

THE OUTLET

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This issue of The Outlet is dedicated to

Dr. William "Bill" Click

We want to take this opportunity to recognize and appreciate the contributions of Dr. Click to Winthrop's Department of Mass Communication and the journalism industry.

Letter from the Editor

Dear Reader,

Welcome to the 22nd volume of The Outlet! My IMCO 471 class has worked tirelessly to write articles and put together this newsletter for your enjoyment. I appreciate everyone who lent a helping hand in the creation of this newsletter, and I hope you find it inspiring, informative and a fantastic read.

If you're new to The Outlet, the aim of this newsletter is to facilitate communication between faculty, staff, students and alumni of the Department of Mass Communication.

I would like to give a special thank you to my fellow classmates who contributed their amazing work to this newsletter. None of this would be possible without their help.

Happy reading!

Sincerely,
Ainsley Lord, Editor

Speaking of Redesigning the Curriculum!

Dr. Click revamped the curriculum on behalf of Integrated Marketing Communication majors. Faculty in the mass communication department are yet again hard at work trying to change the curriculum, specifically for IMC majors! This major is currently split between the College of Arts and Sciences and the College of Business. With this possible revamp, IMC majors will be wholly a part of the College of Arts and Sciences. Still housed in the mass communication department, IMC majors will work closely with mass communication majors in broadcast and journalism.



Dr. Click's Life and Passing by Ainsley Lord

Former chair of Winthrop's mass communication department, Dr. William "Bill" Click, passed on Sept 15. The mass communication department was shaken with the news, and wants to take this opportunity to recognize some of the contributions Dr. Click has made to the MCOM department.

Known as "Bill" by his friends and acquaintances, Dr. Click was a nationally known figure thanks to his contributions to both academics and the journalism industry. Click was first inducted into Kappa Tau Alpha, the journalism honor society in 1959, followed by his induction into the Ball State University Journalism Hall of Fame in 1987, the College Media Advisers Hall of Fame in 1994, and the Central Michigan University Journalism Hall of Fame in 2005.

Dr. Click taught at Ohio University from 1965 to 1983 before joining Winthrop as the department chair in 1987. Throughout his time here, Dr. Click led the mass communication department through various changes and advancements in technology that have helped shape mass communication education and the profession. He also led the way in securing Winthrop's mass communication department's first national accreditation, which came in 1997.

Click pioneered the addition of the Integrated Marketing Communication (IMC) program at Winthrop, recognizing the educational needs in the public relations, marketing and advertising fields. Partnering with the College of Business, the first IMC class was offered in 1999. Click also led the way in redesigning the curriculum to focus more on multimedia storytelling and social media.

Click retired from the mass communication department in 2013, and his shoes have been filled by our current department chair, Dr. Reel. After his retirement, the department created a mass communication scholarship to celebrate the legacy he left behind. He is also honored by the J. William Click Outstanding Senior in Journalism Award given each year at the spring student awards ceremony.

Winthrop's mass communication department would likely look very different if it wasn't for the dedication and love that Dr. Click had for journalism, mass communication and Winthrop University.



Darren Frasier at work.

Winthrop Track Athlete Discovers Passion for Content Creation While Overcoming Heart Condition

Darren Frasier starts Frasierfilmz as he waited for doctors to decide if he could compete again
by Austin Spencer

While out for the fall track season with a heart condition due to Covid-19, Darren Frasier started Frasierfilmz, an Instagram page to serve as a portfolio of his pictures and videos of various athletic events. "Without my heart condition, I wouldn't have started Frasierfilmz," Frasier said.

During his sophomore year, Darren Frasier, a student athlete and mass communication major, caught Covid-19. He caught the virus several times, but had no adverse effects. This time, doctors found an enlarged right side of his heart, and another issue that showed up in genetic testing. Frasier was told not to compete in athletics while doctors decided if it would be safe for him to return to the track. During this time, he decided to stay connected with his teammates through content creation. "I knew I wanted to be a part of the team while not competing," Frasier said. Fortunately, his doctors were able to clear him, and he continues to create content for his Instagram portfolio.

His digital content creation spotlights several sports. "I enjoy making content for all sports. Each sport comes with its own individual challenges and ways to edit," he said.

Frasier is back competing on the track, and continues to impress his peers with his photography, recap videos and mashup videos for Winthrop sports.

Student Spotlight Emma Ann Lay

Emma Ann Lay is a junior mass communication major, and a leader on the Winthrop volleyball team. Lay is in the broadcast concentration of mass communication, and wants to be a sports news analyst.

"Being a mass communication major has allowed me to learn how to properly report across different media such as print, television, and radio, as well as how to write and speak within these different media," Lay says.



Experiences with Discrimination

The "Experiences with Discrimination" event was a great example of the diversity of thought that can happen on college campuses and I am excited to see that Winthrop's mass communication department is taking a role in amplifying the messages of underrepresented people. Conversations like these help Rock Hill continue to evolve into an equitable and fair community that is truly for all.

Cameryn Mitchell
Winthrop alumna

*Founder of Hustle Career Co.
Co-Chair of the Black Economic
Leadership League*



MCOM Days 2022

by Michaela Bartkowski

MCOM Days, Oct 24-25, was sponsored by the mass communication department. The events that took place were open to all Winthrop students, but were most appealing to those in the MCOM Department. Each event was focused around a speaker that shared their experiences in the mass communication world.

On Oct 24, Billie Jean Shaw, received the MCOM Alumna of the Year Award for 2022-2023. She is an Emmy-nominated and award winning journalist, and anchors for WIS News.

On Oct 25, Bert Hesse, the CEO of Studio South in Greenville, spoke on current trends in the film industry, and Lisa Sparks from The Charlotte Observer and Cliff Harrington from The Rock Hill Herald spoke on race, community and journalism.

An evening panel on Oct 25 was titled "Experiences with Discrimination." Reginald Brackett served as the co-moderator of the panel. Brackett is the chief of staff at Catawba Mental Health Center and is a Winthrop alumni with a BA in mass communication. Gigi Anderson served as the other co-moderator. Anderson is a teacher in Rock Hill School District and is motivated to inspire lifelong learners.

Cameryn Mitchell served as a panelist in the discussion. Mitchell is a Winthrop alumna and is the founder of Hustle Career Co. and the co-chair of the Black Economic Leadership League. Her mission is to prepare the future for a diverse workforce. Keira Fayall served as panelist. Fayall is also a Winthrop alumna and she works as a criminal detective at the York Police Department.

Time For An Upgrade

The Rebranding of the Resource Room in Johnson 220

by Jennifer Cruz Rojas

The Department of Mass Communication has been working to upgrade Room 220 into a space for students. The department has already made some changes, swapping out magazines and books for TVs and computers. The department's goal is to increase student use of the room. In a survey given by IMCO 471, the public relations writing and productions class, students were asked their opinions on what the room should be and what amenities would attract them to using the room.

Survey responses show a strong bias towards the room being used for studying and relaxing in between classes. One of the questions asked if students would attend department-hosted events in the room. Some of the events students asked for are professor meet-and-greets, community building activities and networking events. Students were also asked about renaming of the room. The IMCO 471 class came up with three possible names for the room: The Scoop, Studio 220 and the J Hub.

All survey results will be analyzed by the IMCO 471 class and recommendations will be submitted to the department. The department hopes to have the room fully renovated in the upcoming months, and hopes students will enjoy using the room.



What Our PR Classmates Are Saying

The IMCO 471 public relations writing and production class conducted a campaign to provide the department with student insight for the Resource Room rebranding.

Here's what our classmates had to say about the project.

"The room is already a really cool space, but I can't wait to see if we can give it even greater student appeal." - Senior integrated marketing communication major Ainsley Lord.

"I felt confident that our team could create and execute a rebranding campaign that would satisfy the IMC, MCOM and DIFD students' hopes for the room." - Junior integrated marketing communication major Austin Spencer.

"An update to the room was definitely something that was needed. Finding out what students and faculty want from the room through our class survey was beneficial information Dr. Reel will be able to use to create this new space for the department." - Senior integrated marketing communication major Julius Demunn.

Eagle Air!

Eagle Air is a Winthrop University student-led radio station that streams 24/7. Programming includes podcasts by students and faculty. The COVID-19 pandemic negatively impacted Eagle Air, but some dedicated students, and Joseph Kasko and Mark Nortz from the mass comm faculty are working diligently to bring back the station.

Eagle Air is a place where students are able to discuss topics pertaining to their interests, and which allows connections between students, faculty, and the Winthrop community.

The radio station team is working to gain awareness of the station and get more listeners. The team wants to continue to fulfill the overall purpose of the station as a medium of expression for the community, no matter whether it is a serious podcast or a fun interactive one.

Victoria Trump, IMC student, is working on a show where she will play music and invite guests that will draw the attention of students, such as President Serna, First Lady Serna, and other figures who represent Winthrop. The team hopes to spark a fire under the station again.



Nathaniel Frederick's Sabbatical

by Julius DeMunn

Nathaniel Frederick II is an associate professor of African American Studies and Mass Communication who joined the faculty in 2011. Dr. Frederick previously taught at Pennsylvania State University, California University of Pennsylvania, and Claflin University. His research focuses on the 20th-century intersection of media, cultural production and social protest. His teaching interests include media history, media law, media entrepreneurship, media literacy and minority representation in media. Dr. Frederick's recent work has appeared in peer-reviewed journals and edited volumes. He is also the co-editor of Great River Learning's third edition of "Media Ethics at Work: True Stories from Young Professionals."

Dr. Frederick has given research presentations at national and international conferences. The Association for Education in Journalism and Mass Communication (AEJMC) and the American Journalism Historians Association (AJHA) have recognized his research. He has also received several Scripps Howard Foundation fellowships.

Frederick's doctoral dissertation, "Praise God and Do Something: The Role of African American Gospel Artists as Social Activists, 1945-1960," investigated the relationship between African-American sacred music (gospel), cultural production and social protest during the African-American civil rights movement. Oral history interviews with gospel musicians were conducted as part of the research. The sabbatical allowed him to expand his dissertation into a book-length manuscript and conduct new interviews with gospel performers. Frederick used his sabbatical to further his research by conducting oral history interviews with gospel musicians in the Southeast and Midwest. His method of obtaining interviews required a significant amount of time and travel to various towns, cities and states. He attended various gospel music programs in order to meet and interact with gospel musicians.

After his sabbatical, Frederick's plan is to find a repository for the interviews and publish research based on his findings. He's excited to incorporate oral history in class assignments and eventually develop an oral history course.



Interested in Studying Abroad? Contact Information!

MCOM Study Abroad Coordinator

- Bonnye Stuart
(stuartb@winthrop.edu)

International Center

- 218 Dinkins Hall
- studyabroad@winthrop.edu

International Center Director

- Leigh Poole
(poolela@winthrop.edu)

International Center Study Abroad Coordinator

- Taylor Evans
(evanst@winthrop.edu)

Steps to your Study Abroad Experience

- Attend a group advising session at the International Center
- Meet with the International Center study abroad coordinator to start planning
- Meet with the MCOM study abroad coordinator, Bonnye Stuart, to see which classes will transfer back to your major

Students Share Perspectives on Study Abroad Opportunities

by Kayley Ross

Junior integrated marketing communication major Emma Crouch always knew studying abroad in Dublin was going to be a part of her college experience. "The whole reason I chose Winthrop was because I attended an information session for IMC and Mrs. Stuart mentioned Dublin as one of the best study abroad programs for IMC," Crouch said. "I've always wanted to go to Ireland. From that moment, I was like, 'I have to go here,'" she said.

Crouch attended the Dublin Business School in Ireland during the spring semester of her sophomore year. There she learned about Irish life and culture, fulfilled her internship requirement, and added an international global studies minor. "It was more than I hoped it would be," Crouch said. "The Dublin School of Business was amazing. I would recommend it to anyone. You don't want to miss this opportunity. It's a once in a lifetime thing," she said.

Victoria Trump, also a junior integrated marketing communication major, will study abroad in spring 2023 to fulfill her French minor. She will travel to Aix-en-Provence in southern France where she will take a phonetics class and a French composition course. Another class she wants to take is learning the French language and grammatical composition through playing games like Jenga, Twister and charades.

Trump is hoping to travel, meet new people and learn more about French culture. "I am really excited to meet people my age who are from different backgrounds, connect with them and immerse myself in a new way of life," Trump said. "I'm really excited about making those connections," she said.

Winthrop offers many study abroad programs for students in all majors. Certain programs allow Winthrop students to study abroad and just pay Winthrop's tuition.

MCOM study abroad partners include Ireland, England, Spain, Australia, Norway and Sweden. As an MCOM or IMC major, you can take courses at these schools that will apply to your degree and you will only pay Winthrop's tuition. The MCOM study abroad coordinator Bonnye Stuart, International Center and Office of Financial Aid can help make studying abroad a reality.

Alumni Advisory Board

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Madison Sippel '22

Madison Sippel is a content writer for Townsquare Interactive.



Chelsea Brown '14

Chelsea Brown is an award-winning philanthropist, entrepreneur and nonprofit management professional.

Alum FYI: Following Trailblazers

Chelsea Brown '14 and Madison Sippel '22 share their success stories

by Victoria Trump

Four months after receiving her bachelor's in integrated marketing communication in May 2022, Madison Sippel reports back to the Winthrop community that she has attained her postgraduate dream— a full-time, career-based job. Her content writing position came through IMC alumna Nicolette Outtrim: a representation of a powerful coalition.

Sippel provides the content for business websites through Townsquare Interactive. The transition from academia to the workforce has been challenging. "Working full-time is a major adjustment... You can prepare for it all you want, but it's still hard to fully understand until you're actually doing it," Sippel says. Sippel hopes her future will allow her to explore more creative fields in public relations or social media.

Chelsea Brown is no stranger to making connections. Almost a decade after receiving her bachelor's in mass communication with a minor in marketing in 2014, she still keeps close ties with the Winthrop community. While at Winthrop, she was a member of the Winthrop Association of Black Journalists and the Xi Beta Chapter of Delta Sigma Theta Sorority, Inc., a peer mentor for First Year Experience, and editor-in-chief of The Roddey-McMillan Record. She is proud of the relationships she built while on campus. "Winthrop was an experience of connecting with black culture; it has given me sorority sisters, lifelong friends, and professors I know and love... Every time I go back to Winthrop I feel at home," Brown says.

Currently, Brown is the Corporate Purpose Specialist for Nasdaq, community philanthropy and partnership specialist for The SEED School of Maryland, and active member of prominent boards including the Rise Arts Center of Baltimore, the Conservation Education Advisory Group for the National Aquarium, and the Winthrop University Foundation. Her passion is shown in her support of the Black Greek Festival, an annual festival located in Washington, D.C. dedicated to uplifting Black-owned businesses and supporting members of the community. She also serves as the co-founder and director of Strategic Partnerships.

Both Sippel and Brown have helpful advice for current students in MCOM. Sippel recounts her unique college experience due to the global pandemic and encourages students to embrace the college experience and everything it has to offer. "Now that things are getting back to normal, definitely don't be afraid to put yourself out there or sign up for a club that sounds interesting," says Sippel. Brown emphasizes abandoning complacency. "I would really encourage people to step out of their comfort zone... Stretch yourself and connect with [people]. Use that network to get to where you need to go," she says.

MEET THE OUTLET WRITERS

Hey! My name is Julius DeMunn and I am a senior integrated marketing communication major. When I graduate, I plan to do a little bit of corporate marketing, but my overall goal is to get into digital marketing within an agency helping to work with marketing multiple brands.



Hi! My name is Jennifer Cruz Rojas. I am an integrated marketing communication major with a Spanish minor. Once I graduate, I plan on working in Charlotte as an event coordinator within the Latino community. I hope to one day work in public relations and social media management in the entertainment industry.

My name is Victoria Trump, and I am a senior integrated marketing communication major with a French minor. I plan on centering my career around brand activism. Stream my radio show Vic Nation!



Hi! My name is Ainsley Lord, and I'm a senior integrated marketing communication major with a passion for event management and marketing. I love camping and being creative! Once I graduate, I look forward to using my major to create memorable event experiences for others.

Hey! My name is Michaela Bartkowski and I am an integrated marketing communication student. While studying at Winthrop I have worked as a photographer shooting seniors, families and weddings. I am currently employed at Girl Tribe Co. as an creative assistant, and after graduation I plan to work full time.



Hi, my name is Austin Spencer, and I am majoring in integrated marketing communication. I am a student athlete, competing in cross country and track. I am interested in marketing and advertising, and would love to work for a brand or company that I believe in and which sells products I enjoy.

Hi! My name is Kayley Ross. I'm a junior integrated marketing communication major from Mechanicsburg, Penn with a minor in professional writing. I came to Winthrop because of its IMC program, beautiful campus and smaller size. I enjoy hiking, exercising, hanging out with friends, and writing. After graduation, I plan to travel, and hope to work with non-profits and/or event-planning companies.

