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School of Journalism and Communication

Fall 2017

The WiRE Fall 2017

School of Journalism and Communication

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THE WIRE

A Publication of SJC

10 Professors' Projects

How do professors spend their 'free time' in summer?

2 Crumley Says Farewell

After 13 years at Southern, "Dr. C" heads to Walla Walla.

5 Newest Professor

López-Thismón traveled the world and is now a SJC professor.

SJC's New Dean

3 How a woman raised with a 19th century background came to be dean of SJC

A FRESH START TO A NEW SCHOOL YEAR

Nothing like starting a new year with a new look and identity.

The WiRE, formerly the *Southern Communicator*, is part of the rebranding and identity package for the SJC.

With designer John Michael Comstock, senior graphic design major, taking the lead on redesign, the SJC Promotions Committee changed the name and design of the newsletter.

The WiRE earned the votes of our summer Photography Camp attendees as well those responding to social

media polls.

The Promotions Committee, consisting of Avery Botticelli, Stephen Ruf, Rachel Williams-Smith, and Pamela Maize Harris, commissioned a new look that could be incorporated into *The WiRE*.

"The SJC staff were very involved in the process and had ideas for the strong identity and branding they are moving toward with this redesign," Comstock said, noting that changes in digital communication drove the changes. 📱

FORMER SJC DEAN JOINS WALLA WALLA

After 28 years of service at Southern, former SJC dean and professor, Volker Henning, PhD, has joined Walla Walla University as the new



vice president for academic administration.

Henning joined SJC in 1989 teaching photography, advertising, and media production. In 2000, he became dean before joining Southern's administration as associate vice president for academic administration in 2006. Henning and his wife, Linda, have two children and three granddaughters. His son, Brian, earned a mass communication degree from Southern in 2004. 📱



SAYING GOODBYE TO LINDA CRUMLEY

Photograph by Chris Drake

After 13 years in the School of Journalism and Communication, Linda Potter Crumley, PhD, accepted the chair position for Communications at Walla Walla University.

Crumley served as dean at SJC for three years, winning the Presidential Award for Excellence in Scholarship in 2008.

Crumley conducted prolific research into such topics as gender role messages in teen magazines, abuse in faith-based residential treatment facilities, the use of iPads and iPhones in the classroom, family portraits, reactions to messages that hurt, and the basic structure of a speech.

Her research classes regularly presented at conferences.

As dean, she led in collaboration with other university schools and departments and coordinated plans for facility changes and upgrades.

"Dr. Crumley was a mentor who inspired me with her own life," said Cheyenne Silvers, senior public relations major. "She was a confidante whom I could often turn to when college life and classes were getting overwhelming."

"Dr. C always made time for me," said Kaitlyn Colon, senior public relations major. "She listened and offered advice and guidance. She is humble, wise, and loving." 📱

/ DID YOU MOVE? /

Update your contact information with the SJC by emailing communicator@southern.edu.

BECOMING SJC'S NEW DEAN



RACHEL WILLIAMS-SMITH

/ DEAN Q&A /

HOBBY

Jigsaw puzzles, the larger the better—3000 pieces at least! I see puzzles as a metaphor for life.

FAVORITE GENRE FOR READING

Literary journalism and creative non-fiction

FAVORITE BOOKS

I Know Why the Caged Bird Sings by Maya Angelou, and anything by Francine Rivers, especially *Redeeming Love*

FAVORITE PASTA

Rotini

FAVORITE FIRST LADIES

Laura Bush and Michelle Obama

FAVORITE BIBLE STORY

Joseph

FAVORITE JUNK FOOD

Potato Chips

FAVORITE NATIONAL PARK

Great Smoky Mountains National Park

FAVORITE QUOTE

"And we know that God causes everything to work together for the good of those who love God and are called according to his purpose for them" (Romans 8:28, NLT).

Rachel Williams-Smith, PhD, EdD, began her journey to become the new dean of the SJC with a simple journal she received when she was 12. With no one to talk to in her small, sheltered world (see sidebar, "Born Yesterday"), a penchant for writing emerged.

Williams-Smith didn't know then but that journal would lead to a future career as a professional writer, communicator, and book author. And it would land her a career in teaching after a stint as a newspaper reporter intern—all part of her journey to become dean.

"I never thought I'd be bothered with journalism," she confessed with a laugh. "When I was in college, I told my professor that was one thing I'd never do."

However, when she finally began working for the *Huntsville Times* as a part-time reporter, she said she loved the job so much she never knew what her work hours were.

"Each day I'd just go to work thinking about the next interview I'd do, that story I was working on, or some idea I wanted to pitch to the editor."

Regarding her experience working in Huntsville City School's Alternative program, she said, "I loved it—helping students."

As a teacher, Williams-Smith says she learned more than she ever thought possible. She captured her experience in an editorial to the *Huntsville Times* while teaching in the Huntsville school system.

That love for helping, encouraging, coaching, and supporting students turned into a consuming passion when she took leadership as director of the Oakwood University Leadership Education for the Adult Professional (LEAP) program.

"I loved helping them realize they could do something they never thought they could do."

John Anderson was vice president ▶

Born Yesterday Shares the True Tale of Struggle to Balanced, Vibrant Life



Rachel Williams-Smith, has wanted to write since she was 12. Her book, *Born Yesterday: The True Story of a Girl Born in the 20th Century but Raised in the*

19th, was released last year and published by Pacific Press.

The story of her own life, an author ethnography research project, was the dissertation in her first doctoral program at Regent University.

The book describes her childhood to age 16: wearing long dresses and bonnets and living without electricity, telephone, radio, television or indoor plumbing. Her ultra-religious parents raised their family separated from society in a remote area of Tennessee and waited for the world to end.

Her experience and the research PhD from Regent University has made Williams-Smith an expert in isolated religious cultures closed to mainstream life, offshoots, and adjustment experiences that former members of these closed groups are likely to face once leaving them. Williams-Smith speaks on this topic and on her own story.



of academic affairs at Oakwood University when Williams-Smith was hired to direct the LEAP program.

"She was selected for LEAP director," he said, "because of her optimism, her drive to succeed, and her enthusiasm to resurrect a dying program."

He said she turned around the program within one year without many resources.

"She tripled the program in one year," he said.

Anderson attributed her success to her ability to connect with businesses in the Huntsville area, one-on-one dialog, and her message that businesses could have confidence that Oakwood would welcome them as partners.

The program grew from 8 to 274 enrolled students.

Williams-Smith derives a special satisfaction seeing students move on to success in their lives.

Some students in the LEAP program have gone on to pursue master's and even terminal degrees.

"That brings me joy," she said, her eyes aglow. "Being able to make a difference is what matters to me."

Marquis Johns, senior pastor at the North Philadelphia Adventist Church, says as his adviser Williams-Smith showed "dedication to my education, spirituality, and even my personal well-being."

He said she took a "students-first" approach in her advising and teaching.

Williams-Smith continued to serve students in a different leadership role when she left Oakwood to chair the Communication Department at Andrews University, where she worked in collaboration with the seminary to develop, launch, and promote the dual degree MA/MDiv program.

In her subsequent role as graduate program director, Williams-Smith served on and chaired master's theses and production project committees, recruited and advised students, and grew the enrollment.

"It's exciting getting students interested in research and the process of discovery," she shared.

Williams-Smith particularly enjoys qualitative approaches "because of the richness that narratives can have."

In fact, her own narrative-based research for her doctoral dissertation birthed her award-winning book, *Born Yesterday: The True Story of a Girl Born in the 20th Century but Raised in the 19th*.

Besides being dean, Williams-Smith is teaching in her areas of expertise. Her courses include Mass Communication and Society, Communication Theory, Interpersonal Communication, and Communication Research.

She appreciates being able to lead a great team of communication professionals. One of the first things she did was schedule a retreat near the Great Smoky Mountains National Park in September for the SJC faculty and staff. Williams-Smith is also enjoying meeting SJC students and becoming their advocate.

"Making a positive difference in the lives of students is what matters most to me," she said.

"If I can help Southern students reach their potential academically, encourage them to grow spiritually, and help prepare them to achieve professionally as powerful change agents for good in this world, I will fulfill my calling in coming to Southern." 📖

PROFESSOR Q&A /

WHAT SHE LIKES ABOUT TENNESSEE
Mountains, hiking, white water rafting, camping

FAVORITE JUNK FOOD
Pizza

FAVORITE FIRST LADY
Michelle Obama

FAVORITE NATIONAL PARK
Grand Canyon

FAVORITE PASTA
Angel hair with lemon and olive oil sauce

FAVORITE BOOK
Love in the Time of Cholera by Gabriel Garcia Marquez

FAVORITE JOURNALIST
Anderson Cooper

FAVORITE BIBLE STORY
Shadrack, Meshak, and Abednego and their response to the question "What if your God does not save you?"
"Even if He does not," they answered, "We will still worship Him."

LANGUAGES SHE SPEAKS
English, Spanish, French

CAREER GOALS
Stay in academe, someday lead a communication department, get her Accreditation in Public Relations from the Public Relations Society of America

TRAVEL GOAL
Go to Argentina and hop on over to Antarctica

MOTTO
"Life is either a daring adventure or nothing at all." -Helen Keller

LÓPEZ-THISMÓN SAYS 'I'M RETURNING HOME'

SHE'S SEEN PLENTY SINCE 2008



When Natalia López-Thismón, assistant professor, graduated high school, she wanted to be a journalist.

Her mom piled a group of church graduates into her car and drove to Southern from Miami, Florida, to see the university.

Her mom did this for years—she drove kids to see Southern.

"I was accepted into several good schools," López-Thismón said, "But I liked Southern. It was a small school. I majored in public relations and loved it!"

As a curious, artistic and creative student, López-Thismón found her public relations major "so much fun."

She worked all four years in the university's marketing office and graduated in December 2008 with a solid portfolio and relevant work experience.

Returning to Miami, she found herself in the middle of the recession. With her pallet of skills, she began freelancing, doing photography and writing.

This was a great time to go to graduate school. López-Thismón headed to California State University San Bernadino, with a generous graduate teaching assistantship. It was

there she married her love for "communication with teaching," she said.

"You know, you might be good at teaching," Linda Crumley, her Southern professor, had told her several years earlier.

Returning once more to Miami, López-Thismón worked at the Miami Heat in public relations and media relations. She was the editorial assistant for *Tip Off*, the team's magazine.

One of her favorite Miami Heat players was Ray Allen, who retired in 2016. "He was highly intellectual, extremely professional, and a great conversationalist," she said.

Next, López-Thismón was hired to create and run a TV show for Adventist Development and Relief Agency (ADRA). There she poured "blood, sweat, and tears" into creating packages for outlets around the world.

In 2015, López-Thismón, stationed in Nepal near Katmandu after the devastating earthquake, led a global team in managing crisis communication, media relations with the Nepali media, releasing raw footage and infographics, as well as social media.

"It was highly stressful,"

she said. "I still remember the smell of death."

In her three years with ADRA, she traveled to each continent and visited nine countries: Albania, Andova, Australia, Brazil, Fiji, France, Rwanda, Thailand and Uganda.

After that, López-Thismón ran media relations for a year at Washington, D.C.-based National Communication Association.

From there, she joined La Sierra University in Riverside, California. To teach public relations, advertising, public speaking, mass media and society, and communication and society—a class where she introduced the study of social movements.

"I plan to be at Southern a long time," López-Thismón said. "I feel Divine affirmation that I am at home."

López-Thismón is teaching advertising, two speech courses, and intercultural communication this fall. 📖

M A N U E L L O



Manuello Paganelli knew he was not cut out to be a doctor. Once a student at Southern, things changed the moment he bought a camera. He headed to a presentation by an astronaut in Chattanooga. Seeing no media photographers, he shot a roll of film and dropped it off at a Chattanooga newspaper.

The next day his photos were on the front page. From there, Paganelli went on to a career in documentary, editorial, and commercial photography based in California.

Paganelli's credits include photojournalism and celebrity and corporate portraiture, with clients like *Time*, *Der Spiegel*, *Businessweek*, *Sports Illustrated*, *Life*, *Forbes*, *Newsweek* and many more.

In the mid-90s, many of his assignments took him to Cuba. His clients encouraged him to create a book. He shot photos in Cuba for 25 years on more than 60 trips.

Paganelli says Southern gave him his spiritual roots and ethical values. He has autographed a copy

of his book for the students in the SJC. In a presentation of his work to the department last year, he said he enjoyed connecting with students.

He said he was glad to let students at Southern utilize his work.

"Besides, I like knowing that I also sat, ate, walked, prayed, and worshipped at the same place as they do," he said.

He urges students to "believe in themselves and never give up their dreams."

P A G



Look for this Book

Cuba: A Personal Journey 1989-2015

Manuello Paganelli has documented the daily activities of the people and the culture of Cuba for more than 25 years. In his debut book, *Cuba: A Personal Journey 1989-2015*, Paganelli brings together over 115 black and white images that celebrate the indomitable essence of Cuba—its cuisine, music, dance, and everyday life—persisting in the midst of varying political pressures and economical complexities.



P H O T O
G R A P H Y
C A M P

At Photography Camp this summer, campers improved their composition and technical skills while enjoying outdoor activities, listening to inspiring devotionals, and much more. Campers shot studio and outdoor portraits, close-up nature photography, painting with light, learned Adobe Lightroom software, and practiced flying drones.



Featured Photographers



Jay Yeager



Mia Ford



Jason Williams



Larysa Merchant



Ismael Teron



Kirsten Saint-Aime



Thomas Broome



Disney Smith



Eliana Blankney



JY



MF



JY



TB



IT



LM



JW



TB



KSA



EB



KSA



JY



DS



ME



LM

Academic Summer Camps bring high school students to the university for an opportunity to explore or sharpen their vocational focus before even starting college. Each three-day camp includes a spiritual component as well, modeling for campers and their families how Adventist education facilitates the marriage of career and calling. Check out the site at southern.edu/camps

Boonstra, Robertson, and Yonkers win Coffey Scholarships

Three incoming SJC students have won nearly \$17,000 in scholarship funds from the Coffey Communication Scholarship.

Natalie Boonstra and Kiaya Robertson, freshmen journalism majors, and Daniel Yonkers, freshman mass communication major, submitted portfolios of their work and an application during early summer.

Boonstra, a graduate of Campion Academy, assisted in creating videos and social media for her academy dorm. She plans to be an investigative reporter and create human interest stories.

"I want to be a missionary with my words," she said.

Robertson, who is from Atlanta, plans a career as a political reporter for CNN. Very active in high school drama and sports, she won the Coretta Scott King Young Women's Leadership Academy award. She was also chosen as her high school's awardee from the *Atlanta Journal & Constitution* newspaper.

Yonkers, from Maryland, is considering combining degrees in communication and graphic arts.

He was active at Highland View Academy as a class senator, lead actor in drama productions and performing with the band.

Cecil Coffey, for whom the scholarship is named, graduated from Southern and had a successful career in health care journalism. He established Coffey Communications, headquartered in Walla Walla, Washington. He and his family created the scholarship to assist students in communication education. 📧

Tara Hargrove Teaches Virtually from Colorado

With an unexpected turn of events, Tara Hargrove, associate professor, is teaching her courses online this fall.

"She will keep regular fall hours, though virtual, and remain fully a part of the SJC," Dean Williams-Smith wrote in an email to all communication students.

Hargrove met with her students

early in the semester and will return near the end to connect.

"Our hope is that this will be a positive experience and even open doors to new, creative ways to learn," Williams-Smith said. 📧

Enrollment Up in the SJC

Ninety majors enrolled this fall in the SJC. In addition, 44 minors signed up for communication courses.

According to the Records and Advising department, the numbers break down like this:

Mass Comm—Advertising: 2
 Mass Comm—Media Production: 10
 Mass Comm—New Media: 1
 Mass Comm—Photography: 8
 Mass Comm—Writing/Editing: 5
 Comm Studies: 7
 Comm Studies—Intercultural: 3
 Journalism: 1
 Journalism—Digital Broadcast: 8
 Journalism—Publishing: 6
 Public Relations: 24
 PR and Graphic Design: 9
 PR and Business Administration: 5
 Media Technology: 1 📧

York Tapped By NBC News



ROB YORK, ('02), joined the staff of *The South China Morning Post* in Hong Kong in late August. Previously he spent three years as chief editor of NK News, a

website specializing in news and analysis on North Korea. NBC and other international news outlets have sought his commentary on North Korea. Rob is a PhD candidate in Korean history at the University of Hawaii at Mania. 📧

WHAT WE DID THIS SUMMER



RACHEL WILLIAMS-SMITH, new SJC dean (see article p. 3), spent the summer transitioning from Berrien Springs, Michigan, to her new

Chattanooga home. She unpacked both at home and in the office and planned for her new courses for fall as well as a faculty retreat in September. Her summer included orientation sessions, finding her way around Chattanooga, and working on hiring a new journalism professor.



LORRAINE BALL took time off to travel and welcome her son, daughter-in-law, and grandson Jackson to Chattanooga. She has also taken over

coordinating the speech program. Ball headed to Florida, enjoyed time with her family and revised her sibli.



AVERY BOTTICELLI, SJC's office manager, attended weddings with her husband, Anthony, and two daughters in California and Wisconsin. Her

summer was filled with processing scholarships, initiating a new technology tracking system, greeting drop-in students and parents, and preparing for the fall semester.



STEPHEN RUF has been flying the SJC's new DJI Mavic Pro drone. The device was unveiled at this summer's Photography Camp (see photos

on p. 8) with adjunct professor Ryan Harrell who demonstrated drone piloting basics. Ruf uses the summertime to upgrade SJC's computer and video production labs. He met weekly with prospective students to discuss education and career goals. He and his wife, Jodi, enjoyed a week's trip wandering the Blue Ridge Parkway.



TARA HARGROVE spent the summer with her two youngest children and their growing puppies. She was also busy re-designing her courses

to be taught via distance-learning since she relocated to Ft. Collins, Colorado (see article p. 10). If you are interested in taking a speech course online, check out her new section for Winter 2018.



PAMELA MAIZE HARRIS attended the Writing for Your Life Writer's Workshop at Belmont University in Nashville where she attended sessions

on *The Art of Memoir*, *Think Like a Publisher*, *Landing a Literary Agent*, and *Spiritual Practice—Let Your Words Live*. She was inspired and uplifted with top-selling authors Barbara Brown Taylor and Rachel Held Evans. An executive from publisher Thomas Nelson Books provided insight into the inner workings of the Christian book industry.



NATALIA LÓPEZ-THISMÓN moved from California to Collegedale with her two kitties. She taught at La Sierra University in Riverside, California.

last school year, but has returned to her alma mater as one of SJC's newest professors. She also fit in time to relax with family and friends in Miami and Washington, D.C.



ANDY NASH is the world wanderer. In June he led two study tours to Israel: one for families (with his wife, Cindy) and another for Georgia-Cumberland Conference pastors and teachers. Besides travel, Nash filled his summer with family and church. He continued to pastor the Connect Worship Service on a part-time basis and preached several sermons on the Psalms. He also worked on a new memoir about fatherhood. Watch for more information on this project, one near to his heart.

The Howell Family Update



ROB ('95) and ANGI ('95) HOWELL are leading busy lives in Collegedale, Tennessee with their two kids Ashlyn (18) and Ryan (15).

Both Ashlyn and Ryan have attended the Greater Collegedale

School System since kindergarten, and are currently attending Collegedale Academy in their senior and sophomore years respectively.

Ashlyn is anticipating to attend Southern next school year, and is already taking dual-enrollment classes.

Angi is the marketing and recruitment director for the Greater Collegedale School System and is enjoying her work along with being close to the kids' activities and daily life.

Rob is a co-owner of College Press, a design, printing, and mailing company that is still on the university's campus. College Press celebrated its 100th year in 2017. 📧

Faculty and Staff

- Rachel Williams-Smith, PhD** Professor and Dean
 EdD Journalism
 Communication Studies

- Lorraine Ball, MS** Associate Professor
 Public Relations
 Business & Mass Communication

- Tara Hargrove, MA** Associate Professor
 Communication Studies

- Natalia Lopez-Thismon, MA** Assistant Professor
 Public Relations, Advertising

- Pamela Maize Harris, PhD** Professor
 Public Relations, Journalism
 Mass Communication Law
 Faculty Adviser

- Andy Nash, PhD** Professor
 Literary Journalism
 Print Journalism

- Stephen Ruf, MS** Associate Professor
 Broadcast Journalism
 Media Production, Photography

- Avery Botticelli, BS** Office Manager

P.O. Box 370
Collegedale, TN 37315

If Social Media Sites were Countries: Top 10

There exists a magical land of social media. It is not a world that can be strolled through but one that can be scrolled through. Below, the top 10 "nations" are ranked based on their populations or "active users" as they are referred to.



Populations	
#1	Facebook 2,047,000,000
#2	YouTube 1,500,000,000
#3	WhatsApp 1,200,000,000
#4	Facebook Messenger 1,200,000,000
#5	WeChat 938,000,000
#6	QQ 861,000,000
#7	Instagram 700,000,000
#8	QZone 638,000,000
#9	Tumblr 357,000,000
#10	Twitter 328,000,000

Statistic provided by Statista as of August 2017, ranked by number of active users.