



**Connecting Alumni, Faculty,  
and Students**

# *Links*

**Wittenberg University  
Department of Communication  
Newsletter 2019**

# Greetings from the Editor

Aubrey Cox ('20)

I hope you enjoy this edition of *Links*, our annual Department of Communication newsletter!

The *Links* staff has been hard at work getting this newsletter underway. The writers this year were inspired by the alumni they spoke with and were dedicated to sharing their stories for others to hear.



As you read this newsletter, I hope you find the journeys that so many of these individuals are on not only inspiring, but compelling. Wittenberg is a special place in which many of us have found our identity, our calling, and our true vocation in life.

I am grateful for the knowledge I have gained through my experiences at Witt, and I love sharing the success of our fellow Tigers.

Thank you to the alumni and their dedication to honoring Wittenberg and the Department of Communication. We wouldn't be where we are now without you!

Lastly, congratuations to the Class of 2019! I hope you will pass your light on to everyone you meet, and represent Wittenberg with the highest of standards. Always remember where you came from.

Tiger Up, Witt!

## 2019 Links Writers:

Devon Atchison ('19)  
Ellie Berkhouse ('21)  
Isaiah Brock ('19)  
Emma Byrd ('19)  
Lexi Collins ('19)  
Aubrey Cox ('20)  
Audrey Feiler ('19)  
Lauren Hiller ('19)  
Drew Jenkins ('19)  
Emily Kaufman ('20)  
Maggie Keverline ('20)  
Samantha Martens ('19)  
Caroline Olson ('19)  
Kaitlyn Zebell ('21)



# TABLE OF CONTENTS

- Page 4: The Sky is the Limit: Haily Hall ('11)
- Page 5: From Witt to OSU: Kylie Ponn ('18)
- Page 6: Finding the Right Fit: Anna Morris ('10)
- Page 7: From Buckeye State to Golden State: Shelly Gregory ('13)
- Page 8: Promoting Wittenberg through the Integrated Media Corps.
- Page 9: A Student-Athlete's perspective on the New HWAC: Isaiah Brock ('17)
- Page 10: From Wittenberg to the World of Work: C.A.B.L.E
- Page 11: Communication Students as Leaders in Society
- Page 12-15: Alumni News and Notes
- Page 16: Better than We Found It: Dr. Cunningham
- Page 17: From Witt to the Radio: Breanne Ziegler ('13)
- Page 18: Researching the Impact of Narratives: Dr. Broz on Sabbatical
- Page 19: From Shoveling Snow to Scuba Diving: Dr. Broz and Witt in Costa Rica
- Page 20: Welcome to "The Yard": Nick Williams ('03)
- Page 21: Turning a Passion into a Career: Sarah Fetters ('08)
- Page 22: Using Communication to Spread the Love of God: Tyler Hall ('12)
- Page 23: The Marriot and a Comm Degree Are the Perfect Fit: Sebastian Anderson ('15)
- Page 24-25: Faculty News and Notes
- Page 26: "OK Google, What's Life Like After Witt?": Kayla Villegas ('16)
- Page 27: Congrats, Class of 2019!

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**From Witt to OSU:**

**Kylie Ponn ('18)**

by **Lauren Hiller ('19)**



**Finding the Right Fit:  
Anna Morris ('10)**



**From Buckeye State to Golden State:  
Shelly Gregory ('13)  
by Emma Byrd ('19)**

Not many people can say they have worked for Fortune 500 tech companies such as LinkedIn and Facebook, but Gregory has managed to do just that in fewer than six years. Gregory graduated in 2013 with a degree in Communication and minor in Journalism. During her time at Wittenberg, Gregory was President of Student Senate, General Manager of WUSO, an Orientation Assistant, Tour Guide, and the Alumni Liaison for the Communication Department. Gregory took full advantage of her time at Witt and stayed very busy.

After graduation, Gregory started her career as a social media specialist for Robert Rothschild Farm in Ohio, and then moved to San Francisco, California, to work in digital marketing. After that, she moved to Omaha, Nebraska, to pursue a job as Product Engagement Consultant for LinkedIn. Now, Gregory is back in the Bay Area working for Facebook, where she is a Content Specialist, updating and maintaining help center content for Facebook users. This job allows her to do what she loves most, which is helping people and writing. Additionally, she is currently launching her own business, Shelly G. Coaching, where she helps clients gain confidence by





## **Promoting Wittenberg through the Integrated Media Corps: by: Devon Atchison ('19)**

The experience known as the Integrated Media Corps internship is an engaging student opportunity that has been evolving over the past several years. What started as a sports-communication internship, which included filming games and doing broadcasts, evolved into a one-credit class per semester with a short classroom component. It has since developed into the program it is now, which is a University Communication and Media internship opportunity.







## **A Student-Athlete's Perspective on the New HWAC**

**by: Isaiah Brock ('19)**

The new Health, Wellness, and Athletic Center will offer amazing opportunities for any athlete looking to grow within their sport, and will allow them to feel proud to be a part of any team that represents the Tigers. With the new additions to the training rooms and the help of our wonderful trainers, we as athletes will be more likely to stay healthy throughout a long and tiring season. Being a senioro thg





## Communication Students as Leaders in Society

**Samantha Martens** is an English major with minors in Communication and Music. Beyond her classroom duties, she is very involved on campus. Not only does she play clarinet for the Wittenberg band, she also joined the American International Association, Green Club, and Swing Dance Club. In AIA, Sam served as secretary, vice president, and president. For Green Club she served as secretary. These positions gave Sam insight onto how to deal with others and how to plan her time effectively. She believes that through holding these positions, her communication skills have thoroughly developed and made her realize it is important to be able to keep people on the same page. Being a leader of these organizations has taught Samantha valuable lessons and makes her a standout at Wittenberg.

by Emily Kaufman ('20)



One of the 2019 Communication Laurels Award winners, **Audrey Feiler** is a senior Communication and Biology double major from New Richmond, Ohio. Audrey was the Vice President of Philanthropic Services for Sigma Kappa and was a coordinator for the Tiger Health Educator program at Witt. Audrey has a calling for helping others which has been made possible through these leadership positions. She feels the most valuable tool in leading an organization is effective communication. This does not necessarily mean communicating one's demands, but rather understanding how others communicate and cohesively adapting to everyone's needs. Audrey values the impact she has on individuals, whether it is providing aid or leading them towards a life where they love and care for themselves. Audrey states, "I like that I have become someone people turn to when they are in need, have a question, or just need a friend." Audrey has become a friendly face on campus who cares for and leads others in a positive direction.

by Maggie Keverline ('20)



## **Alumni News and Notes**

## Alumni News and Notes

2010

**Dr. Gretchen McIntosh** serves as executive director for SEALKIDS, a national non-profit that provides academic support services for children of Naval Special Warfare families. Dr. McIntosh also teaches at The Ohio State University in the Department of Arts Administration, Education, and Policy. She lives in Columbus, OH, with her family.

**Kelly Clark** is an Account Supervisor at Leo Burnett Chicago, working on TV commercials, and digital and traditional advertising for Allstate Insurance and The Allstate Foundation.

**Katie Nemeth** is currently the Director of Development at Third Street Music School in New York City.

**Joelle (Ghanem) Cosmas** currently lives in Chicago, IL with her husband, Jerry. She recently accepted a new job as the Director of Brand Platform at Listen Ventures, helping direct-to-consumer startups build their brands from the ground up and supporting entrepreneurial growth from coast to coast.

**Leslie (Chasteen) Nienhaus** is currently a Human Resources Business Partner at 84.51 in Cincinnati, OH.

2011

**Adam Baer** is working at United Rentals Trench Safety in Columbus OH. He is the HUB Operations Manager for the Mid-Central District, covering eight states.

**Ben Koester and Megan (Tassone) Koester ('12)** just had a baby boy named Vincent. Ben works at Robert Half as a Division Director in IT staffing and Megan works at Cintas HQ in Product Development.

2012

**Nishant Makhija** is a campaign political consultant and works for political candidates on their voter outreach in New York City.

**Brian Duke** is leading a technical recruiting team in the Denver area for a Microsoft partner.

**Alyssa Hanshaw** is currently working at Cardinal Health in Dublin, Ohio airtc'FA

## **Alumni News and Notes**

# Alumni News and Notes

2017

**Bobbie Clayton** is working as a Recruiter and Outreach Specialist for Applied Research Solutions, in Beavercreek, OH.

**Evelyn Ritzi** is the Communications Specialist at The Ohlmann Group, a full-service marketing and advertising agency in Dayton. She handles public relations, social media, and copywriting. She got married in 2018.

**Catherine Stewart** currently works at Martin & Richard's Co, L.P.A. as a legal assistant, but soon will begin her Peace Corps service in the country of Georgia starting April 14. Her term is 27 months and she will teach English to children.

**Courtney Huck** currently works as an Account Manager at Helium SEO, a digital marketing startup in Cincinnati, OH.



Angela Crist ('04)



Sarah Gearhart ('06)



Mike Holley ('08)



Gretchen McIntosh ('10)



Adam Baer ('11)



Nishant Makhija ('12)

**Better than We Found it:  
Dr. Cunningham**



**From Witt to the Radio:  
Breanne Ziegler ('13)**  
by Andrew Jenkins ('19)



## Researching the Impact of Narratives: Dr. Broz on Sabbatical

by Caroline Olson ('19)

This year has been an exciting one for the Communication Department's Dr. Stefne Broz. During the Fall semester, she received a grant to conduct an experiment with fellow Communication professor, Dr. Kelly Dillon. Their research investigated how different types of information about members of marginalized groups may evoke empathy and/or other changes in attitudes.

She began her process for this research back in the summer of 2018 by looking at scholarly literature in the areas of empathy, narrative vs. numeric types of information, and attitudes toward marginalized groups. This topic interested Dr. Broz because "the increasing political divide, as well as higher levels of expressed intolerance toward members of various minority groups, got me interested in better understanding how empathy works and what may trigger or evoke a sense of empathy, particularly toward people who are different from us." She also noted that the topics of immigration and opioid addiction are "particularly timely in that they are currently perceived in some areas as crises" so she was curious to find out more.

The experiment was designed to measure the attitudes toward members of particular marginalized groups before and after exposure to either narrative or numeric information about one or more members of those groups. They conducted the experiment and after analyzing the results, they noticed some interesting patterns when they compared two groups. She explained, "this opens a whole new avenue for analysis in addition to what we had originally planned, in order to determine what about each stigma may cause entirely different reactions to the narratives."

After their results were analyzed in December, the process of writing a manuscript began





# **From Shoveling Snow to Scuba Diving: Dr. Broz in Costa Rica**

**by Ellie Berkhouse ('21)**

Dr. Broz has been preparing for and looking forward to her semester directing the Witt in Costa Rica program in Spring 2019 for more than two years. As soon as the program was announced, she



**Welcome to “The Yard”:  
Nick Williams (‘03)  
by Samantha Martens (‘19)**

Nick Williams is the owner and operator of The Yard: Lexington, Kentucky’s premier Indoor Sports Facility. Williams moved from Springfield to Lexington mere days after graduating to be with his now-wife, Molly (Spath) ‘03, and their two sons, Tucker and Cooper, now aged 10 and 7.

In the 13 years prior to establishing The Yard, Nick worked in various roles for an industrial company that was eventually sold and resulted in nearly 200 employees losing their jobs. In hindsight, being laid off was a real positive in Nick’s life because he “would likely not have [moved] from the ‘comfort’ of a 13-year career” otherwise.

In September of 2017, The Yard “was born from a passion for sports [and] the need for multi-sport training.” Williams’ other passions include his family, various sports exploits, coaching baseball, playing golf, and staying involved as a board member for the Eastern Little League as a 12.5 (or 3a.91009400 12 (oulEjnea5pm8 (esult)8(ed as a 00



## Turning a Passion into a Career: Sarah Fetters ('08)



by Caroline Olson ('19)

Sarah Fetters has always had a love for sports. It was not until working at Wittenberg that she realized she could turn that passion into an everyday activity without having to actually play the sport. Since her early days of working alongside the Director of Athletic Communications at Wittenberg, she has continued her love for sports and is now the Senior Associate Sports Information Director for Duke University's Athletics Department.

She works mainly with the men's football and tennis teams where she coordinates photoshoots, videos, and runs their social media. Sarah said her Communication degree from Wittenberg has helped her in her job by "learning how to work with a variety of people with different backgrounds and being able to relate to them."

Fetters has fond memories of her time at Wittenberg and really loved the people she was surrounded by. "I miss the people at Wittenberg the most; it's such a unique environment." Some of those people include faculty from the Communication department. Fetter's senior year memories all involved working on her senior thesis and spending a fair amount of time with Dr. ettf.9 (.)]TJEr memoo0096008A00830090000303D0008B00900086008B00900089





## The Marriot and a Comm Degree Are The Perfect Fit:

**Sebastian Anderson ('15)**

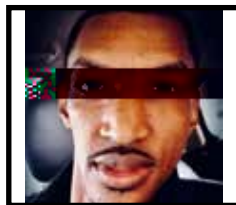
by Lexi Collins ('19)

Sebastian Anderson has continued to “pass his light” onto others since his graduation. With a burning desire to help others, Sebastian has quickly moved up in his career. Starting as a guest-services representative, he has now been promoted to Assistant General Manager of TownePlace Suites Lexington Keeneland/Airport and is excelling in his job with Marriot International. In this role, he and his team are working hard to serve the community and guests all while striving to receive the Platinum Award for the Hotel Property. As well as promoting teamwork and excellence in his daily activities at work, Sebastian is also currently enrolled at Southern New Hampshire University, working towards a master’s degree in business administration with a concentration in human resources

Throughout his years at Wittenberg, Sebastian found himself involved in many activities that focused on others. From his campus job at The Benham-Pence Student Center Information Desk, to his position as risk management leader for his fraternity Lambda Chi Alpha, Sebastian was very involved and passionate about helping others and being a part of a community. He credits both the Wittenberg environment and his degree choice of Communication for his willingness to place others first and for his ability to work well with others.

The Communication degree was one that really interested Sebastian. He firmly believes that “the coursework instilled in me an in-depth competence of basic essential skills for effective communication that I use every day in my profession.” The one class that he found most inspiring and useful when choosing a career path was Reasoning and Communication, taught by Dr. Waggoner. Ultimately, his Communication degree has helped him relate to all different types of people. His career choice was a “perfect fit” with both his degree and personality.

To current students, Sebastian encourages them to soak up as much information as you can. Study hard and build valuable network connections. “Remember, communication is a powerful and fundamental tool that can be used in everything that you do; begin to apply it on and off campus now and see for yourself what doors it will open for you.”



## Faculty News and Notes

Dr. Cunningham's article "The Story of an Emerging Energy Issue: National Television News Coverage of Fracking in the United States" was recently published in *Environmental Communication* and she presented a paper, "Algae Blooms in Ohio Waters: Newspaper Coverage of a Persistent Environmental Problem" at the Conference on Communication and the Environment in Vancouver, British Columbia, in June 2019. She continues to work on various projects in her role as Faculty Sustainability Coordinator and is currently in the process of seeking grants that will fund different sustainability initiatives on campus. She also worked with student sustainability assistants on a campus-wide survey about environmental knowledge, attitudes, and behaviors sent out to Wittenberg students, faculty, and staff.



Dr. Stefne Lenzmeier Broz was on sabbatical in 2018 to conduct research on narrative and empathy. She and Dr. Kelly Dillon conducted an experiment that focused on how a first-person narrative story, as compared to numerical information, may evoke empathic responses and more positive attitudes toward members of stigmatized groups. In Spring 2019, she directed the Witt in Costa Rica program, where she taught Costa Rican Culture and Communication and accompanied students on excursions and field trips. After three months in San Jose, she and the students spent April in the beautiful beach town of Flamingo on the Pacific Coast (see feature on pp. 19).

Dr. Katie Warber taught COMM 270S (Interpersonal Communication)





## Faculty News and Notes

Dr. Kelly Dillon teaches media and technology-related courses. She graduated from The Ohio State University in 2016 with her Ph.D. in Communication. Her research focuses on media effects, computer-mediated communication, and cyberbullying. She presented papers at the National Communication Association conference in Salt Lake City, UT, including research with Witt alumnus Katie Bunsold, '18 and at the Ohio Communication Association Conference in Orrville, OH, with Kat Nydegger, '19. Dr. Dillon continues to keep her research active conducting scholarship on teaching and learning as well as student projects and ideas. Dr. Dillon will be teaching public speaking (COMM190), media literacy (COMM290S) and Social Media & Its Effects (COMM350) in Fall 2019.



Dr. Collier served as a Visiting Assistant Professor in 2018-2019, teaching Media Literacy, Media Effects, Media Terrorism, and Public Speaking. His research examines cognitive and affective processing of audio-visual and text-based narratives. He earned his B.A., M.A. and Ph.D. at The Ohio State University.

Dr. Catherine Egley Waggoner has enjoyed talking about her book, *Realizing Our Place: Real Southern Women in a Mythologized Land* (2018), at book signings and at the Communication Department Colloquium in February 2019. The book was nominated for a Mississippi Institute of Arts and Letters award. In 2018, she presented at the National Communication Association conference in Salt Lake City, UT. Currently, she is preparing to be on sabbatical in Fall 2019, where she will continue her research on the rhetoric of charm. She finished her term as Department Chair in August 2019, handing over the reins to Dr. Katie Warber.



## “OK Google, what’s Life like after Witt?”: Kayla Villegas (‘16) by: Aubrey Cox (‘20)

Lambda Pi Eta, the communication honorary, was fortunate enough to host an event featuring knowledge, experience, and encouragement from Witt's very own, Kayla Villegas. Kayla graduated in 2016 and majored in both Communication and Business, and minored in Journalism. Being from the small town of Wooster, OH, she gained a lot of small town experience there in terms of communication, group cohesion, and skill development. Her passion for business came from her father who works for the local government, and her passion for people came from her mother who works in nonpro t counseling. She now works in the Tech Industry for Google located in Chicago. Working for a very large and successful company did not just happen overnight. Kayla discussed with students two main topics: the search and the end. Kayla had the opportunity to study abroad in Japan her junior year where she studied International Business and Intercultural Education. This really pushed her out of her comfort zone and into a place where she had to evaluate what mattered to her. She was never used to being alone because she always was with her twin brother, so this was totally new to her. During her time in Japan is when she first applied for an internship at Google.

**Search:** Kayla informed students the importance of knowing your personal priorities when it comes to searching for internships. She explained how you want to find a place that suits your values, expectations, and way of life, and she discussed the importance of having a LinkedIn profile, a Resume that sells yourself, and the importance of saying “thank you” to the businesses you applied to. Kayla wanted a job that changed a lot and was non-routine because those environments are where she thrives. Her first internship was with Wittenberg Communication under Ryan Maurer, and throughout this whole process, Google was the one internship that stuck with her.

**End:** She got an interview with Google realizing the importance of small-talk and mock interview trials. She preached the importance of utilizing Career Services and professors on campus to help you before a big interview. She also said to focus on what gives you as an individual energy and happiness and to run with it. Wittenberg was such a unique and special place for her to learn how to write, work in group settings, and communicate with others. Kayla now works in Google Ads where she sells placement and travel brands. She said there is a lot of opportunity with digital advertising in the Tech Industry and it is the right place for her to be currently. To close she said, “In life you are given tasks.

There are two kinds of people: those who keep failing and doing things the same way, or those who are doing it wrong and can recognize it within themselves, take the given feedback, internalize it, and make a difference.”



**Congrats, Class of 2019!**

