On Saturday February 18, 2012, the Ball State speech team traveled to Butler University to compete at the 29th annual Indiana State Individual Events Association state tournament.

While the scoring rules were changed this year so that only final round scores were tallied instead of the summation of preliminary round and final round scores, it did not hinder Ball State from working their hardest to beat the competition. Once again, Ball State was victorious at the tournament placing in 34 events while winning 5 individual state titles. The Cardinals faced fierce competition from the University of Indianapolis, Notre Dame, IUPUI and others. Ball State earned 246 points, unquestionably defeating the 2nd place team (IUPUI) who earned 158 points.

The following students worked hard and stayed committed to BSU’s tradition of excellence:

- **Michelle Colpean** (Senior) - 2nd Impromptu Speaking, 4th Persuasive Speaking, 6th Dramatic Interpretation
- **Niccole Fortunato** (Senior) - 2nd Persuasive Speaking, 5th Dramatic Interpretation, 6th Informative Speaking, 6th Informative Speaking
- **Meg Moshe** (Junior) - 1st After Dinner Speaking, 1st Persuasive Speaking
- **Kate Roesch** (Junior) - 3rd Prose Interpretation, 5th Duo Interpretation
- **Andrew Neylon** (Sophomore) - 1st Impromptu, 6th Duo Interpretation, 2nd Dramatic Interpretation, 1st Informative Speaking, 5th place Prose Interpretation
- **Kate Shaffer** (Sophomore) - 2nd Rhetorical Criticism, 2nd Prose Interpretation, 6th Poetry Interpretation
- **Bree Nelson** (Sophomore) - 5th Duo Interpretation, 3rd Poetry Interpretation
- **Berkley Conner** (Freshman) - 2nd place Novice Persuasion, 6th Novice Poetry, 6th Duo Interpretation, 2nd Novice Dramatic Interpretation, 1st place Novice Prose
- **Mikel Hogan** (Freshman) - 6th Novice Extemporaneous

**Andrea Romo: Marketing in a health care setting**

Andrea Romo (MA '07) is in an enviable position. As a Communications Specialist for the development office at Magee-Womens Research Institute & Foundation (MWRIF) in Pittsburgh, PA, she works in the growing health care industry and at a well-respected institution.

Magee is part of the University of Pittsburgh Medical Center. The research institute is one of the largest such facilities in the nation to focus exclusively on issues associated with women’s and infants’ health. According to Andrea, the results of research conducted at the institute translate directly into patient care at Magee-Womens Hospital of UPMC. Andrea's work at the foundation helps the institute raise the funds needed for that important research.

In her position, Andrea fills up a wide variety of duties, but in her words, it all boils down to creating “communication avenues... to support the development staff who are...”
Pathways to Success

By Beth Messner
Associate Professor

The 2010 U.S. Census revealed that poverty is on the rise across the nation. Muncie residents are not immune to this crisis. However, a group of students participating in the “Pathways Out of Poverty” immersive learning program are attempting to understand the problem and help address it.

Meeting the “Pathways” goal is particularly challenging in Delaware County. According to the Kids Count Data Center, 23.5% of children from the county were living in poverty in 2009, significantly above the state average of 20%. Children in the Muncie community appear to be particularly hard hit. According to the Muncie Community Schools, 74.7% of Muncie’s school children received their lunches free or at reduced prices during the 2010-2011 school year.

The “Pathways” group, facilitated by Dr. Beth Messner, consists of fourteen students from a variety of majors: Brittnee Bullington, Candis Cruse, Samantha Ellison, Brenda Gonzalez, Danielle Hoyle, Amber Humes, Lesley Johnson, Mary Kopecky, Katie Lozier, Ashlee Sandoval, Paul Starr, Jacob Steele, Lauren Thomas, and Taché Thomas. The seminar is sponsored by TEAMwork for Quality Living, a local organization that is leading an anti-poverty campaign in the community; the Roy C. Buley Community Center; and Motivate Our Minds. Funding for the project is provided by a grant from the Provost’s Immersive Learning Initiative and by the Department of Communication Studies.

Students joined the “Pathways” team because they were interested in helping children from impoverished families envision a better future for themselves, but many had personal motives as well. As Lesley Johnson (Public Communication major) comments, “I started out as an Education major . . . [and remain] very passionate about issues that affect children.” Mary Kopecky (Public Communication major), connects with the project in a different way: “Too often individuals do not step outside of their comfort zone to help individuals in need; Pathways allows that bridge to be crossed and maintained.”

Amber Humes (Criminal Justice and Criminology major), sees the project as a way of “giving back”: “I grew up in a similar situation . . . I like being able to give back and help them [the children] see that college is an option for them too.”

“Pathways” teams work with children at the Roy C. Buley Community Center and Motivate Our Minds. Each week, they create and implement lessons designed to provide students with insight into the skills and knowledge needed to follow a path toward higher education and a career. Some lesson topics include the importance of positive self-esteem, good communication skills, the value of support systems, and personal finance. Ashlee Sandoval (Public Communication major), a member of the Lesson Planning team, points out that choosing the lesson topics is not always easy. It’s important to “focus on their interests. We want to show them how they can achieve their goals, find a passion, and make it their career.”

Sandoval’s favorite part of the seminar is seeing when those connections are made. Lauren Thomas (Interpersonal Communication major) notes that working with the children is “awesome”: “They are all eager to learn, bright, funny, and just a pleasure to be around.”

The project also will feature guest speakers and field trips. Community members will speak with the children...
Frank Gray, an Instructor of Communication Studies, is also a director of and actor in the 3rd Age Theatre Company in Muncie, IN. This non-profit theatrical group is composed of people ages fifty-five and older. As described by Gray, 3rd Age Theatre is, “a group of people who are supportive of each other... It’s a way to use skills and knowledge gained over the years in theater and use that to express myself and use it to help others to express themselves.”

The theatre group was created in October of 1991 by Professor Dr. Donald E. Heady of Ball State’s Department of Theatre and Dance. Treva Riggin, a music teacher and choral director at Delta High School helped Dr. Heady establish the organization. Both Dr. Heady and Riggin are now deceased. Gray was asked to take over 3rd Age Theatre after Dr. Heady’s death in 1997.

Gray started out as a part-time instructor teaching Theatre History at Ball State. He directed one show and performed in many more from the 1980’s until the early 2000’s. When Gray left the Dept. of Theatre and joined the Dept. of Communication Studies, his background in competitive college speaking smoothed this transition. He also taught theatre at Burris School for grades K-12. Interestingly, 3rd Age and Burris once did a combined show involving tap dancing with Frank as the Director.

The 3rd Age group is currently made up of less than ten members who practice once a week at Cornerstone Center for the Arts. Members include 92-year-old Lavenna Putman, who sings soprano for their shows. There are two pianists, Jayne Sylvester and Paul McDaniel. The group also gets technical help from Phil Stevenson. They have done a number of theatrical performances, but mostly musical reviews.

Gray mentioned shows such as, “Those Rip-Roaring Twenties,” a show about a speak-easy where entertainers go to meet; and “Those Fabulous Forties,” a WWII memoir, featuring memories of current and former members. One of Gray’s favorite shows was “Old Is Not A Four Letter Word,” which is a humorous, but serious original script. The script was developed by two members of the 3rd Age Theatre, Katie Robb and Rachel Adams.

3rd Age has performed for many audiences. These include nursing homes, local organizations, Grissom Air Force Base, church groups, the Governor’s Conference on Aging, retired Ball State professors, and veterans reunions. They have also travelled across the country to perform; one of those performances was in Las Vegas.

Gray lists many of the challenges the group faces, especially recently. The first challenge he mentions is book-ings. Being a non-profit organization, the budget depends on donations. Gray says, “Some organizations that we used to perform for all the time, have disbanded or shrunk, like the Moose [club] and the Elk [club].” He goes on to say, “One of the big challenges we have is getting any notice in the newspaper.”

For example, he notes that the arts magazine in the Muncie Star Press typically targets teenagers and twenty-year olds, not the adult and aging population that would be interested in 3rd Age shows. “So it’s hard for us to get any kind of notice.” Another challenge the group faces is the obvious age-factor. Gray says the group has dwindled due to death, retirement, members moving away, and illness. He also says age makes reading and memorizing scripts more difficult for 3rd Age members.

As for the future of 3rd Age Theatre, Gray says he would like to see more members join the group or he’s afraid the group won’t be lasting much longer. He mentions they would like more musicians, dancers, and good storytellers.

meeting with donors.” This means that Andrea does everything from producing newsletters, annual reports, and press releases to engaging in social marketing and website development. Through these means, she shares information about the work that is being done by Magee researchers and doctors.

While her work sounds similar to that done by a Public Relations professional, she differentiates between the two. To her, Public Relations entails “establishing and maintaining relationships in the community to shed [the] best light on your organization. It requires a lot of media relations.” However, her work is more akin to marketing in that she produces the communication materials needed for the development staff to do their jobs - - raising funds for research.

Andrea currently functions as a marketer; but she does have a background in public relations. Her Bachelor’s degree from Slippery Rock University of Pennsylvania is grounded in that field. She also worked as an intern and a Promotions Assistant for Kerezy Communications, Inc. in Cleveland, OH, and has been a member of the Public Relations Society of America (PRSA).

During college, Andrea’s interest in communication extended beyond public relations, however. After a class in Organizational Communication piqued her curiosity, she was urged by a favorite professor to pursue graduate education. So, she applied to the Organizational and Professional Communication Development program at Ball State. According to Andrea, her work as a graduate student has served her well in her current position. The research skills
What are **YOU** doing for Spring Break?

Hear from Communication Studies’ undergrads.

**Name:** Sanovia Garret  
**Year:** Sophomore  
**Focus:** Organizational Communication  
**Spring Break:** I may be going to Memphis with my sorority sisters... If I don’t go there I will just be relaxing at home/working on music.  
**Tip(s):** Have fun, but think about what you’re doing BEFORE you do it. Some things follow you for the rest of your life, don’t have a SB you regret.

**Name:** Rhiannon Racy  
**Year:** Junior  
**Focus:** Organizational Communication  
**Spring Break:** I’m going to California!  
**Tip(s):** Research before you go and plan ahead to save money! Also, wear sunscreen!

**Name:** Jordan Habayeb  
**Year:** Junior  
**Focus:** Organizational Communication  
**Spring Break:** Going to South Carolina for the week!  
**Tip(s):** Be safe but have a ton of fun! For many this will be one of your last Spring Breaks before you enter the workforce.
What are **YOU** doing for Spring Break?

Name: Michael Martin  
Year: Freshman  
Focus: Organizational Communication  
Spring Break: Hanging with the family at my humble abode.  
Tip(s): Create good memories.

Name: Kate Giglio  
Year: Freshman  
Focus: Communication Studies  
Spring Break: I am just heading home to Cincinnati to spend time with my family and best friends.

Name: Josh Fern  
Year: Sophomore  
Focus: Organizational Communication  
Spring Break: Going home, relaxing, doing my taxes.  
Tip(s): If you have family/friends who live in Florida or other Spring Break getaways, you can save a lot of money by staying with them.
What are YOU doing for Spring Break?

Name: Sean Ryan
Year: Senior
Focus: Public Communication
Spring Break: I plan on spending most of my time working extra hours. I am planning a small trip to French Lick (IN) Casino with a few friends.
Tip(s): If traveling to Florida, bring... food with you to make easy meals. Going out to eat every night is very expensive.

Name: Jared Bramer
Year: Senior
Focus: Organizational Communication
Spring Break: Camping in the mountains of Tennessee. Renting a private cabin with a hot tub, with a group of friends.
Tip(s): Stay in contact with your family in case there is an emergency and let them know where you will be.

Name: Justin Cruz
Year: Junior
Focus: Interpersonal Communication
Spring Break: Going to Puerto Rico for Spring Break
Tip(s): Have fun but be a “Good Guy” while doing it. And always remember to do the “Wave” to people out of respect.

Name: Jared Bramer
Year: Senior
Focus: Organizational Communication
Spring Break: Camping in the mountains of Tennessee. Renting a private cabin with a hot tub, with a group of friends.
Tip(s): Stay in contact with your family in case there is an emergency and let them know where you will be.
about a variety of careers, hopefully fostering the children’s curiosity about the paths they could pursue after graduating from college. Candis Cruse (Public Communication major), who is part of the Field Trip and Community Outreach team, is targeting guests who have “worked hard and received a higher education in order to become successful.” The field trips are designed to provide the children with a better understanding of college life. According to Thomas, also a member of the planning team, these experiences provide the children with a “hands on reality, . . . something that is new and exciting.” The end of the semester will be capped off with a Career Fair and graduation ceremony for the children.

Being role models for the “Pathways” children is an especially important part of this process. In reflecting on her own experience, Cruse states, “I know how important it is for children to have positive role models . . . . Some of my most influential memories about success and higher education came from those [role models].” Kopecky echoes this notion: “It allows us . . . to reach out to children who might not otherwise have positive role models and to encourage them to have confidence and to develop the tools needed to reach their career goals.”

So far, the group’s efforts have been successful. The children seem to be connecting with the teachable moments in which you know that the kid got the message.” Johnson similarly notes that the “aha moments” are her favorite part of the seminar. The students also seem to enjoy the attention of their role models. Humes observes that “Some of them feed off that one positive relationship that we have created, and maybe feel less defeated because they know they have someone in their corner.”

The hard work of the “Pathways” team and the children is being chronicled in several different ways by the Media Team. First, they are creating bi-weekly newsletters to update the children’s parents on their activities. The team also is creating a website that will contain lesson plans, video of activities, and other ancillary materials. They hope that the site will be used by the sponsors to replicate the program in the future. The website also will make the “Pathways” available to other community organizations that might benefit from the programming.

Through these means, the “Pathways” group hopes to make a difference in the Muncie community. In the words of Ellison, the project can be “the great equalizer, in that it helps enable children to be daring, confident, and smart in developing their full potential.”

**STATE | continued from page 1**

Lauren Chapman (Freshman)- 3rd Novice Extemporaneous, 2nd Novice Impromptu, 4th Rhetorical Criticism

Huy Pham (Freshman)- 3rd Novice Poetry

Kathryn Overn (Freshman)- 4th Novice Poetry, 3rd Novice Dramatic

**BUILDING RELATIONSHIPS— Lauren Thomas works with students at Motivate Our Minds.**

Interpretation, 5th Oral Interpretation

Matthew Marshall (Freshman)- 3rd Novice Informative Speaking

Louis Lin (Freshman)- competed in Novice Informative Speaking & Novice Prose

**DEBATE | Tournament Results**

By Mary Moore
Associate Professor

On Saturday, Feb. 4, Ball State’s Debate Team competed in the National Educational Debate Association for the first time this semester at the University of Dayton’s Flyer Fling Spring Tournament. The students have been working since early January researching and preparing their positions on this semester’s topic: RESOLVED: The United States prison system should significantly increase programs to rehabilitate inmates.

**THE RESULTS:**

Novice Public Forum (6 teams):
Erika Mabee, 6th place Speaker
Kelly Lamb, 5th place Speaker
Kristen Seidner, 1st place Speaker
Kristen Seidner (maverick) - 1st place Team

Varsity Public Forum (7 teams):
Tyler Walker, 5th place Speaker
Kellie Snyder, 2nd place Speaker

Open Policy Team Debate (14 teams):
Lauren Henry, 3rd place Speaker
Elizabeth Hibbler, 1st place Speaker
Christian Villarruel/Maggie Carter, 1st place Speaker
Lauren Henry/Elizabeth Hibbler, 5th place Team

COMMUNICATION STUDIES
David Letterman Communication and Media Building, Room 351
2000 W. University Avenue
Muncie, IN 47306

Hours: 8 a.m. - 5 p.m.
Phone: 765-285-1882
E-mail: commstu@bsu.edu
Events

MARCH
SUNDAY | 4-11
Spring Break

FRIDAY/SATURDAY | 9-10
DEBATE: NEDA Nationals at St. Peters College

TUESDAY | 20
David Letterman Distinguished Professional Lecture and Workshop Series: BRAD LAUTENBACK
“Applied Storytelling: Lessons from the Road between New Media and Old”
PRUIS HALL, 7:30 PM.

SATURDAY | 24
COMM Club Alumni Conference
DAVID LETTERMAN BUILDING, Lobby
10:00 A.M.-2:00 P.M.

TUESDAY | 27
7th Annual Student Symposium
L.A. PITTENGER STUDENT CENTER, 2nd Floor
Poster Session: 1:30-4:30 P.M.
Presentation of Awards: 4:30-5:00 P.M.

WEDNESDAY | 28
16th Annual Graduate Student Recognition Ceremony
ART BUILDING RECITAL HALL, AR217
3:00-5:00 P.M.

WEDNESDAY-SATURDAY | 28-31
Central States Communication Assoc.
Marriott Renaissance Hotel
CLEVELAND, OH

APRIL
THURSDAY-MONDAY | 19-23
The National Forensics Assoc. Tournament
Ohio University
ATHENS, OH
4:15 P.M.

SUNDAY | 22
Bucket Speech
THE LETTERMAN ATRIUM
12:00 P.M.

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she learned enable her to conduct the research needed to write news stories. In addition, she interacted with people from diverse backgrounds as a graduate student. This allows her to be more comfortable interacting with physicians and other health care professionals from across the country and around the globe.

Her past educational and professional experiences also have prepared Andrea well for two other integral aspects of her job: writing and relationship management. As a Communications Specialist, she writes for multiple genres and multiple audiences. One day she might create copy for a newsletter to be sent to donors. Another day, she might create materials for the foundation’s website which requires a different writing style and targets a much broader audience. She also must translate news about important research studies into language that is easily understood by a lay audience. Relationship management also is vital to her job. In addition to maintaining good relationships with co-workers, she also must initiate and maintain healthy relationships with outside vendors, including printers, videographers, web developers, photographers, and merchandisers.

Andrea enjoys the variety of responsibilities associated with her job as a Communications Specialist, however there are two dimensions of it that she has particularly enjoyed. First, she enjoys the fast pace of the health care environment. Second, she has been given the opportunity to innovate because her co-workers and supervisor are open to listening to new ideas.

She is particularly proud of two innovations that she has spearheaded. The first is MAGEE, a recently launched magazine that is produced twice a year. This magazine replaced two separate newsletters that used to be published for two different audiences. The new magazine contains a variety of articles and is distributed to approximately 20,000 donors, researchers, and doctors. She also was responsible for revamping the MWRIF website. This project took two years and required her to write and revise over 200 pages of copy.

Andrea has several important pieces of advice to share with students planning for careers as Communications Specialists. First, she believes that internships are invaluable. Internships can help you determine whether you could fit in a particular field and allow you to acquire the out-of-class experiences needed to complement what you are learning in class. Second, she encourages students to join professional associations such as PRSA. In her words, this is a “good way to network. . . The more you can extend your network, the better.” Some professional organizations also offer useful professional development opportunities. Andrea also encourages students to think carefully about their first jobs. Students should target jobs that allow them to establish a healthy work-life balance and also jobs that can facilitate their transitions into a new career field if necessary.