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Summer 2019

## The WiRE Summer 2019

Southern Adventist University

School of Journalism and Communication

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# THE WIRE

A PUBLICATION OF THE SJC

Vol. 34, No. 1 Summer 2019

Photo Credit: Getty Images for Peabody Awards



PEABODY  
— University of Georgia



PEABODY  
— University of Georgia



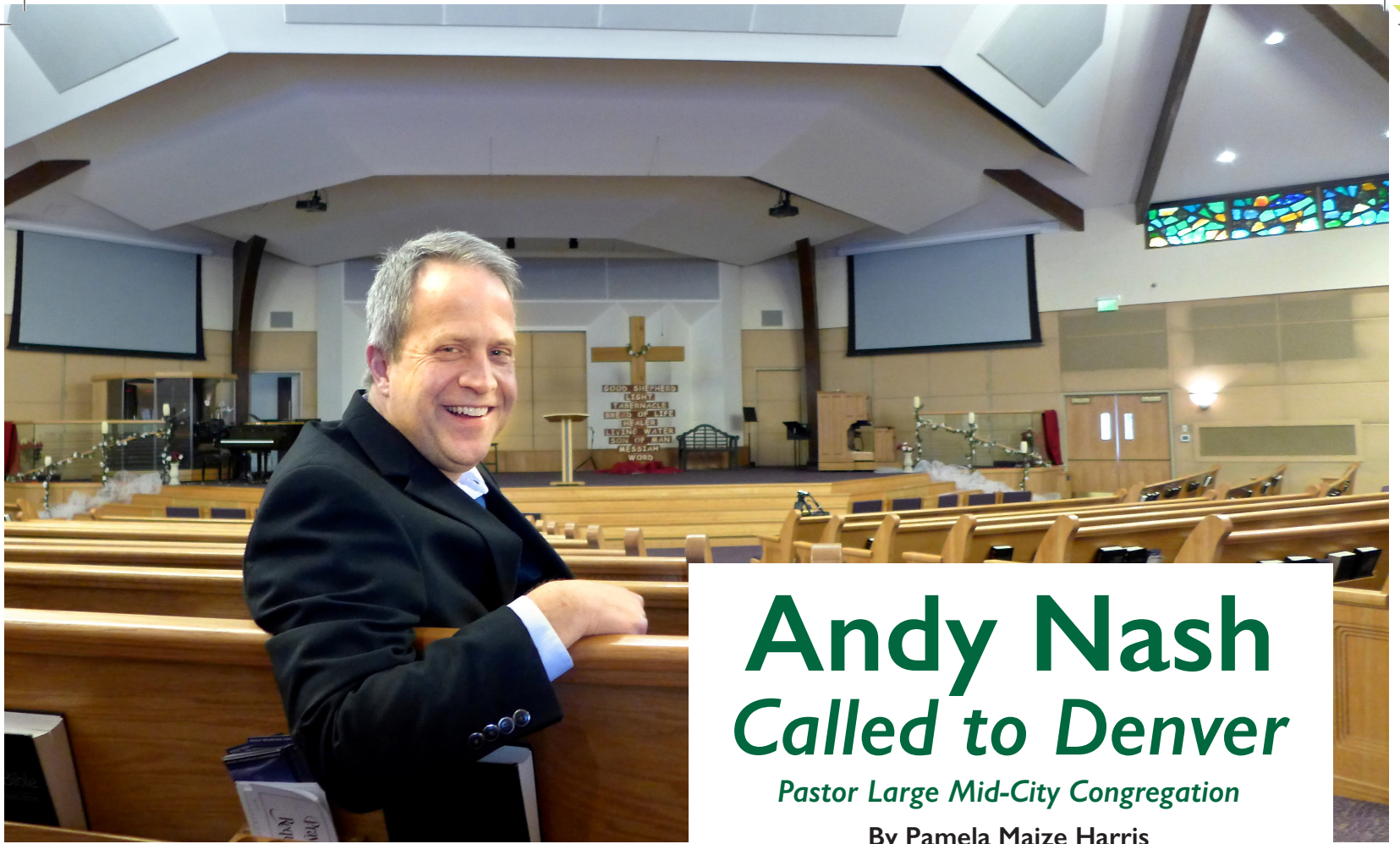
## 2 Andy Nash to Colorado

Former SJC professor pastors large congregation

## 6 SJC Adjunct Wins Top Journalism Honors

David Barasoain receives prestigious awards





# Andy Nash Called to Denver

*Pastor Large Mid-City Congregation*

By Pamela Maize Harris

Photo Credits: Rajmund Dabrowski

After 12 years in the School of Journalism and Communication, Andy Nash, '94, left in December 2018 to join the Rocky Mountain Conference. He became senior pastor of LifeSource Adventist Fellowship, a large, contemporary church in the middle of Denver.

Leaving was not easy, Nash said; he believed God had called him to go, along with his family.

"I believe our whole family was called to this work," Nash said, "and Summer [his daughter] and Cindy [his wife] are a big part of everything here."

Nash left with a vision in mind, knowing already that he wants the church to be "a fully contemporary and fully Adventist church that focuses on Jesus Christ and the study of His word."

He said the path that led to him being invited to pastor this church was unconventional, given his own ministry background.

### *Nash's Unusual Path to Ministry*

When Nash came to Southern as a student in 1989, he double majored

in journalism and English and chose a minor in religion because of his love for both writing and the Bible. He jumped into publishing as the editor of the *Southern Accent* student newspaper and into campus life as a student dean.

In 1996 Nash moved to Silver Spring, Maryland, as assistant editor of the *Adventist Review*. Three years later he headed to Union College in 2002 where he taught writing through 2002.

During that time, he also worked on a PhD in English with a collateral field of study in religion at the University of Nebraska.

"My focus in English was telling true stories, not only about life but also from Scripture. That's always been my pursuit," he said.

In 2002, Nash left Union College to pour his energies into publishing and writing and launched his own weekly

"I've learned we  
have to be willing  
to let go of what  
we think we want  
and to look for  
where the firm  
steps are in  
front of us."

publication. “I just gave everything I had to that for five years,” he said.

In 2003, he relocated to Southern and began teaching in the English Department while continuing to work the publishing business in the evenings. However, the publication along with his dreams for it slowly faded, collapsing completely in 2007.

### *A Surprising New Pathway Opens*

In 2008, things began moving forward in Andy’s life as a series of life-changing, unexpected events. In January, he read the Bible through in one month, and the experience engrossed his mind, creating a whole new depth of appreciation and love for God’s Word. That May he took a trip to Israel, where he baptized two of his two daughters in the Jordan River. When he returned, he received an unexpected call to part-time ministry at Collegedale Church—the Connect worship group, specifically.



Nash promptly turned down the offer. He was worried about failure after recently experiencing it with his publishing business. However, he remembers entering his journalism office soon after and finding a message from Debbie, a former student he hadn’t heard from for years.

“God told me to find you today and tell you to walk in fullness of God’s blessings of the Lord,” she told him. He immediately recognized it as a direct message from the Lord and decided to accept the position after all.

Two years before, Nash had transitioned from the English Department to the School of Journalism and Communication, where

“My focus was telling true stories from Scripture.”

he taught literary journalism, magazine and feature writing, and public speaking courses. Then in 2012, he also started teaching religion, bringing together his two loves.

Along with his professor’s job Nash wrote weekly sermons and managed the inner workings of pastoring a church. He estimates that over the 10 years he pastored Connect, he wrote more than 200 sermons “at odd hours of the night and day.”

### *From Students to Parishioners*

Nash says that his call to pastor full-time is “a little like a classroom that never ends. You get to grow together and keep building and learning.” He always hated the end of a semester “when everyone left. Then you had to start over again,” something that will be less a factor in his new role.

The leaving and starting over was the hardest part of starting on his new path. However, he says, “I’m so grateful for my years at Southern. The college classroom is one of the most special environments in the world. Every class is a whole new culture—different

people, different conversations, different humor.”

Looking back, what does he take with him from his unusual journey to full-time ministry?

“I’ve learned we have to be willing to let go of what we think we want and to look for where the firm steps are in front of us,” he said. “It’s when I strived the hardest in life and career that things didn’t go as well. But when we are willing to live by Psalm 37, we are assured ‘When the Lord delights in your way, He makes your steps firm.’”



### **Nash’s Publications:**

- *A monthly devotional blog for Thomas Nelson Bibles*
- *Growing Up Adventist*
- *Paper God: A Spiritual Memoir*
- *Quarterly commentary for online Adventist Review*
- *The Book of Matthew*
- *The Haystack Church*



# In with the NEW



By Natalia Perez, '19

The School of Journalism and Communication received a long-awaited facelift in the office area during the summer of 2018. In addition, students returned to newly renovated space on Brock's north side at the start of the winter semester. The space, which formerly housed the WSMC radio station, was demolished and replaced with five modernized classrooms and a remodeled photo studio. The classrooms have provided meeting places for English and speech classes, giving students new creative spaces. Of the five, two are seminar rooms. One classroom is solely dedicated to speech classes, allowing students to experience public speaking in a presentation-style classroom. Student work can now be easily showcased on metal panels that adorn the hallways. Students are excited about having an upgraded home base.





Out with the  
**OLD**

# SJC

## Completes Renovations

Below are photos of what the SJC looked like before the renovations were finished.



The reading room



The office area



The hallway leading to the office

## Expanded Studio Attracts Photographers



The new digital photo studio is becoming so popular that students must now reserve time online for photo shoots. School of Journalism and Communication (SJC) photographers started using it in January after the university renovated the former WSMC control room and speech classroom on Brock Hall's first floor. The 600 square-foot studio includes enough space for multiple photo backdrops, and the higher ceiling allows for quality portrait lighting.

"This nearly doubles the space we had with our old studio," said professor Stephen Ruf. "We've discovered it's also a popular venue for shooting video

interviews." More unique features include matte finished walls painted with a middle "18 percent gray" color to reduce reflected light. The ceiling tiles are black. Additional strobe and tungsten lighting is stored in a closet, and a bathroom can accommodate a model's multiple wardrobe changes. A light table and tent are also available for product photography assignments. Word about the new studio has quickly spread across campus. It's already been used by various clubs and the *Southern Memories* yearbook. Ruf added, "We are grateful to the university administration for accommodating our growing demand for studio photography."

### Where's the **COUCH?**

Alumni visiting the newly remodeled SJC lobby often ask, "Where's the couch?" Yes, that old brown leather couch, the home of a thousand student catnaps! The couch arrived in 2000, and at the time it was the only full-size couch permitted on campus. Former office manager Janita Herod made sure it stayed clean and well cared for which probably is why it lasted all of these years. In fact, the couch is still here in the SJC—its new home is the photo studio, where it's already served as a prop for several group shots.





# A Professor's Search for Truth

## Earns Top Journalism Honors

By Stephen Ruf



Professor David Barasoain (left) with series host Hank Klibanoff (right) at Cipriani Wall Street in New York. Photo credit: Getty Images for Peabody Awards.

Podcast producer and School of Journalism and Communication adjunct professor David Barasoain, '90, remembers the physical challenge he faced when trying to launch “Buried Truths,” an award-winning podcast last year.

“I was editing eight to 12 hours a day. I got carpal tunnel syndrome in both wrists and had to see a specialist,” he said.

Barasoain's perseverance paid off. A year and one million downloads later, the SJC alum has won two prestigious journalism awards, including a Peabody, one of the most coveted honors in broadcast journalism.

He shares the award with program host Hank Klibanoff, who leads a class of Emory University students

investigating racially motivated crimes from Georgia's civil rights era.

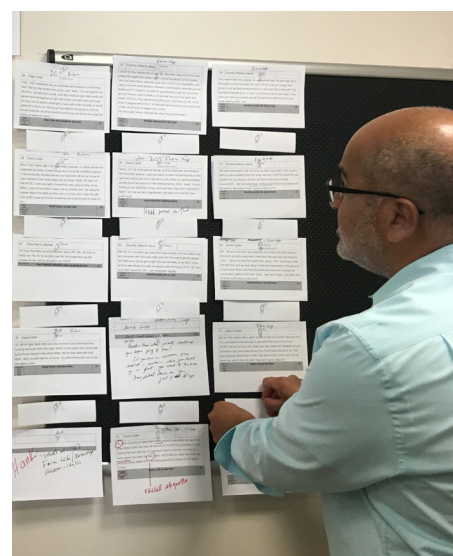
The award-winning season I is built around the story of Isaiah Nixon, an African-American man murdered hours after casting his first vote in an “all-white” primary election.

Besides working as a producer and writer on the project, Barasoain also worked as sound designer, casting actors to read archival letters and selecting music to match the right tone.

“The Peabody committee actually singled out sound design as one of the things that they really gave the award for,” he added.

Barasoain's life behind the microphone started at Southern

in the 1980s. He held numerous positions at WSMC-FM, the campus radio station, including head announcer, assistant program director, and news director. He graduated with two degrees: journalism in 1989 and business administration a year later. His early professional career focused on helping religious broadcasters produce radio programming. For 10 years he worked as director of staff development for Adventist World Radio. But after globe-trotting for a decade, he opted to return to his home state of Georgia and begin working as a freelance producer for WABE, Atlanta's news/talk NPR station. Currently, he's senior producer for special projects. And when he's not producing the “Buried Truths” podcast, Barasoain works on fundraising, training, and planning.



David Barasoain reviews the storyboard for season I of the “Buried Truths” podcast. Supplied photo from David Barasoain.

A master storyteller, Barasoain is well known to anyone who has sat in his Digital Audio Production class, a course he's taught at Southern each year since 2005. In the last couple of years, his students practiced their editing skills on interview clips recorded for the podcast.

"I might give the students 90 seconds of raw tape and ask them to cut it down to just 45 or 50 seconds," Barasoain said. "It forces students to understand that this is a real-world application."

The "Buried Truths" series is not a "Who done it?" like many podcasts in the true crime genre. Instead, Barasoain says it's about why a man was killed just for exercising his right to vote. The men who shot Isaiah Nixon were tried for murder but acquitted by an all-white jury.

Nixon's daughter, Dorothy, now 72, feels her father's story still has meaning, and the experience of revisiting her painful childhood has washed away so much hurt.

"For those who have listened, I think it has built a bridge of understanding," Barasoain said. "It's like a bridge of empathy back to a time that a lot of us didn't experience or didn't have to worry about."

The Peabody judges say they aim to recognize stories that matter. And Barasoain feels that winning the award is like a lifetime achievement. "We were really pleased with that. They chose us because it was an important story, a story that was unique," he said.

"I don't think the Peabody thing really sunk in until we were at the awards," he added. "Then it was over. The next day, we went right back to work."



Journalist and professor Hank Klibanoff receives the Peabody award as producer David Barasoain and executive producer Je-Anne Berry look on. Photo credit: Getty Images for Peabody Awards.



Back to work means producing season 3 to be released next year. Barasoain won't reveal too many details except to say it's a story that drew the attention of Martin Luther King Jr. in the 1960s. And the research involves thousands of legal documents and transcripts of court testimony.

Seasons 1 and 2 remain available on all major podcast players, including Apple Podcasts, Google Play Music, NPR One, and Stitcher.



SJC adjunct professor David Barasoain (right) with "Buried Truths" host Hank Klibanoff at Atlanta's WABE Radio station where the podcast was produced. Photo credit: *The Atlanta Journal Constitution*.



School of Journalism and Communication adjunct professor David Barasoain (second from left) with staff members from Public Broadcasting of Atlanta and WAGA Fox 5 which also won a Peabody award. Photo credit: *The Atlanta Journal Constitution*.





## Alumna Thrives in Mary Kay Career

By Natalia Perez, '19

**A**ndrea Nicholson Andrews, '91, never dreamed her public relations degree from the School of Journalism and Communication would put her behind the wheel of a Mary Kay Pink Cadillac. That's ultimately what happened, though.

Looking back, Andrews now credits her journalism and communication courses for preparing her to be successful with Mary Kay. The skills she learned equipped her to produce her own monthly newsletter for her unit, plan and execute large events, speak in public, teach and train large groups of women, and communicate effectively with clients and consultants. In short, they handed her the keys.

Andrews' path to Mary Kay and her pink Cadillac actually began during her junior year at Southern. She was invited to a Mary Kay party, fell in love with the products, and became a loyal customer. After graduation, she became a consultant, planning to sell products mostly to friends and family.

However, marriage, a new baby girl, and new financial realities as a result of staying home to raise her pushed

Andrews to become serious about her business. She began hosting two to three skin care classes a week, and within six months she was driving her first Mary Kay career car.

Currently, she is an independent sales director who mentors a unit of 135 Mary Kay independent beauty consultants from all over the country. Her unit has earned the use of 13 career cars through Mary Kay's Grand Achiever Career Car program. Seven have been pink Cadillacs.

Andrews credits her SJC public relations degree for success in business communication.

"It's an honor to drive the iconic pink Cadillac," Andrews said. "It's a trophy on wheels that represents all of the hard work and accomplishments of my team."

Andrews trains new consultants on product knowledge, money and time management, communication skills, and networking. She also teaches them how to hold skin care classes for their customers. The goal is to introduce the customers to Mary Kay products by letting them "try before they buy," she says. She enjoys customizing skin-care programs that meet her clients' needs and giving them the results they're looking for.

Andrews is grateful that Mary Kay has allowed her the flexibility to put her family first while thriving in her career. She loves being an entrepreneur, setting her own work schedule, being able to travel, and most importantly, being able to enrich the lives of many women. The joys of the business helped to create a special bond between Andrews and her daughter, Abby Brackett, '17, who has also started her own Mary Kay journey. Although Brackett is a newlywed and a full-time nurse, Andrews says Mary Kay will always be something they enjoy together.

"The personal growth and confidence I've developed through the years is something you can't put a price tag on," she said.



# Congratulations

To our December  
and May graduates



JEANELLE ARGUELLES  
B.S., Public Relations



KINDSEY CALVERT  
B.S., Public Relations



JASON FRIAS  
B.S., Mass Comm—  
Media Production



BRAIAN GOMEZ  
B.S., Mass Comm—  
Media Production



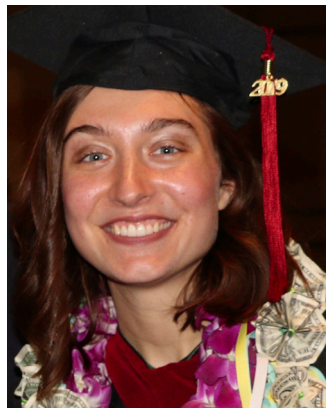
CYNTHIA MOLINA  
B.S., Mass Comm—  
Photography



GEORGE NELSON  
B.S., Mass Comm—  
Photography



NATALIA PEREZ  
B.S., Mass Comm—  
Writing/Editing



JACKLYN RUTH  
B.S., Mass Comm—  
Writing/Editing



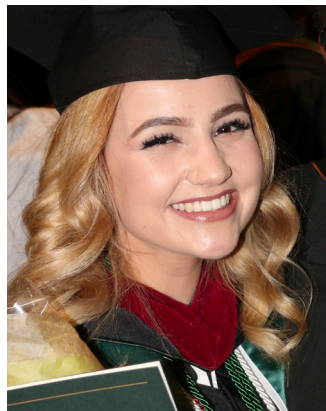
NELSON SERNA  
B.S., Public Relations



ENAEA SMITH  
B.S., Public Relations



RACHEL THOMAS  
A.S., Media Technology



KRISTEN VONNOH  
B.A., Journalism—Publishing



OKSANA WETMORE  
B.S., Public Relations



LIZZIE WILLIAMS  
B.S., Public Relations





# SJC Awards

## At Annual SAC Competition

By Alva Johnson

Students and faculty represented the School of Journalism and Communication well at the 29th Annual Society of Adventist Communicators (SAC) Convention held last fall in Columbia, Maryland. In total, 30 students and three professors (Stephen Ruf, Pablo Fernandez, and Natalia López-Thismón) attended the meeting where SJC students, alumni, and faculty racked up six awards and one honorable mention for work

within the communication field. The event, hosted at the headquarters of the North American Division, took place Oct. 18-20, 2018. The tagline—Purpose, Passion, Partnership—emphasized the role and importance of Christian communicators within society.

In addition to attending workshops, networking with colleagues, and participating in the awards ceremony, students and faculty also squeezed in some sightseeing, visiting the Newseum and other national treasures. At the awards ceremony, SJC alumna Sheann Brandon, '18, won the Student Award, one of the top five presented annually at the convention.



Natalia Perez (center) and Tierra Hayes (right)

Photos courtesy of the North American Division, Pieter Damsteegt



Isabela Tavares (right)



Pablo Fernandez (center)

## 2018 SAC Awards

**Writing: Feature - Best in Class**  
SAU Accent  
Elena Anunciado  
Tierra Hayes  
Natalia Perez, '19

**Writing: News - Best in Class**  
Alva Johnson, SJC assistant professor

**Writing: News - Student**  
Natalia Perez, '19

**Video: Web - Student**  
Isabela Tavares

**Video: Broadcast**  
**Honorable Mention**  
Pablo Fernandez, SJC assistant professor

**Writing: Feature (Longform) - Student**  
Sheann Brandon, '18



Recipient Sheann Brandon  
Photo courtesy of Sheann Brandon

# “Leaving a Piece of My Heart” A Graduate’s Farewell

By Natalia Perez, '19

It takes me a while to feel comfortable around people, especially a larger group of them. I’m a guarded person by nature, and allowing myself to embrace those around me and let myself be loved does not come easily. Opening my heart and investing in the School of Journalism and Communication has been one of my favorite choices—and the best thing I’ve done in my college years. Throughout the past five years, my SJC community has shared my joys, my downfalls, and seen me through my mid-semester “What am I doing with my life?” rants. My professors have empowered and affirmed me into a confident professional, carefully guiding me through any doubts and insecurities.

I am emotionally wired and feel many things very deeply, but our department has always granted an outlet. Whether it’s trusting me to edit our university paper, pushing me to take a class that demands my creative functions, or providing a supportive community that empowers me even when I feel I’ve nothing to offer but my presence, the SJC has continuously provided me with an empowering space to grow into myself. I’m so grateful to have been here, to be leaving a piece of my heart here, and for the pieces of myself I cultivated here. My mass communication degree is definitely a culmination of efforts from my mother, my close loved ones, and my SJC family.



## Lambda Pi Eta Induction Kappa Psi Chapter

Elena Anunciado, Tierra Hayes, Kristen Vonnoh, Natalia Perez, Autumn Dunzweiler, Jacob Fisher, Anaelys Trochez, Braian Gomez, Kindsey Calvert, Suny Cardenas-Gomez, Jeanelle Arguelles, Summer Shelby. Not pictured: Abigail Soto.

**M**ore than a dozen students participated in the Lambda Pi Eta induction service in April.

Professor Pamela Harris coordinated the well-attended, candle-lit event. Tammy Fisher, director of communication for the Georgia-Cumberland Conference, was the featured speaker. With her own son, Jacob, among the honorees, Fisher described it as a special occasion for her too, a reward after raising him for so many years and now seeing him excel and be awarded along with the others.

As part of their induction, students received certificates, acknowledging them as members of Lambda Pi Eta, the official honor society of the National Communication Association.

The goals of Lambda Pi Eta include recognizing, fostering, and rewarding outstanding scholastic achievement in communication studies and stimulating interest in the field of communication.



# Professor. Broadcaster. Mentor.

By Rachel Williams-Smith

After 30 years at Oakwood University, Victoria Joiner, EdD, is joining the SJC. In the following piece, she answers questions about her journey and hopes for the future.

**Q:** Looking back, what are you most proud of and what will you miss the most?

**A:** I am very proud of my work at the radio station, WJOU, taking it from a very small operation to an international ministry. It was wonderful being a part of the lives of people around the world! I am also proud of my administrative work, being able to raise funds and make an impact. At the heart of everything, though, has been training and working with students, and I'm most proud of my students who are working in industry and for the church around the world.

**Q:** What has been the most interesting aspect of your long and impressive career?

**A:** Being able to touch and be a part of people's lives! In broadcasting, you're in people's homes and cars, and they feel like they know you. I've had people walk up and start talking to me like I was an old friend. I had no idea who they were, but they felt like they knew me. I've always thought it was a privilege to be a part of people's lives in such a personal way through the medium of broadcast.

**Q:** What is it like transitioning to something new after so many decades and such deep family roots in one place?

**A:** It's very interesting, to say the least, after 30 years in one area! It is truly a major event to move after all of these years. However, I grew up in a pastor's family, so movement was a part of our lives. I never dreamed I would stay at Oakwood University (OU), for 30 years, even though Huntsville was our hometown. My career at OU was not simply in one area, though, so it was an adventure the entire time I was there. Leaving is bittersweet. It's home for me, my daughter, mother, and sister; both sides of my extended family are in and from Huntsville. Oakwood is my alma mater, and it's not easy leaving my colleagues, friends, and students after so many years. However, I know without a shadow of a doubt that God is leading me to Southern. So the sweet part is watching God lead me in such a tangible way!



“Teaching is a lifelong goal.  
I can't help loving it!”

**Q:** Why do you love teaching and students?

**A:** My mother was a teacher and principal, and as a child, I'd play teacher, making all of the kids in the neighborhood be my students. I ended up pursuing communication in college and got into a career in radio. But even in that role, I taught students to work on the radio and I taught classes. Eventually I went to grad school, got my doctorate, and finally ended up full time in the classroom. Basically, it's been a lifelong love and goal, and I can't help loving it!

**Q:** What do you hope to bring to Southern?

**A:** I hope to bring my experience. I've done so many different kinds of things within the field of communication, and that is exciting. I look forward to sharing that! I also look forward to both bringing more diversity to Southern and being a part of this diverse campus.

**Q:** What do you look forward to the most?

**A:** I feel strongly about young people, and I would say so many wonderful opportunities to interact with the future leaders of the church. I look forward to being in a new environment, to gaining new perspectives and experiences, and interacting with more and new people.

## Joiner's Career Highlights

Victoria Joiner is an experienced communication practitioner and professor, as well as a former administrator.

- Holds a BA in Communication from Oakwood College in Alabama, an MA in Communication from Regent University in Virginia, and an EdD in Educational Leadership and Change from Fielding Graduate University in California.
- Served as general manager of WJOU 90.1 FM Oakwood University Radio for 24 years, bringing it from an 18-hour to a 24-hour format; took station from having a limited local impact to its current international reach; produced and hosted multiple daily drive-time programs; ran fundraising campaigns resulting in \$25,000 in yearly gifts.
- Taught speech, broadcast, media production, advertising, and communication courses from 1997 to 2019 at Oakwood University; also taught at Alabama A&M University and Calhoun Community and Technical College (Huntsville, Alabama).
- Served as assistant vice president of Advancement and Development for seven years, helping to acquire some of the largest capital gifts, contracts, and campaigns in Oakwood University history.
- Hosted weekly radio program (WJOU) and is a regular speaker, presenter, and panelist for church-related and educational forums.
- Freelances for publications including *Collegiate Quarterly*, *Regional Voice*, *Women of Spirit Magazine*, and *Southern Tidings*.

## Where's RUF?



On any given day, the most commonly asked question around the School of Journalism and Communication is, “Where’s Ruf?” A PowerPoint won’t load. “Where’s Ruf?” A printer is down. “Where’s Ruf?” There’s an issue in the Mac Lab or studio. “Where’s Ruf?” That’s because Stephen Ruf usually is the one-person solution to a majority of SJC problems and needs.

So sophomore mass comm-media production student Cameron Reel (pictured above, back center) decided it was time to celebrate Ruf and memorialize everyone’s daily question. He said, “I decided to create a shirt to express what every SJC major says (or thinks) every day!” Drawing inspiration from Ruf’s favorite hat and vest, he designed a T-shirt featuring the words, “Where’s Ruf?” SJC students and workers alike jumped at the chance to buy the shirts and eagerly gathered to surprise Ruf. “It was definitely a surprise!” Ruf said. “I was amazed to have so many students show up wearing those T-shirts! I was blown away! It was a very heartfelt gesture.”

## Zach Roberts Wins Coffey Scholarship

Zach Roberts, sophomore mass communication major, was awarded the Cecil R. Coffey Memorial Scholarship during the winter 2019 semester. The Coffey Scholarship is exclusively for students new to the SJC and is awarded in addition to other financial assistance a student may receive.

Roberts transferred to Southern Adventist University just before the semester started. As soon as he was notified that applications for the Coffey Scholarship had reopened, he submitted some articles from his current sports news portfolio. “I feel validated,” Roberts said. “It gives me more purpose [to know that] my work is good and noteworthy.” Roberts is passionate about writing. As a sports journalist, his goals are to either cover a team locally or work for a company like ESPN. His news portfolio can be found on <https://bit.ly/2O31Oaj>.



Rachel Williams-Smith and Zach Roberts, Coffey scholarship recipient



# Alumni Highlights

## Rachel & Donnie Keele

Ten years ago this School of Journalism and Communication couple made national news when Donnie Keele's very public proposal to Rachel Hopkins was captured by *Chattanooga Times Free Press* photographer Allison Kwesell. Keele and his friends had made a handwritten sign from bedsheets and dropped it over the exit 9, I-75 overpass. Fast forward to 2019, Rachel, '10, and Donnie, '08, are both associate residence hall deans at Andrews University in Michigan. They continue using their communication skills in many ways, including making videos and editing newsletters.



## Debbie Hall

Debbie Hall, '15, writes: "I'm working for Lifetouch in Columbus, Ohio, as a photographer. I go to schools during the fall and spring seasons and take photos of the students. A typical day will start an hour and a half before the start time. We set up the equipment, including the backdrop (which is a blue screen, so students



can choose different backgrounds), three lights, and the camera. The job is really fun, because you have to make quick relationships with each student and get that amazing photo that everyone is hoping for. In the big schools you can photograph 100 students or more, even with three photographers at the same school. Outside of work, I love taking photos on hikes and vacations. I also do photos for friends. I've done senior photos, family photos, and a wedding. I also volunteer at Worthington Adventist Academy doing their yearbook."

## Cole & Karissa Taylor

Cole Taylor, '13, currently works for Loma Linda University as the Director of Electronic Marketing. He and his wife, Karissa, live in Loma



Linda, California, and he enjoys spending his free time mountain biking and hiking in the hills near their house. He earned a Master of Business Administration (MBA) in Marketing from the University of Redlands in October 2018.

## Ingrid Hernandez

Ingrid Hernandez, '13, is a senior communications specialist at AdventHealth's corporate office in Altamonte Springs, Florida. In this role, she plans and executes internal communication strategies for the organization's 3,000 plus corporate team members, in addition to managing its various employee communication channels, including digital information screens, an



intranet newsfeed, and a biweekly email newsletter. She started her career at AdventHealth Kissimmee as a coordinator for its volunteer services and HR department. She later transitioned to the corporate office to serve as a communication specialist for the organization's enterprise resource planning initiative. Hernandez graduated magna cum laude with a dual bachelor's degree in public relations and business administration. She recently completed her master's degree in communication as well as a graduate certificate in strategic communication management, both from Purdue University in Indiana.



# SJC Awards

## Award of Excellence



Braian Gomez



Natalia Perez

## Scholarly Achievement Award



Elena Anunciado



Jeanelle Arguelles



Suny Cardenas-Gomez

## Top Achiever Award



Elena Anunciado



Summer Shelby



Anaelys Trochez

## James-Johnson Awarded IRE Fellowship

**A**lva James-Johnson, MA, a journalism professor in the School of Journalism and Communication, recently attended the Computer-Assisted Reporting Boot Camp at the University of Missouri.



James-Johnson participated in the week long training program as a recipient of the David Donald Fellowship named in honor of the late David Donald, a former Investigative Reporters and Editors (IRE) training director “who spread the gospel of computer-assisted reporting to thousands of journalists, educators and students around the world,” according to the IRE website.

The fellowship is awarded to university educators so they can better equip their students to be effective watchdogs through data reporting. The event was held March 25-29.

# Back to Basics

By Alva James-Johnson



**S**ocial media, artificial intelligence, and interactive journalism may be among the hottest trends in today’s media environment, but strong writing skills remain a top qualification sought by employers. Such was the consensus at the SJC Advisory Council meeting for 2018-2019, during which communication professionals shared their expertise and insights with Dean Rachel Williams-Smith and faculty members. In addition to writing, committee members stressed the importance of teaching students work ethics and versatility.

## Advisory Council

**Michael Bell**  
production director  
It Is Written

**David Carroll**  
news anchor  
Channel 3 WRCB.TV

**Tammy Fisher**  
communication director  
Georgia-Cumberland  
Conference

**Alison Gerber**  
editor and content director  
Chattanooga Times Free Press

**Joel Henderson**  
communications director  
Cleveland/Bradley  
Chamber of Commerce

**Mark Kennedy**  
columnist  
Chattanooga Times Free Press

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general manager  
WSMC radio station

**Emily Maxie**  
head of marketing  
Very Software  
Development Company

**Myron Madden**  
freelance writer

**Barry Melton**  
director of virtual tours  
Life Care Centers of America

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communication director  
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**Billy Weeks**  
photojournalist and lecturer  
Southern Adventist University  
and University of Tennessee,  
Chattanooga





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## Faculty/Staff

**Rachel W. Smith, PhD EdD** *Dean and Professor*  
*Communication Studies Journalism*

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

**Pablo Fernandez, MA** *Assistant Professor Mass Communication Media Production*

**Pamela Maize Harris, PhD** *Professor*  
*Journalism, Mass Communication Law, Public Relations, THE WIRE Adviser*

**Alva James-Johnson, MA** *Assistant Professor*  
*Print Journalism*

**Victoria Joiner, EdD** *Associate Professor*  
*Advertising, Communication*

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

**Natalia López-Thismón, MA** *Assistant Professor*  
*Advertising, Public Relations, Social Media*

**Arlene Leavitt, AS** *Office Manager*  
*THE WIRE Project Manager/Layout and Design*



**Shaina Rantung '18**

“Southern, specifically the School of Journalism and Communication, provided me with a lot of opportunities for networking and relationship building. I loved the topics, I love how I can use my words, my writing skills

**to create change,  
to express myself.”**

