Aside from preparing for graduation this spring, Communication Studies senior Casey Willmarth is also keeping busy with her internship. Willmarth is the Online Marketing and Sales Intern at MSP Communications, a position she began during J-term.

MSP Communications produces the Minneapolis St. Paul Magazine, Twin Cities Business, MSP Weddings, Sky Magazine/Delta, and many other client publications. As the online marketing and sales intern, she works with a variety of different businesses to build their online presence on mspmag.com. Willmarth’s responsibilities include keeping track of all digital media, such as photos and social media. She also manages, edits and designs a few of the organization’s webpages.

Willmarth said one of her most enjoyable assignments was working on Twin Cities Restaurant Week. She compiled menus and gift cards of participating restaurants to put them on mspmag.com. She also coordinated reservations, built an online presence for local restaurants, and promoted restaurants through radio broadcasts.

She commented on the experience, “It was crazy and hectic, but it drew so much traffic for the website it was worth it. We got around 7,000 views during that week!”

Without a doubt, Willmarth feels that Hamline equipped her with the necessary tools to be successful at her internship. Prior to interning for MSP Communications, Willmarth had experience in web editing and online marketing from her three years working with Hamline’s Marketing Communications web team, which she said made it easy to transition to her new position.

In addition to her knowledge from Hamline’s web team, Willmarth feels her Communication Studies classes at Hamline prepared her well for her internship. She stated, “Small Group Communication was a good class to have under my belt because I can now identify different habits and work ethics of others on my team in order to work better.”

Willmarth’s Mass Communications course was also beneficial. She said she learned how to communicate through digital venues and work with branding and advertising, which she was then able to apply at her internship.

Even with all the experience she gained at Hamline, Willmarth is still learning immensely from interning at MSP Communications. She is discovering how to utilize new tools and how to work with different teams of people.

Willmarth explained, “[My internship] introduced me more to the sales and advertising side of things and provided me with great networking opportunities!”

Following her internship and graduation, Willmarth looks forward to a career in web design, a field that she now feels well prepared for.

Willmarth stated, “This internship taught me what it is like to work with a variety of different departments within an organization as well as maintain relationships with clients that come from a variety of industries. The experience has introduced me to various fields in which I can develop my web editing and online marketing skills!”

Photo by Rachel Marzahn
Meet Mike Max

By Trevor Davis

Hard working, determined and relentless—meet Mike Max, a Hamline University alumnus and current WCCO Sports Radio and TV reporter.

Max, a Hamline graduate from the class of 1987, decided to attend Hamline University for multiple reasons. His mother was a 1961 graduate, so he was familiar with the institution. The baseball and basketball teams also sought his services. To top it all off, the university offered life experience in the cities for Max, who grew up in the small town of Gaylord, MN.

During his time at Hamline, Max kept busy playing baseball and basketball, and also pursuing a growing interest in communication.

When it came time to choose his major, Max took a different approach than most students. He majored in Telecommunications as a flexible curriculum option under the guidance of Professor Patricia Palmerton. At a time before Communication Studies was an established major, they worked together to establish his class curriculum.

When asked to summarize his experience at Hamline, Max replied, “What I remember most is great people. [I] went to class with great people and professors. I felt that the professors had their doors open anytime. Every day, you woke up with a sense of possibility.”

While at Hamline, Max also took advantage of the ACTC program. Max said his video production class at St. Thomas directed him towards the field of Communications and, eventually, his career path.

Outside of sports, most of his time spent away from the classroom was interning at WCCO during his junior and senior years. Fortunately for him, this internship steered him to his present career.

Currently, Max works for WCCO, Channel 4. He serves as a sports anchor and reporter as well as sports radio host. His radio show, Sports to the Max, is hosted every night from 6pm to 8pm. On top of that, Max hosts the show Life to the Max on Saturday nights and owns The Sports Show that airs on Sunday nights, featuring popular Star Tribune sports journalist Sid Hartman.

When questioned on the favorite part of his job, Max wasted little time replying “the variety.” “With my job, I get the pleasure of dealing with different people all the time. I’m not assigned to cover just one sport. There is freedom to cover many sports. It’s about finding and paying attention to the ‘next big story’. Sports is a platform to be around many interesting people,” explained Max.

Max credits his Hamline education, most notably his communication based curriculum, for making him well-rounded. He said he especially benefited from the opportunity to work one on one with Professor Palmerton to create his major.

The best advice Max had to offer current Hamline students is to get an internship in whatever you want to do. After all, Max’s time interning as a junior and senior at WCCO served as a springboard for launching his career.

“A degree is only the beginning, not the ticket to success,” Max stated.
The NCUR Experience

By Jackie Bussjaeger

Fresh from the gloom of March in Minnesota, a large group of Hamline students and faculty members stepped into the blazing sun and heat of Layton, Utah, where they would be staying in a hotel for the next two and a half days. Shuttle buses carried them from Layton to nearby Ogden, the site of Weber State University and this year’s National Conference of Undergraduate Research (NCUR).

Hamline students and faculty have been attending the conference for years, and this year was no exception. From March 29-31, over 3,200 students attended NCUR, including students from colleges like the University of Minnesota and Mankato State.

Communication Studies Professor George Gaetano has attended the conference for the past three years, and accompanied the 41 Hamline students and four other faculty members, who left on Wednesday, March 28.

“NCUR is a good experience in doing a formal presentation,” Gaetano said. “Being able to present is not only great for your résumé, but once you’re a grad student it will probably also be a useful skill.”

Communication Studies Departmental Chair Patricia Palmerton, who attended NCUR a few years ago, added that even for those who do not go to grad school, experience with making a formal presentation is a valuable selling point with future employers.

The students who usually apply to go to NCUR have already completed collaborative research or honors projects and are ready to present their ideas before a panel of judges in fifteen-minute oral presentations, followed by a five-minute question-and-answer session. These sessions are attended by students and faculty members from many different universities, who ask questions, and who may provide feedback on content and delivery.

Hamline students have done very well in the past, and Gaetano considers it a very fulfilling experience for any student who wants to go further with his or her research.

“I was very impressed by the presentations that I saw; they reflected very strong research. [Students] made a very good showing,” Gaetano stated.

Hamline has a reputation for strong presentations based on solid research. In fact, she said that once a faculty member from another institution responded to Hamline Communication Studies student presentations by remarking, “What do you put in the water up there? These presentations were just great!”

For those interested in attending, NCUR isn’t all work and no play. Gaetano described the great time he had viewing Salt Lake City and taking in the sights of Utah, as well as becoming familiar with his traveling companions on the way.

“I really enjoy it because I get to know professors in other departments and also some [Hamline] students. I also get a chance to meet other students [from other institutions]. It’s very fun to get to know new people,” Gaetano said.

Gaetano explained that between 30 and 45 students are accepted to the conference each year, and he encouraged students to apply for next year.

“It’s a great experience,” he said. “It’s just a really wonderful opportunity to be in a setting with your peers, or if you go on to grad school, and it looks good on a résumé. Students have talked very positively over the years about what a good time they’ve had, and how it was such a good experience.”

If you are interested in presenting research outside of Hamline, at NCUR or other research conferences, talk with any Communication Studies faculty member about the possibilities.

Gaetano poses with Hamline students at NCUR.

What is NCUR?

The National Conference of Undergraduate Research (NCUR) allows students to present original research they have conducted.

Undergraduate students from across the county are chosen through a competitive process to present their research at the conference. Students in all disciplines who have conducted original research in their courses, independent studies, honors theses, creative projects, and/or collaborative research are encouraged to apply.

To receive funding from Hamline to attend NCUR, there is an internal selection process. In order to be considered, interested students must submit abstracts around the beginning of November to a Hamline interdivisional selection committee that will make recommendations for Hamline NCUR representatives.

To find out more information, visit www.hamline.edu/cla/collaborative-research/ncur.html.
Classes with visiting Professor Justin Killian tend to have something in common: they are high priority classes for students. Luckily, the eight students in his Persuasive Cases and Campaigns class were able to secure a spot, and have quite a bit to say about their experience.

Persuasive Cases and Campaigns, COMM 3639, is a course which studies the principles of persuasion in the fields of public relations, political campaigns, nonprofit communication, corporate messaging, social movements, and public image building. It is a course which aims to help students develop their ability to critically analyze campaign messages. Students can sign up for this class annually, and it does not have any prerequisites.

Although the title of the course may be misleading, discussion of campaigns does not directly correlate with a class based solely on politics. As one student in this semester’s class, sophomore Taylor Williams, explained, “It’s more about how campaigns over time create changed meanings, and the effect they have on society.”

Williams also stressed that this course could be interesting for a variety of majors. He said, “I’m just learning so much. We’re learning about topics that could be helpful in many areas, not just public relations and advertising, but also psychology, history, culture studies, or political science. There are just so many aspects you can take from learning about campaigns.”

Professor Killian’s teaching style, as well as a small class atmosphere, also helps to make this an exceptional experience. Another sophomore in the class, Madison Schepers, said, “Having only 8 students in the class makes it easier to involve everyone in class discussion. It makes you feel more comfortable speaking out.”

Schepers also mentioned that her reason for taking the class in the first place was because Professor Killian was teaching it. She said, “His lectures are very clear and he’s always very helpful. If you don’t understand something, he can always explain it another way until you understand.”

Junior Mandela Oesterreich, added, “This is my favorite class I’ve ever taken at Hamline, and it has a lot to do with Professor Killian’s teaching style. He’s always switching it up – one day he’ll formally lecture, the next day he’ll sit with us and have a conversation. It’s nice not always knowing what to expect.”

Inside the classroom, students have each selected a campaign to analyze over the course of the term. The students have had leadership days where they taught the class about their campaigns and have also written case study analyses.

(Continued on the next page)
Twitterrrific, or is it? *Twitter Trends in Political Comm.*

By Andrew Brady

Political networking options to date include door knocking, rallying, and phone calling. However, with networking alternatives today such as Twitter, Facebook, Tumblr, and Flickr, political communication is changing. Let’s take Twitter for instance.

Any tech-savvy person will tell you that Twitter is great for electronic networking, promotion, and finding out way too much information about your friends. But is it possible that Twitter can predict the future?

In terms of politics, the notion may actually be possible. The Washington Post developed a tracker dubbed @MentionMachine to tally Twitter’s daily mentions of each candidate in the coming election. The @MentionMachine graphs tweet volume for each candidate on a timeline to display trends of chatter.

Trends become considerably more useful, however, when the statistics are isolated. Consider the Nevada primary: on the day of the race, Romney received around 10,500 tweets (44.8% of total candidate tweets for the day), Santorum about 2,250 (9.6%), Paul about 4,000 (17.0%), and Gingrich about 6,700 (28.6%). Now compare that to the number of delegates won in the primary: Romney won 14 (50.0% of the delegates), Santorum 3 (10.7%), Paul 5 (17.9%), and Gingrich 6 (21.4%).

The numbers match up almost exactly. And that’s been true of almost every primary race when the tweet volume statistics are superimposed on top of delegate counts.

This could mean that social media may actually provide accurate reflections of decisions like the Republican primaries. With this insight, it might be possible to predict November’s presidential race before any votes have even been cast.

With the elections coming up, what do Hamline Comm. Studies professors have to say about political communication techniques, especially as political communication is turning digital?

Hamline Communication Studies Professor Justin Killian, who served as Lead Field Organizer on Hillary Clinton’s 2008 campaign, weighed in on the phenomenon.

“Twitter [is] the new means for grassroots organizing. So I think that as we see the proliferation of these technologies that people are going to use them to do the traditional consciousness raising and social movement organizing that we once saw happen through other mediums of communication. [Twitter can] put pressure on elected officials in ways that the national media doesn’t,” Killian said.

Meanwhile, Comm. Studies Professor Verna Corgan, who has taught Political Communication at Hamline numerous times, also commented on the topic.

She stated, “If you get, say, a cycle of two or three really accurate predictions out of [@MentionMachine], then you look at that and say ‘So-and-so is so much ahead, there won’t be any use for me to be involved, or to vote, or to volunteer to go door-knocking’, or anything else. It’s a foregone conclusion.”

Some interpret the predictability seen on @MentionMachine as an “end all” to other campaigning tactics. However, perhaps this view is short-circuiting other campaigning attempts, especially when it leaves persons feeling powerless to evoke change in the system. If voters view Twitter statistics as solid fact, then it may deter them from even attempting to get involved.

Regardless of your views on the legitimacy of Twitter and its prophetic abilities, it is one of the many technological advancements that is changing political communication. Websites, such as Twitter, which at one time were thought of only as social media are now being used for political campaigning and election polling.

While face-to-face political communication of the past is still employed, Professor Killian noted, “Since anyone can be a journalist—anyone with a smartphone and a few hours on their hands can upload a video and it can go viral, political communication needs to be reevaluated. Communication is changing, and it’s impossible to ignore it.”

Campaign Communication (Continued from page 4)

As their final project, students will be writing a formal critical analysis. Specific campaigns that students are looking at include: Nike’s *Just Do It*, Dove, Victoria’s Secret, and Pepsi.

When asked what they would tell a student who is on the edge about taking this class, Oesterreich, Williams, and Schepers all readily replied, “Take it!”

All three students stated that not only has this class improved their writing, communication, and persuasive skills, it has also sparked their interest in campaigns and public relations, topics they weren’t interested in before. So, while registering for classes, keep in mind Persuasive Cases and Campaigns—a whole new experience and interest could be waiting.

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Jeff Sonntag ‘12

“Do not listen to the horror stories you hear about Small Group Comm. It really is not that bad. Western Rhetorical Theory is tough, but if you do the work you should be fine. For one of your Comm. electives take Critical Media Studies with Justin Killian. That class is awesome!”

Lucy Nguyen ‘12

“My favorite Comm. Studies class was Small Group Communication. It was by far the most uncomfortable class I had to take but I learned and grew a lot from my experiences in this course.”

Connor Moore ‘12

“Public Speaking is a great class because you learn skills to use later in life. No matter your career choice, you will have to talk to people and probably give presentations, defend your work, etc. Another class that is a must is Critical Media Studies. It helps you analyze who is putting messages on the airwaves and is so eye-opening it will keep you interested, I promise.”
Tag Teamin’ It
By Rachel Marzahn

If it takes two to tango, why not take two to teach—the metaphorical dance called conflict, that is?

Although Comm. Studies Departmental Chair Patricia Palmerton and visiting Professor Justin Killian have each team taught before, for the first time in Hamline history, Palmerton and Killian have paired up to teach the course “Communication in Conflict Situations.”

Palmerton’s absence at the beginning of the semester led to the team teaching opportunity. While she was away, Killian stepped in to kick off the course, agreeing to co-teach upon Palmerton’s return.

Palmerton’s knowledge in communication, alongside Killian’s political expertise, allowed them to pull from their collective experience and teach the course together. They jointly restructured the class, bringing in new ideas to the old curriculum.

“It’s a completely collaborative process,” remarked Killian. Grading is a joint discussion.

Wherein after reading papers separately, they come together to discuss and evaluate collaboratively at weekly meetings.

Palmerton elaborated, “It’s pragmatic. There is a level of trust that what one of us comes to the other with is going to work. In most things we try to connect with each other.”

Not only has team teaching strengthened the class, but both feel this experience has also strengthened their individual teaching. Killian stated, “I have learned new ways to explain old concepts.”

Palmerton concurred, “It’s nice to have someone else to look at it from a different angle. It’s a wonderful and different kind of learning experience. I have done it before, and I always learn so much.”

Unfortunately, team teaching is not a frequent occurrence because it requires so many campus resources. Palmerton and Killian said they wish more professors were able to do so.

Palmerton stated, “I wish we had more opportunities to team teach. I think it is helpful for instructors and students to have the different perspective that each professor brings.”

Palmerton Looks Forward to Year Ahead
By Paige Stein

Traveling to Great Britain, spending time researching, and designing a website—all in a year’s work. As she prepares for the 2012-2013 academic year, Communication Studies Departmental Chair Patricia Palmerton is looking forward to an exciting time ahead. She will lead the Hamline in York program in the fall and will hopefully go on sabbatical in the spring.

In the ancient city of York, amidst a landscape of Roman walls, parish churches and a grand cathedral, Palmerton, as the on-site Hamline professor, will teach a course on interpersonal communication. Making use of theory and practical applications, the course will provide insight into improving one’s communication and assessing others’ interpretations and intentions.

Palmerton said she also plans to have students reflect on their experiences abroad.

“I will be putting together certain exercises to have people analyze situations they are encountering. I will adapt the course to the context we are in,” remarked Palmerton.

Following her fall semester in York, Palmerton plans to go on sabbatical. She hopes to spend time working on her research on domestic abuse, which she began during her 2005 sabbatical, and also designing her website on oral communication resources.
Thoughts from Senior Erik Burgess...

Graduating senior Erik Burgess studied in Argentina last fall. Below, he shares some insights from his time abroad.

To blog, or not to blog? What a stupid question. I’ve never been a fan of writing in a diary, and I don’t particularly like blogging. The verb itself makes me squirm. We had to blog for one of my Communication Studies classes a couple years ago, and I hated it. Still, I found myself asking this very question last semester during my study abroad.

I traveled to Córdoba, Argentina in August to study for roughly 5 months last fall. As a Gilman Scholar, and a recipient of a nice, big check to go towards my study abroad fees, I had promised to blog about my experience. Despite my reluctance, it ended up being a fairly insightful experience for me.

This trip was the first time I had ever left the United States, save a couple of short trips north of the border to Canada, and suffice it to say, I didn’t realize living abroad for so long could be so difficult. In a completely foreign environment, I found myself literally coming to terms with who I was as a person, and blogging actually helped me ground myself. On some days, when my Spanish was failing me, I would come home to my host family, barricade myself in my room and write. As a Communication Studies major, I should have realized learning to communicate with myself is just as important as communicating with other people.

This blogging also led me to some really eye-opening discoveries. One of my favorite posts I titled “Gringo like Me,” in which I discussed what it was like being white in a non-white environment. In the entry, I wrote:

“I get stared at on the bus. I have now absorbed the feeling, and it doesn’t affect me as much as when I first arrived, but it’s noticeable. It crawls into your skin. I don’t like being stared at. … I now – sort of, and on a much, much smaller level – know how the minorities in my community back home could feel. It really is a cold splash of water in the face. You find yourself asking: ‘Do I stare at people like this?’

“It’s a lesson that I could never have learned living at home my whole life. Even moving from ‘small town’ Grand Forks, North Dakota to ‘big city’ St. Paul, Minnesota, I never had experienced this before.”

By the end of the entry, I really found myself hitting my stride, picking apart and analyzing my experience as a gringo in Argentina. “I don’t feel unsafe,” I wrote. “I feel apparent.” It was a hugely important experience for me, and I am no longer reluctant to admit that blogging helped me realize it.

Did I fall in love with blogging in Argentina? No, but I did realize that articulation is often the first step in understanding, even if you have to articulate it on a stupid blog.
“What is eloquence, in effect, but wisdom, ornately and copiously delivered in words appropriate to the common opinion of mankind?”
-Giambattista Vico