 1942, a year after he graduated from Goshen College. When they established the scholarship, Charles said it was “to give someone a hand up in a small way, in the same way I was helped.”

Charles’ family was not well off, and John Umble, then the director of varsity debate and oratory, saw to it that Charles received a scholarship and a job on campus, which included firing the furnace in the basement of the Administration Building. He ate meals with the Umble family.

A second reason for the scholarship, Charles said, was to bolster communication: “I believe that the ability to communicate well has real meaning for success in all areas of life. In business...in just about everything. People who know how to communicate are best able to lead.”

Dorothy devoted much of her life to raising the Ainlays’ five children. She assumed an active role in their church, Trinity Lutheran, and served on the board of directors at Greencroft Retirement Center. Charles was an attorney.

The scholarship fund will likely grow. In the penultimate paragraph, her obituary noted that donations in her memory can be made to the Charles and Dorothy Ainlay Scholarship Fund at Goshen College, or a charity of choice.

And the closing paragraph said simply this: “To God be the glory.”

Alumni Highlights


Tim Buckwalter, 1984, was named assistant news editor-communities for Lancaster Newspapers in Pennsylvania. He oversees the new MyCommunity website developed by the company. Tim had served as a government reporter and copy editor for the Lancaster New Era. He recently celebrated his 25th anniversary.

Andrew Clouse, 2003, was hired as editorial director in the marketing and communication department of Mennonite Mission Network. He is also associate pastor for youth at Albuquerque Mennonite Church, N.M.


Alana Kenagy writes from the family farm in Oregon: “The asparagus season is finishing up, and I am at my computer around 9:30 p.m. as relatively frequently happens after a day’s work on the farm. ... I think having the responsibility of managing the asparagus harvest, all the marketing for it and everything else, gave me integration that I needed.” She is also taking classes at Oregon State University.

Adriel Santiago, 2011, is serving as interim communication coordinator for the Indiana-Michigan Conference of the Mennonite Church USA in downtown Goshen. His responsibilities include designing and publishing Gospel Evangel, the conference’s bimonthly magazine.

Brian Yoder Schlabach, 2007, and Anna Yoder Schlabach began a two-year term as Service Adventure Leaders in Albuquerque, N.M.

Erini Shields, 2007, is attending the Chicago Portfolio School with a dual focus in design and art direction. She writes: “I’m also establishing a scholarship fund for need-based students, like myself, so that financial limitations will not hold back those who wish to follow their dreams. My entire tuition thus far has been paid from donations; I am beyond grateful for those who have supported me and my dream.”

Chase Snyder, 2010, is working as an assistant editor at Best Online Universities in Chicago. The company makes websites to promote online degree programs.

Rachel Swartzendruber Miller, 2002, was appointed vice president of admissions and financial aid at Hesston College in August. She was formerly director of convention planning for Mennonite Church USA. She is also a doctoral candidate in leadership with an emphasis in higher education administration through Andrews University.

Piper Voge, 2010, is pursuing a master’s degree in applied communication with a concentration in media studies and corporate communication at Indiana University Purdue University Indianapolis.

Marlys Weaver, 2010, and Philip Stoesz were married in April 30, 2011. Marlys works as an education reporter for The Elkhart Truth.

Jonny West, 2007, began a master of divinity degree at Denver Seminary with a focus on philosophy and religion.

Tiffany Wyse-Fisher, 2002, and Dustin Wyse-Fisher and their two children left in September for a two-year volunteer position in Ballycastle, Northern Ireland, with Corrymeela, an organization that works with reconciliation in Ireland and around the world.

Com[m]unicate with us!
We would love to hear your news and share your story with current students and your fellow alumni! Email us with your professional transitions and highlights and career reflections: communication@goshen.edu.