

# COM[M]EDIA

NEWSLETTER OF THE  
GOSHEN COLLEGE COMMUNICATION DEPARTMENT



Communication Department faculty and students worked with college public relations staffers on a photo shoot aimed at creating new materials to represent the program and its majors to prospective students. (Photo by Jodi H. Beyeler, Goshen College Public Relations.)



Alicia Schwartztruber's public relations internship yields personal rewards, state honors. >> p. 2 & 3



Now in HD: "The Correspondent" and new "Sports ReLeaf" program on campus cable >> p. 5



Duane Stoltzfus is working on a new book as part of his sabbatical year endeavors >> p. 7

# COMM BRIEFS

## Goshen writers honored in state journalism contest

When it comes to good campus journalism, Goshen College's Communication Department has proved once again that it isn't a school's size that matters but the quality of its students and their mentoring. The Hoosier State Press Association (HSPA) honored two Goshen College entries in its 2010 student journalism awards program.

Laura Schlabach, a 2010 graduate with a communication and environmental science double major from Goshen, placed third in the feature category for her article "Bowing out with a sustainable flourish," about a local business that specializes in biodegradable caskets in the April 15, 2010 issue of the college's student-produced newspaper, *The Record*.

Rachel Halder, a 2010 graduate with a communication major from Parnell, Iowa, took third place in the sports category for her article "Bikers gain trails, momentum in Goshen," published in the April 15, 2010 issue of *The Record*.

Students from colleges and universities across Indiana compete for 15 awards, with three places in each of five categories.

"The competition is fierce," said Professor of Communication Duane Stoltzfus. "This is the first time, to my knowledge, that we've placed two winners. It's unusual for small colleges to place more than one student, if that."

This is the first time that Goshen College has placed two winners in the competitive awards program, which is open to all colleges and universities of any size across the state. Only Indiana University and Ball State University had more HSPA honors this year.

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## Refreshed web sites launched

Utilizing the skills of faculty and students, the web sites of the Goshen College Communication Department and GCTV were refreshed in the fall semester (2010).

The home page for the communication department was redesigned and reorganized to present the site visitor with rotating features, easy access to a recruitment video and to highlight relevant news stories.

Communication department faculty members worked with Isaiah Goertz, Goshen College's web designer/developer, to work through content from the previous site in order to prioritize content to engage prospective and current students.

One of the popular links from the department home page is to the site hosting GCTV, with prominent links to two student-produced programs: "The Correspondent," which focuses on campus-related news and features, and "Sports ReLeaf," which highlights GC athletics. Grant Bachman, a 2010 graduate, is responsible for the refreshment of the GCTV site, making both campus programs easily accessible online.



[www.goshen.edu/communication](http://www.goshen.edu/communication)

## *Schwartzentruber a finalist in 'intern of the year' program*

Indiana INTERNnet Inc. named Goshen College senior Alicia Schwartzentruber, a public relations major, as one of eight finalists for state "intern of the year" honors as part of its IMPACT awards program.

Schwartzentruber was nominated to the awards program by Larry Brooks, vice president of marketing and fund development at Goshen Health System. "She stepped into our current program and improved it," Brooks wrote in his recommendation of Schwartzentruber. "She has shown us that with little direction she can accomplish exactly what we need and even expand upon it."

During her six-month internship, Schwartzentruber found herself planning community events and press conferences, co-authoring the internal newsletter, writing press releases, and attending to paperwork and phone calls as the need arose. "Alicia is full of ideas and eager to share and learn from others," said Brooks. "These qualities have enabled us to seamlessly cover our public relations department during maternity leave for another colleague."

Indiana INTERNnet Inc. is an affiliated program of the Indiana Chamber of Commerce. At their annual Awards luncheon, to be held February 10 in Indianapolis, Indiana INTERNnet recognizes internship excellence in three categories: intern of the year, employer of the year and career services professional of the year.

"It is an absolute honor to be selected as one of eight individuals," said Schwartzentruber. "Quite honestly I am not only shocked, but humbled that I was nominated, let alone picked as a finalist for such an award. This definitely encourages me to never be complacent with average, but to continually expect better things out of myself."



Alicia Schwartztruber, a senior public relations major, at her Goshen General Hospital internship. (Photo submitted.)

## Internship in health care PR affirms career direction

By Ariel Ropp

For Alicia Schwartztruber, a senior majoring in public relations, Goshen General Hospital provided the senior internship experience of a lifetime.

As an assistant in the hospital's public relations department, Schwartztruber was given the opportunity to organize not one but two major PR events. One was a press conference to announce the hospital's official Baby-Friendly Designation. The second was a recognition event for Dr. Douglas Schwartztruber, a Goshen surgical oncologist and medical director of the Center for Cancer Care who was recently named one of the 100 most influential people in the world by Time magazine – and, coincidentally, Alicia's father.

Both events received mass media attention and gave Schwartztruber plenty to do throughout her internship.

"[This internship] forced me to deal with real life deadlines and improve my writing skills, as well as learn how to communicate

with the press," Schwartztruber said.

An especially unique aspect of the internship was the amount of responsibility she was given. When Goshen General Hospital's PR supervisor Bridget Levitz took three months on maternity leave, Schwartztruber was asked to fill in with oversight of press releases and event planning. This included organizing an entire press conference for the hospital's recent designation as a "Baby-Friendly Hospital." Schwartztruber was up for the challenge.

"The week of the Baby-Friendly Designation ended up being one of the highlights of my entire internship experience," she said. "Two days before the press conference, a baby was born in Goshen General at 10:10 on October 10, 2010 – that's 10/10/10. In the time between those two events, the hospital became really crowded with reporters."

Throughout the media frenzy, it was Schwartztruber's job to keep in contact with the press and meet with reporters from networks like CBS and Fox. "It was a lot of

responsibility but a lot of fun," she said.

The other major event of the internship was organizing the reception dinner honoring her father's recognition in Time magazine, hosted at Goshen College on July 13, 2010. Her responsibilities included writing talking points for the event speakers and acting as a contact person for the press. She also took care of small but important details: arranging the podium and selecting boutonnieres for the speakers.

As a public relations major with minors in business and Spanish, Schwartztruber hopes to apply her new skills to a career in public relations or marketing.

Although her seven-month internship will come to an end in December, Schwartztruber feels grateful for the valuable experience she has gained while working at the PR department of Goshen General Hospital.

She describes the internship as a positive, life-affirming experience. "I know now that this is what I want to do with my life," she said.

# BEYOND THE CLASSROOM

## *Summer-Fall 2010 communication internships*

### TRISHA HANDRICH

*Senior; communication major, broadcasting concentration*

**Internship:** Trisha, student station manager and dedicated host of 91.1 FM The Globe's "Breakfast Blend" every weekday morning from 6-9 a.m., also took her talent to another local radio station, Froggy 102.7 FM. At "The Frog," she was one of the weekend personalities and created and produced commercials. "The skills I learned during my experience at Froggy were very useful and I'm looking forward to taking what I learned with me as I join the working world," she said.



### CHAGAN SANATHU

*Junior; communication & business double major*

**Internship:** At her internship with Everence Financial in the organization's marketing department, Chagan assisted in the organization's efforts to rebrand itself through a transition from its former name, MMA. She coordinated scheduling for various aspects of the shift and created a database to keep track of information and costs involved.



### MICAH KULP

*Senior; communication major, concentration in multimedia*

**Internship:** Micah worked with Goshen College's ITS Media Department on a variety of assignments: wiring cables, rebuilding audio-video equipment racks and installing televisions. He also assisted with multimedia set-up for campus events including Hour After programs and Performing Arts Series concerts.



### KATE WALKER

*Senior; public relations major*

**Internship:** Challenging herself to gain experience working in an urban environment, Kate landed an internship with the nonprofit City Parks Foundation (CPF) of New York City. Commuting every day to Central Park, Kate's assignment was with the Summer Stage, CPF's high-profile series that celebrated its 25<sup>th</sup> anniversary in 2010 according to its web site with performances by diverse artists including, from jazz legends to rap pioneers, Syrian electronica artists to Senegalese songwriters, salsa stars to opera greats. Kate's work included organizing and carrying out publicity plans for concerts with the featured artists, including contacting media outlets around NYC about upcoming shows and checking in the press at concerts.



### CHRISTINE LUDIN

*Senior; communication major, concentration in public relations*

**Internship:** When a board member of The Post, a Christian youth outreach program in Goshen, asked Sugar Grove Church for help with its ministry, Christine answered the call. Volunteerism then turned into an internship opportunity for Christine, who first came to the Goshen community as a German exchange student enrolled at Goshen High School. Her internship at The Post included event planning and management, working with donors and helping with a range of short- and long-term projects to advance the mission of The Post in reaching out to disenfranchised youth in the Goshen area community.



### SARAH RICH

*Senior; English major with a minor in communication*

**Internship:** Sarah was selected for a reporting internship at the Elkhart Truth. Her published articles include several business profiles. She also profiled a Goshen-area native who suffered a serious spinal cord injury three years ago and was told he wouldn't walk again, but who recently ran a marathon to benefit spinal cord research.



# GCTV – now in HD, broadcasting 24 /7

There's a new way to watch GCTV: in High Definition (HD)! This January Goshen College officially launched a 24-hour, on-campus TV Channel to showcase student-produced television programs *The Correspondent*, *Sports ReLeaf*, documentaries, and other student projects.

Specific broadcasts will include the student-produced documentaries "Fuerza" and "LifeSign," the WNIT-aired "Festival of Carols" (Goshen College's annual Christmas celebration in music), and projects produced in Broadcast Media Production I & II classes.

"Our television students have been producing high-quality programs and videos for quite some time," said Seth Conley, assistant professor of communication and GCTV advisor. "Now is the time to give other students, faculty, staff, and campus visitors the chance to enjoy the hard work our students put into these productions just by turning on their TV."

The new HD station can be found on digital television sets on campus on Channel 17.1. Conley said some viewers might need to rescan their television set to receive the new channel.

The station airs both student-produced programs as well as nationally produced educational and entertainment programming. Some nationally produced shows include shows from NASA and Sea World.

GCTV is currently enjoying the title of "Television School of the Year" from the Indiana Association of School Broadcasters, awarded last spring.

## Look for these GCTV programs in HD:

**"The Correspondent" airs daily at:  
4 p.m., 8 p.m., 10 p.m.**

**"Sports ReLeaf" airs daily at:  
5 p.m., 7 p.m., 9 p.m.**



'Sports ReLeaf' producer and director Ben Sutter.

## New 'Sports ReLeaf' focuses on athletics

By Chagan Sanathu

GCTV's newest offering, the recently launched "Sports ReLeaf," is the product of Benjamin Kelly's passion for sports and Benjamin Sutter's love of broadcast production. The two-man crew steering the new show is Sutter, producer and director, and Kelly, writer and anchor.

Last year, Kelly, a sophomore broadcasting major, took on the responsibility of writing, shooting and editing a segment on GCTV titled the "Sport Corner," a 5-minute segment aired every other week. Then came the idea of a program to expand sports broadcasting.

Sutter, a sophomore communication and history double major, said, "Sports ReLeaf" covers Goshen College's athletics. Most every episode has a focus on a specific sport, has interviews with players and coaches."

Kelly gives Sutter "a lot of credit for leadership" of this project. Both feel proud of the work they do for each show, and are always looking for ways to make it even better. Other students contribute reporting as well.

Said Kelly, "Sutter has a passion for producing and putting the program together and I have a passion for sports, so coming together we make a good team."

Sutter enjoys working with GCTV and said the show provides him with "highly valued practical work experience."

Both Sutter and Kelly hope to attract more students to get involved with the show and in campus television. Kelly is also hopeful that the program helps attract future students who have interest in sports broadcasting.

# COMMUNICATION FACULTY HIGHLIGHTS

## SETH CONLEY

Directed by Seth Conley, the broadcasting program is proud to announce our very own on-campus cable station GCTV. The TV channel will feature our own locally produced shows The Correspondent and Sports ReLeaf. It will also feature documentaries like Fuerza and Lifesign and many other great programs and class projects. Find the new HDTV channel on any digital TV on campus on channel 17.1 (it may be necessary to let your TV set rescan your digital channels to recognize the new station).

In November, the Reporting and Videography class and Broadcast Writing Class traveled to WSBT (CBS) television station in Mishawaka. Students toured several radio stations and the WSBT studio. Said Conley, "We even got the chance to watch a live-newscast as it was airing from inside the studio."

## RACHEL LAPP WHITT

Rachel Lapp Whitt is particularly excited about this year's Maple Leaf yearbook theme, which draws inspiration from study and creation of graphic novels, as edited by sophomore Hannah Bartel. Junior art major Hannah Sandvold created stylistic artwork of two masked student heroes in familiar campus locations. "Yearbooks are artifacts of the year and era in which they were created, including the themes, design, artwork, photos and writing," she said.

"For the past several years, the English department course focusing on the rise of the graphic novel as literary art, taught by Jessica Baldanzi, has introduced students to this creative form. I think it's a highly appropriate metaphor, also, for the way in which this generation has been influenced by new media and new forms of visual and written communication."

This year, Lapp Whitt is teaching Oral Communication, Communication & Society, Feature Writing, Communication Research and supervising an independent study in Film. Rachel and her husband, Tom Whitt, are also preparing to lead the 2010-2011 Peru Study-Service Term unit based in Lima.

## PAT MCFARLANE

Pat McFarlane is chairing the communication department for the 2010-2011 academic year while Duane Stoltzfus is on sabbatical.

She continues to work on her doctoral dissertation and teaches Oral Communication, Communicating Across Cultures and Organizational Communication, and is co-teaching the communication and theater Senior Seminar with Doug Liechty Caskey, professor of theater.

This summer she completed her research for her dissertation in relation to the performance of her play Heavenly Voices which premiered in Chicago at Living Water Community Church on July 14 and then was performed in the Umble Center Theater on July 16 and 17. The play features the stories of Mennonite women of

color across the United States including dynamic stories of faith and God's faithful guidance in these women's lives.

Pat's research centers around the question: what happens when Mennonite women play the roles of women who are "Other" to them? For example, a white woman might play the role of an African-American woman or an Indian woman might play the role of a Native American woman. How does their understanding of the "Other" deepen as they play the role of a woman "Other" to them throughout the rehearsal and performance process?



Back row, from left: Nancy Ryan, Deb Brubaker, Chagan Sanathu, Julia Baker, Robina Sommers. Seated: Joy Yoder, Pat McFarlane. On floor: Angie Noah. (Photo submitted.)

## JASON SAMUEL

Jason Samuel attended the 11th annual Americana Music Festival and Conference in Nashville, Tenn., Sept. 8-11th. He was a featured speaker and panelist throughout the conference and emcee for several artist showcases.

For "Call Day Etiquette" Samuel discussed the best practices for industry professionals who interact with radio station managers. During the "Switching for Success" panel he detailed the positive growth for WGCS after switching to the Americana format and how it can work for other radio stations. As part of the "Digital Delivery to Radio" presentation he talked about the future of music distribution and how WGCS has implemented the new technologies that are changing the way we distribute and consume music programming.

In October, Samuel led a seminar, "Back to School: Successful Strategies for Communicating with Younger Generations," at the Anabaptist Communicators Conference held at Goshen College. He then accompanied students to the Intercollegiate Broadcasting System regional conference in Chicago for a day of seminars on a variety of college radio programming and management topics.

# Stoltzfus spends sabbatical writing, editing new book

By Laura Schlabach

Professor of Communication Duane Stoltzfus is spending time researching and writing during his full sabbatical this year, focusing on completing his book on the story of four Hutterites imprisoned during World War I.

This year, Stoltzfus went to San Francisco to tour the basement dungeons of Alcatraz – usually closed to tour groups – and took a trip to Seattle, where the Hutterites reported to military camp.

“The biggest research find came courtesy of the families of the four Hutterites,” said Stoltzfus. The four Hutterites – Jacob Wipf and the Hofer brothers Joseph, Michael and David – wrote letters to their families during the time they were imprisoned in Alcatraz for their refusal to obey commands and participate in war. “(The letters) are powerful testimonies that haven’t been shared,” said Stoltzfus.

The book, which will be about 200 pages when completed, pulls together different interests, as Stoltzfus’ dissertation also dealt with journalism during World War I. “The tensions between national security and personal liberty and religious freedom is something I care about deeply,” said Stoltzfus.

Spending months immersed in writing and editing has been both challenging and rewarding. Even dealing with writer’s block has been refreshing after spending semesters instructing students on how to deal with such a situation.



Duane Stoltzfus works in his Newcomer Center office.

“It’s good for me to experience that feeling of writer’s insecurity,” Stoltzfus said.

In addition to searching for a publisher and editing his first full draft, Stoltzfus will take a trip to Costa Rica in February to study Spanish. He looks forward to returning to the country he first visited as a Goshen student during his Study-Service Term.



## COMMUNICATION FACULTY & STAFF

Communication Department faculty and staff gathered on Dec. 14 to celebrate the Christmas season. Pictured, from left to right, are Linda Rouch, administrative assistant; Jason Samuel, assistant professor of communication and The Globe general manager; Pat McFarlane, associate professor of communication and 2010-2011 department chair; Duane Stoltzfus, professor of communication, currently on sabbatical (see above); and Seth Conley, assistant professor of communication. (Not pictured: Rachel Lapp Whitt, assistant professor of communication.)

# Speakers named to 2011 C. Henry Smith contest

Speaking to issues of peace and justice on a campus that values the power of words requires passion, intelligence, authenticity, creativity, eloquence and audience savvy. With careful planning, focused practice and an expressive presentation style, one of six students will earn first place in the 2011 C. Henry Smith Peace Oratorical Contest on Feb. 22.

Contestants who qualified for the final round this year are sophomores Jeffrey Moore, Karina Rohrer-Meck, Jair Hernandez and Madi Ouedraogo; junior Michael Fecher; and senior Sae Jin Lee.

Moore will address the roots of oppression, intolerance and discrimination in a speech titled "The



Games We Play: How Labeling Leads to Violence."

Rohrer-Meck will discuss driver safety in a speech titled "Everyday Justice in Your Hands."

In his speech, Hernandez will focus on the hardships faced by migrant farm workers in the U.S.

Speaking in part from his experiences in the educational systems of Burkina Faso, Ouedraogo's presentation is titled "A Peaceful Future for Africa Requires Education."

Fecher will use an ethical framework to dissect conflicting ideas about the playing of the national anthem on campus in his speech, "The National Anthem and the Anabaptist Vision."

Lee's message is titled "Rethinking SST: Beyond a Three-Months-Long Requirement to a Life-long Commitment of Intercultural Intentionality."

## ALUMNI HIGHLIGHTS

**Laura Kraybill**, a 2008 Goshen College graduate, joined the Hesston College faculty this year as a Theatre/Speech Instructor. After finishing her M.A. in Theatre Education from Emerson College in Boston, Mass., she moved to Hesston, Kans., mid-August to begin her new role.

Her first production with the college was "Dead Man Walking," by Tim Robbins, a play dealing with issues surrounding the death penalty. Students and community members engaged in post-show discussions to reflect on an issue which is currently up for debate in the Kansas legal system.

This fall Kraybill teaches courses in Acting and Theatre Appreciation. Future courses include Directing, Drama in the Church, Musical Theatre Workshop, Speech, and Arts Appreciation.

Kraybill is most excited right now about an improv troupe that is starting up on campus. She said, "I get to mentor student leaders of this group as well as do some acting myself – such a blast!"



**Laura Kraybill**

**Tim Blaum**, a 2010 graduate, is currently working as program director at River Oaks Community Church in Goshen. His job encompasses managing the church's sophisticated technology needs.

Blaum is in charge of the network of computers, organizing multimedia (sound, lights, video) for the Sunday services, and also works on Graphic Design and Web Design projects as well. Considering that his focus at GC was Multimedia, this job is the quintessential perfect fit for him, and he loves it.

"I have a great group of coworkers, I am working in a place that is strengthening my faith, and I'm building on industry skills that I started in college. I couldn't have asked for anything better!" he said.



**Tim Blaum**



### 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](mailto:communication@goshen.edu).