

MAY 2019 | VOL 19 | ISSUE 1

THE OUTLET

Department of Mass Communication



HANEY HOWELL

IN MEMORIUM

A Letter from the Editors

Dear Reader,

Welcome to the nineteenth volume of *The Outlet*. Our MCOM 471 class has worked hard to write stories and put the newsletter together for your enjoyment. We hope you find the content of this volume insightful, informative, and inspiring and that you enjoy reading it as much as we enjoyed working on it.

For new readers, the aim of *The Outlet* is to increase communication among students, faculty, staff, and alumni of the Department of Mass Communication.

We, as a team, would like to thank our classmates who contributed their stories to this issue. None of this would have been possible without their help and support.

As always, happy reading!

Sincerely,

Editors

Greta Conboy, Morgan Evans, and Imani Belton



Greta Conboy is a junior IMC major and student-athlete for the womens soccer team. She loves being creative and wants to use her major to serve others.



Morgan Evans is a senior IMC major with a passion for marketing and public relations. Morgan graduates May 2019 and is currently on the job hunt. When she is not working, she loves being outdoors.



Imani Belton is a junior IMC major, Leadership Studies minor. She will be the Winthrop Student Body President for the 2019-2020 school year. She loves being creative!

This edition of
The Outlet is dedicated to



Haney Howell

It is commonly said that legends never die because their legacy lives on, and in the case of Haney Howell, that could not be more accurate.

Howell worked as a CBS war correspondent during the Vietnam War. He joined the Winthrop team in 1988.

In 2012, Howell retired from the mass communication department, but the legacy he built will remain for years to come.

Howell died on February 11, 2019.

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THE JOHNSONIAN

Hot off the Press

by **Greta Conboy**

Established in 1923, The Johnsonian is a weekly student newspaper designed to inform the campus and community of what is going on at Winthrop. The paper provides students with hands-on skills which can be applied in many fields.

The staff meets twice a week to discuss current news and event on campus. It is published during fall and spring semesters with the exception of university holidays and exam periods. Each issue is released on campus every Wednesday.



Follow The Johnsonian on Instagram, Twitter, and Facebook:
@thejohnsonian

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“The paper is more than just a place to discuss the hot topics on Winthrop’s campus; it really creates a family atmosphere where we meet some wonderful people.”

- Cheyenne Walsh,
*Managing Editor of
The Johnsonian*



Professor Frederick meets with the spring 2019 students for WUNABJ.

Join the NABJ

Networking to the Next Level

by Christina Harmon

With help from the Charlotte chapter the Winthrop chapter of NABJ was founded in 2009, the first student chapter in South Carolina. The purpose of the organization is to network with professional journalists and educate members and the community about the history of NABJ and the issues the association seeks to address. The WUABJ encourages mass communication students to join and build their skill sets.

Students can focus on professionalism and key issues. At workshops, students are able to work on resumes, website building, and interviewing while working towards a degree in mass communication. During Black History Month, the organization held its second annual etiquette dinner celebrating Black excellence. Professionals spoke about personal branding and financial literacy.

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I see potential in this organization and I believe in the purpose of the NABJ. I want to help as many students grow as possible.

- Brooke Frierson

President of WUABJ

Each semester the NABJ plans to have panel discussions, media mixers, black history program, social networking events and community service tasks.

THE RODDEY MCMILLAN RECORD

Tiny, but Mighty

by Akiera Davis

Thirty-three years ago Winthrop began publishing the Roddey McMillan Record (RMR). The “Roddey Mac” is a student-run publication that focuses on issues related to the minority community. Recent hot button topics include immigration and black lives matter.

The RMR was started by Gail Harris and is named after Dr. Cynthia Roddey and Attorney Sheila McMillan, notable Winthrop alumni. Roddey was one of the first African American students to attend the university in 1964. McMillan was the first African-American alumni member of Winthrop’s Board of Trustees.



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Our staff is small, but we are extremely passionate about what we do. Jaraya

Johnson

Editor-in-Chief of RMR

Since its creation in 1986, the newspaper has thrived. Today, the Roddey Mac has 10 staff writers. Any student interested in writing for the RMR has the opportunity to do so, regardless of their major. Jaraya Johnson, Editor-in-Chief of RMR, said that there is no “set in stone” rule for those who want to write for the Roddey Mac.

“I usually just let interested students write an article and it’s kind of their ‘audition’ piece,” Johnson said. “We make it our goal to mold our writers and are always available to help anyone with anything,” she said.

The RMR is released on the last Wednesday of every month. More information on the RMR, as well as electronic copies of the monthly issues, can be found online at www.roddeymac.com

SC HUMANITIES & MCOM UNITE TO SAVE NATIONAL ENDOWMENT FOR THE HUMANITIES

The News Literacy & Future of Journalism series stand against Congress

by Morgan Evans

Winthrop University's Department of Mass Communication and the South Carolina Press Association have teamed up to shed light on a national initiative to inform citizens about the humanities and journalism through a series of News Literacy and the Future of Journalism events. Most events in the eight-month series were hosted by Winthrop University and were free to the public.

Each event focused on a specific topic featuring a keynote speaker knowledgeable about the chosen topic.

For 44 years, South Carolina Humanities has hosted events to promote critical thinking and cultural understanding and to deepen cultural infrastructure.

With this particular series the organization targeted budget cuts that President Trump's administration has made to eliminate the National Endowment for the Humanities (NEH).

The NEH funds humanity councils, similar to South Carolina Humanities.

According to South Carolina Humanities, cutting the budget for NEH decreases the accessibility of our nation's history and cultural heritage among current and future generations.

South Carolina Humanities says it hopes this series "urge[s] Congress to reaffirm its strong bipartisan support for NEH and reject any efforts to eliminate it."



Dr. Reel celebrates a successful event with David Fahrenthold and other keynote speakers.

SUPPORT THE CAUSE

***How can you support
SC Humanities?***

If you want to support the South Carolina Humanities initiative to save the National Endowment for the Humanities (NEH), you can engage in its statewide work by joining the Friends group, volunteering, donating, or writing letters to legislators.

**You can make
a difference.**

Visit

**<https://schumanities.org/support/> for
more information.**

MCOM TRAVELS TO SPAIN IN 2020

Where will MCOM take you?

by Maliyah Williams



Students will visit the Cathedral de Sevilla on the faculty-led, spring break 2020, trip to Sevilla, Spain.

Have you ever wanted to study abroad, but didn't want to be away a whole semester? Now you can! The Department of Mass Communication will host a faculty-led study abroad trip during spring break 2020. This trip will allow students to experience Spain in a unique and affordable way. Mark Nortz and Bonnye Stuart, mass communication faculty members, will lead students through the beautiful city streets of Seville, Toledo, Madrid and Barcelona.

The program cost includes round trip flight, transportation in Spain, hotels, guided tour, entrance tickets, all breakfasts, three dinners and cultural and social activities.

Students who want to go on this trip must enroll in one of three classes during the Spring 2020 semester: International Communication (MCOM 302), Digital News Writing (MCOM 226), a practicum (MCOM 464).

If you are interested in going on the Spain trip, talk to your academic advisor or contact Bonnye Stuart, study abroad coordinator, at 803.323.4537 or stuartb@winthrop.edu.

Itinerary for the Spain Trip

March 13 Fly from CLT to Seville, Spain

March 14 Arrive in Seville

- Meet local tour guide
- Settle into hotel
- Free day
- Welcome dinner

March 15 Seville

- Visit university in Seville
- Media project activities

March 16 Seville to Toledo

- Travel to Toledo: "the city of three cultures"
- Panoramic drive around the city
- Church of Santo Tome

March 17 Toledo to Madrid

- Travel to Madrid
- Media activities
- Group dinner

March 18 Madrid

- Guided tour of Madrid
- Puerta del Sol
- Plaza Mayor
- Plaza de Orienta
- Visit the Royal Palace and Prado Museum

March 19 Madrid

- Free time
- Media site visit
- Media project activities

March 20

- Travel to Barcelona by train
- Guided tour
- La Sagrada Familia
- Mountjuic Hill
- Barrio Gotico
- Barcelona Cathedral
- Group dinner

March 21 Barcelona

- Free time
- Media project activities
- Media site visit

March 22 Depart from Barcelona, Spain to CLT

MASS COMMUNICATION DINNER

Celebrating the Department Together

by Makayla Mauney

The mass communication dinner is an annual event organized by the Public Relations Principles, MCOM 370, class. The dinner is a great opportunity for students and professionals with similar interests to share stories, network, and celebrate the success of graduating seniors.

It also provides a platform to acknowledge the work of student-led organizations, and to present scholarships and special awards to hard working individuals. Planning the activities allows students to be a part of an event that is organized by their peers, and to have something significant to put on their resumes. This event has been a part of the Department of Mass Communication for 30 years.

The MCOM 370 class plans the event by committees, such as entertainment, visuals and decorations, greeting, and individuals who emcee the event. Each committee has an important role to plan the success of the dinner. The goal each year is to honor the graduating class while making sure the guests are engaged. This year's 2019 theme is the "Golden Days of Media" which is a spin off of the Golden Globe Awards.

Those who have attended the dinner and planned them are glad to be a part of something so meaningful. "Right now, I am planning the mass communication dinner with the MCOM 370 class and it's really a blast," said Samanta Czapp, Integrated Marketing Communication major. The dinner can be attended by any student and is a great opportunity for networking.



Students in the MCOM 370 class work together to plan the event.

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Planning the dinner can be a lot of pressure, but it is great hands on experience and something to add to my resume.

Samantha Czapp
IMC



Five students stand in recognition of their induction into Kappa Tau Alpha.

1970 Johnsonian Staff Award for Excellence

In Depth Reporting Cheyenne Walsh, Zuri Anderson

Opinion Writing Victoria Howard

Feature Writing Matthew Thrift

Photography / Video Shannon Simmons

Internship Supervisor for 2018-2019

Sonja Burris

Terry Plumb Writing Awards

News Story Oriana Gilmore

Feature Sports Story Cheyenne Walsh

Multi Media Brook Frierson

Page Design Caroline Riggs, Cheyenne Walsh

South Carolina Broadcasting Foundation Scholarships

Christopher Adams

Tatianna Davis

Taylor Evans

Brook Frierson

Individual Award Winners

Outstanding Junior

Regina Cobb, Orianna Gilmore

Leadership Award

Cheyenne Walsh, Nicholas Oxendine

Haney Howell Outstanding

Senior in Broadcasting

Morgan Lowers

Outstanding Senior in Journalism

Tea Franco

Outstanding Senior in DIFD

Bobby McCree III

Outstanding Senior in IMC

Morgan Evans

MCOM Top Scholar

Zuri Anderson



”

Eagle Air is an awesome outlet to share your opinions, and is open to crazy and out there ideas.

**Trash Talk Host
Taylor Evans**



To listen to music or student shows on Eagle Air, go online to TuneIn.com and search Eagle Air Winthrop, or tune in to 98.3 FM.

WINTHROP RADIO RETURNS

Eagle Air Is Back On Campus

by Jordan Youngdahl

Winthrop University's radio station, Eagle Air, has recently returned to the airwaves. It all started with an interest meeting where dozens of students expressed interest in reviving the student-run station. After the meeting, a group of six students came together under the direction of Dr. Joseph Kasko and Professor Mark Nortz to get the station back up and running.

After a semester of planning, the radio's comeback was promoted on the Eagle Air Twitter and Facebook feeds, as well as at events such as Open Mic night in the DiGiorgio Center on campus.

Located on the first floor in Johnson Hall, the station is now entirely functional and student-run, from student host to station managers, and is overseen by Dr. Kasko. After holding auditions last semester, 12 student-run shows were selected to air. The station is steadily gaining popularity and viewership among the student body.

"I like being a part of Eagle Air because of the freedom and opportunity that it gives to its students!" says sophomore Taylor Evans.

REACCREDITATION FOR MCOM

Time to track student success!

By Imani Belton

Winthrop's Department of Mass Communication is ACEJMC accredited. ACEJMC stands for, Accrediting Council on Education in Journalism and Mass Communications.

ACEJMC is a national board that sets the standards for mass communication and journalism degrees across the country. To earn ACEJMC accreditations the school must follow specific protocol.

All professors in the mass communication department, work diligently on this accreditation process, so Winthrop's program remains one of the top accredited programs in South Carolina.

We are always working on assessment, the step before reaccreditation. We will send it in to ACEJMC and they will read the report and send a site team to interview faculty and examine our facilities.

"While it is a lengthy process it is very crucial process because it means that our students graduate from an ACEJMC accredited program," says professor Dr. William Schulte.



Dr. Nathaniel Frederick II teaches within the Department of Mass Communication.

STEPS TO BECOME ACEJMC ACCREDITED PROGRAM

1. Undertake a self-study to examine faculty, administration, and students.
2. Have educators visit the campus to review faculty, administration, students, facilities, and resources
3. Have the national committee come to the campus and review and discuss all of the findings from the staff at the campus and from visiting educators
4. Receive accreditation!

MASS COMMUNICATION STUDENTS BALANCE INTERNSHIPS AND SCHOOL

By Noah Wright

Many students in the Department of Mass Communication, whether required to or not, elect to build their resumes and put their skills to the test with an internship during their junior and senior year.

“I knew that balancing my course work and internship would be very difficult, but I have always taken at least 18 hours a semester, so I was ready for the challenge,” IMC student Morgan Evans said. Evans has had a lot of experience with being busy. She completed a spring 2018 internship at Piedmont Medical Center (PMC), and is currently interning at CCP Web Design in Charlotte. She believes having a diverse skill set and willingness to work are essential for finding a good job.

The spring internship meeting brought many internship representatives to Johnson Hall to meet with students.

The list of attendees were:

Kristen Easler - Manager for Interstate Solutions
 Marie Cheek - Community Relations Coordinator for Rock Hill Culture & Heritage Museums
 Samantha Kriegshauser
 Director of Operations at Adult Enrichment Centers
 Sonja Burris - Communications Director at Rock Hill/York County Convention & Visitors Bureau
 Crystal Bristow - Vice-President of marketing at Jenkins Electric
 Monica Hanna - Marketing Event Coordinator at Keystone Substance Abuse Services
 Kaitlyn Cannon - Multimedia Specialist at SC ETV
 Laurabree Monday - News Director and Anchor at CN2 News,
 Anne Marie Holder - CEO of SPARK Strategic Ideas
 Caitlin Dobbins - Integrated Marketing Specialist at Anne Springs Close Greenway
 Courtney Denton - Board Member of Pathways Community Center



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You have to be able to take initiative and offer skills that make your internship supervisor value you as an intern.

Morgan Evans

IMC

ALUMNI SPOTLIGHT

They may be gone, but they're never forgotten.



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It took a lot of hard work to get here, but I have to give most of credit to the IMC program at Winthrop.

Alina Abedin

*Account Strategist
at Google*

WINTHROP PRODUCES A TRIPLE THREAT

How IMC led Alina Abedin to Land Her Dream Job

by Morgan Evans

Just two years after graduating, Alina Abedin has landed her dream job, and she gives all the credit to the Integrated Marketing Communication (IMC) major at Winthrop University.

In January, Abedin accepted a job as an Account Strategist at Google. “I got a message from a Google recruiter saying my experience, achievements and work were impressive and they’d love to learn more about me. I actually thought it was a scam,” Abedin said about the message she initially received on LinkedIn. Fortunately, the message she received was anything but a scam.

“Google has always been my dream company, but I never imagined I would get there only two years after graduating from college,” Abedin said about landing the job.

While it still took a lot of hard work on her part, Abedin credits the IMC department’s “real world scenarios with real world clients” for properly preparing her.

Abedin often refers to herself as a “triple threat” which includes vast knowledges of creative, communication, and business skills that she developed during her time as an undergrad.

Rigorous course work, a mandatory internship, and available department resources help prepare students like Abedin to enter the competitive workforce after graduation.

When you Wish Upon a Star!

Eva, IMC alumina, was accepted into the Disney College program before graduation

By Imani Belton



The transition from college to the real world can be daunting, but not when you are Winthrop IMC alumna Eva Owusu who moved to the happiest place in the world after graduation. Owusu, a December 2018 graduate was fortunate enough to get accepted by the Disney College Program as a photographer even before her graduation day.

After getting settled in Orlando, Owusu went through Disney's specific training: learning day and night photography, staying in character in the park, and working with her character. "When I first moved here, I spent my days watching Disney movies because I did not know some of the characters and I wanted to be able to talk to kids about the characters when I take pictures of them," said Owusu.

Owusu currently works in Epcot Park with Disney movies Big Hero 6, Inside Out, Wreck It Ralph, and Frozen. She also works with park favorites like Micky, Minnie, and Goofy. She will work at Disney until May and then in the fall she will be moving to Pennsylvania to start her master's degree in Media Studies while working as a graduate teaching assistant at Penn State University.

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Working here has been a dream and I am so fortunate to be able to have this experience before I jump into graduate school.

Eva Owusu-Coleman
Photographer for Walt Disney World

FRENCH QUARTERS

Firsthand accounts of French students in the US



BUYING A CAR IN THE USA

The journey of a French student buying a car in the United States

by Mathilde Rovira

French students planning to stay in the United States for a long time might want to buy a car. Let's be honest, without one, you can barely get around the region.

Tons of questions arise when you want to buy a car. Where to buy it? What type of car? Should I buy it from a car dealer or an owner? Should I look for a new or used vehicle? Do I want an SUV for road trips or a smaller car? Answering these questions will help you make the right choice.

Buying a car depends on your needs, tastes, and most importantly, your budget!

The first thing that came to my mind when I decided to buy a car was, "Where's my dad?"

I wanted to start looking for my car, but where? How does a French student know where to look? My French community here at Winthrop has been a wonderful help to me.

First I looked on Craigslist, but worried about various traps and scams. One tip, you can check the VIN number of the car to view its history to help you decide if it's a good deal or not.

Craigslist was too complicated for me to find a good deal, so my next option was to find a reputable car dealer.

Then came the most difficult part of the process for me: the language barrier. Trying to understand English and talking about cars was tough! After 30 minutes, I tested the car and made a deal! I bought a beautiful black Ford Fusion, one that will take me on many adventures here in the U.S.

Next came buying the insurance. Everyone told me when I started looking, "You don't need insurance now, you'll get it later," but I couldn't drive my car away without insurance. This is when I realized we're lucky in France to pay only 40€ per month for insurance.

My problems were solved a week and a half later when my insurance got approved. I was finally able to get my car!

You will still need to complete payments at the DMV once you have the car and insurance, but if you just take one step at a time, everything will eventually be fine!



Mathilde's beautiful black Ford Fusion!

DO YOU SPEAK SOUTH CAROLINIAN?

Merci to the Community

by **Noelie Kanor**

French students spend a lot of time back home studying academic English with their British professors. What a shock when they arrive at Winthrop and can't even understand where a sentence starts and stops!

The struggle won't last, you just need to get used to the South Carolinian way of speaking. The South Carolinian accent is just like the "accent Marseillais," hard to understand, but friendly and picturesque.

Locals also have a lot of slang expressions that may seem weird at first. I can't count the number of times I felt completely off guard when someone said to me "Sup?" - meaning "What's happening." I tried to answer in different ways like "I'm good, How are you?" or "Nothing much is happening, you?." But I learned on Google that I am just supposed to respond "Sup!," weird! There are other language specificities such as "Y'all" meaning "You all" with which South Carolina start almost all their sentences. There is also "Gotcha" which means "I understand what you said, don't worry." Once y'all are used to these expressions, they'll become your favorite slang words.

Southerners are polite people and use "ma'am" when they speak to females. The first time someone called me that I misunderstood it for "Mom." I quickly put an end to the awkward conversation.

Southerners are also very affectionate and will call you "sweetheart," "honey," "sweet child," even if you just met them.

My French classmates and I were surprised when one of our professors called a French student "baby girl" because the student was sick.



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Being an international student often means using Google Translate more than Instagram.

Noelie Kanor

IMC

Speaking English can be hard. Please don't forget to pronounce the "h" or people will not "help" you when you need it. The emphasis on syllables is also really important because Americans will not understand you if you pronounce the word wrong, even if you say it a thousand times. It's important to remember that all of these struggles are just a part of the fantastic journey we are on.

A Day in the Life of a French Student at Winthrop

What is the daily schedule at Winthrop for an international student?

by Mathilde Rovira

8:00 a.m. Monday morning, the alarm rings. It's time to get up and get ready for class!

9:30 a.m. The day begins with Advertising Copy and Layout class in Johnson Hall. A great course to start our day. It's very interesting and we learn a lot.

10:45 a.m. Class lasts only an hour and 15 minutes which is really great! Here at Winthrop, students do a lot of work outside of classes. So we go back to our apartment to work on our projects and do our homework.

12:00 p.m. Best part of our day - cooking a meal that makes us feel a bit more at home.

1:40 p.m. Break is over; time to go back to class.

2:00 p.m. Math class starts and it's our worst nightmare... so difficult to understand!

3:15 p.m. End of class. It's time to call our family and friends in France on our way back to our apartment.

3:50 p.m. Time to relax. We all go to the West Center for a workout session.

5:30 p.m. We're exhausted so what's better than a Starbucks drink to give us some energy?

6:00 p.m. Back at our apartment with a lot of homework to do (especially in math), relaxing while watching Netflix, cooking, etc.

Tomorrow is a full day again, but we're at Winthrop. Lucky us!

Did you know?

France's clock runs six hours ahead of South Carolina!



Au revoir!

French students in the airport on their way to the U.S.