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Winthrop Mass Communication Professor Promoted to Department Chair

by Jordan Gross

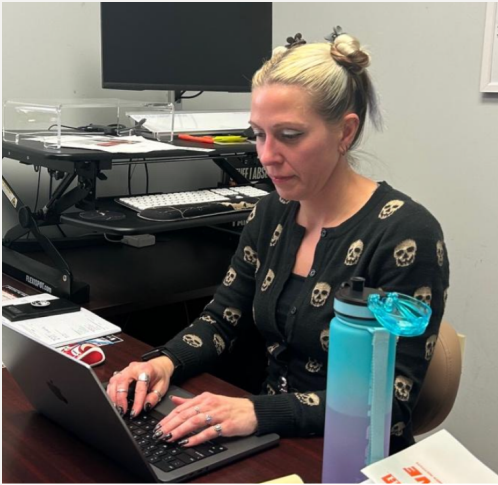
Following the retirement of department chair Dr. Guy Reel, associate professor Dr. Nathaniel Frederick was promoted to the position. Frederick has been with the Winthrop mass communication department for twelve years and previously served as the Program Director of African American Studies program for five years.

“I’m enjoying my position so far. It’s challenging, but I look at a role like this as service to the department,” Frederick said. He is currently working on transitioning the department into a new curriculum, which will go into effect in fall 2024.

Since entering his new role, Frederick hired a full-time administrative assistant for the department, Graham Vickers, and together he and Vickers have worked on revamping the resource room. Frederick is also working on reinvigorating the Society of Professional Journalists student chapter and has recently allocated

funds for three Integrated Marketing Communication students to go to the South Carolina Public Relations Society of America (SCPRSA) conference in Columbia.

Frederick looks at his problem-solving role as an opportunity to help students and faculty. “Figuring out how to solve problems can be challenging, but it can also be rewarding,” Frederick said. “I want to make sure that students have a smooth transition from high school to the workplace while they are here. Students remember us for the rest of their lives. It’s an important responsibility. The things we say have impact,” Frederick said. Looking ahead, Frederick hopes to grow enrollment in the department “Students are our best recruiting tool...when students have a good experience in our program, they become our mouthpiece and promote the great work we’re doing at Winthrop,” Frederick said.



MCOM Department Welcome's New Professor

by Ashlynn Hinson

When Dr. Katharine Hubbard first entered the world of higher education, they had no idea what their future held. Now, armed with an MFA and Ph.D., Hubbard is the newest faculty member in Winthrop University's Department of Mass Communication.

"The professors in this department are very student-centered and I see that in everything they do," Hubbard says. "It's really nice to work someplace where that's a priority," she says. Hubbard's first position

after earning their MFA in copywriting was to freelance as a copywriter. Shortly after they finished her Ph.D., Hubbard began work as a behavioral designer.

"I kind of fell into that job," Hubbard says. "I just walked up and said I'm a behavioral scientist who has a background as an advertising creative... and two days later I get a phone call with a job offer," she says.

The step into teaching in higher education for Hubbard involved teaching at SUNY Buffalo State in, New York, alongside Dr. Joseph Kasko, currently a professor in the MCOM department. It was this relationship that brought them to Winthrop, after teaching at Sam Houston State University.

Hubbard wants to help her students: "I want to inspire them to find their passion and their path and help them to know that they're going to do well at what they do," Hubbard says.



Winthrop alumna Anna Douglas is MCOM's Distinguished Alumni for 2023

by Serena McNabb

Anna Douglas was honored for her career achievements at the MCOM Days event in October. Douglas currently serves as The Charlotte Observer's deputy managing editor. While attending Winthrop University she served as editor-in-chief of The Johnsonian.

Douglas shared her thoughts and feelings about journalism and what it means to be a distinguished alumna. During her presentation she described her career and how she got to where she is now, "I don't always feel like a distinguished

alumna, but when I really think about it, I have come a very long way from when I was in school," Douglas said. Douglas said that her views on journalism have changed since she was in school. She was only concerned with getting the story and not the writing of the story. Now, Douglas says she sees the value in story development and putting her written words on "the canvas."

Douglas ended with some words of encouragement to future journalists. "Learn from others, observe them. You can learn a lot in this field by observing your coworkers. Lastly, be patient and set your own path in your career," she said.

Currently Douglas is married and has a four-year-old daughter, and she says she is "extremely honored to receive the Distinguished Alumni Award."

MCOM Days

Department of Mass Communication presents MCOM Days

by Kamryn Aldrich

Every year the Department of Mass Communication hosts MCOM Days as a way for students to network with alumni and experts in the communication industry. This year MCOM Days took place in October and the theme was “Race to your future.”

During the two-day event, students had the opportunity to attend a presentation by the Chernoff Newman Marketing Agency. Representing Chernoff was Clemson graduate, Alicia Broughton, and Winthrop alum Savannah Scott. Broughton and Scott talked about their experience in public relations and social media.

The MCOM Alumni of the Year award was given to Anna Douglas who graduated from Winthrop in 2011 with a B.A. in journalism. Douglas currently serves as The Charlotte Observer’s Deputy Managing Editor and was given the opportunity to speak to MCOM students as she accepted the prestigious award.

Following Douglas’s presentation, students attended a panel of Winthrop MCOM alumni which included Ashley Briggs (‘17), Will Richard (‘16), Emily Gill (‘17) and Hallie Brown (‘19). The four alumni spoke on career development in their various industries and how their paths took them from Johnson Hall to where they are today.



“MCOM Days was so interesting! Getting to make connections and learn about other opportunities within the realm of mass communication was very helpful,” said Emma Crouch, senior integrated marketing communication student who worked on the MCOM Days flyers to promote the event.

Department Chair Dr. Nathaniel Frederick welcomes students, faculty and alumni to the Alumni Panel during the annual MCOM Days event

MCOM Days speakers provide direction to MCOM, IMC and DIFD students

by Desha Thorne

MCOM Days is an annual event that exposes students to experts from different career paths as the department prepares MCOM, IMC, and DIFD students for their future careers. One of the highlights of MCOM Days during the fall of 2023 was the open discussion forum. The alumni panel featured MCOM graduate Ashley S. Briggs ('17), with a bachelor's degree in mass communication and a master's degree in journalism and public affairs from American University, news producer of news specials and newscasts. Will Richard ('16), announcer and social media planner at Lavonia Speedway in Georgia, Emily Grace ('17), marketing and communications specialist for Blue Ridge Community in Hendersonville, North Carolina, and Hallie Brown ('19), Multimedia Communications Specialist for the city of Greenville, S.C. The panelists shared personal stories of how they began their professional careers. Students in the audience asked the alums for guidance on starting their careers, specifically what steps they should be taking now as students.

Richard gave some insightful advice to students. "If there isn't a career lane for you yet, make your own," he said. The rise of social media makes it easier to reach different types of audiences, including future employers. Now, if you are interested in breaking into an industry, you no longer have to wait for the door to open. "You can make your own door and open it for yourself," said Richard. Richard suggested that students create an Instagram account showcasing their skills or make TikTok videos.

The panelists also shared that assignments given by professors in MCOM, IMC and DIFD helped prepare them for their careers. "All the writing and editing assignments from Mr. Nortz helped to prepare me for my future career," Brown said.

MCOM Days events, especially the open discussions with Winthrop alumni, give current students an inside look into potential career paths. It is one thing to read about someone's career, it is another thing to hear directly from people working in that career. MCOM Days is an excellent glimpse into the future and a reminder of how the department prepares students for the workplace.

**"You can make
your own door and
open it for
yourself."**

Will Richard



International Student Spotlights

Food culture in America shocks International students

by Ida H

U.S. food culture differs from other countries when it comes to etiquette, types of food, and eating habits. International students learn quickly that to-go boxes, fried food, and fast-food restaurants are the norm.

One of the first differences an international student may notice is the size of the portions at restaurants. In the U.S., the portions are often bigger than what one can eat in one sitting. It is common to not finish your meal and ask for a to-go box to bring the food home. “During my first time eating at a restaurant in the U.S., my stomach was hurting after trying to eat all the food on my plate. I didn’t realize we could bring the food with us,” says Amelie Tolf, Swedish student at Winthrop.

Fried foods can be found all around the world but in the U.S. you can find a wide variety of fried food. Americans like to fry many foods, not just potatoes and fish, but also cookies, candy bars, and ice cream. International students can find these unique fried foods at fairs and amusement parks.

Driving around Rock Hill, International students at Winthrop can find many fast-food restaurants. There are many more franchises than just McDonald, Subway, or Burger King. You can also eat at Bojangles, Zaxby’s, Taco Bell, Firehouse Subs, Wendy’s, Chick-Fil-A, or Cook Out. No matter what kind of fast food you are feeling up to, the U.S. has it.



Embracing Brotherhood: A French student’s journey to join a fraternity

by Maxime Cote-Collisson

Maxime Cote-Colisson, a 25-year-old French student, recently joined the Sigma Alpha Epsilon (SAE) fraternity at Winthrop University, opening an exciting new chapter in his life.

Maxime is studying for an Integrated Marketing Communication (IMC) degree in Winthrop’s Department of Mass Communication and his second bachelor’s degree. In France there is no fraternity or sorority system. He never imagined he would experience fraternity life. Maxime's decision to join SAE was motivated by his desire to experience something completely different from his French roots, as well as the opportunity to explore authentic U.S. college culture. As a visitor to the U.S., Maxime had to adjust to a new culture and form new friendships. He became interested in Greek life and decided to take the steps to join the SAE fraternity.

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As a member of SAE, Maxime has gained a U.S. brotherhood in the fraternity and the opportunity to promote his French culture to his new brothers who have welcomed his cultural heritage. "The brotherhood bonds within SAE are truly special. I've found friends who support and motivate me in every aspect of life. It's not just about parties and events; it's about personal growth and becoming a True Gentlemen," said Maxime.

Being a lifelong member of one of America's largest fraternities, Sigma Alpha Epsilon, is proof that the bonds of friendship can be created no matter the cultural differences.

School Sports: A Comparison between France and the US

by Camille Taieb

While schools in France and the U.S. prioritize physical education, there are distinct variations in the emphasis, structure, and organization of schools sports programs.



Physical Education in France

In France, school sports primarily revolve around physical education classes and organized sports clubs outside of school hours. Although physical education classes are mandatory for all students, the focus is on developing fundamental movement skills and general fitness rather than competitive sports. Students participate in a variety of activities, including gymnastics, athletics, and team sports. However, the level of competition is generally lower compared to the U.S.

School Sports in the U.S.

In contrast, school sports in the U.S. are deeply ingrained in the education system and are an integral part of student life. Sports teams are viewed as an extension of the school community, fostering a strong sense of school spirit and pride. The range of sports offered is extensive, encompassing popular ones like football, basketball, baseball, and soccer, as well as lesser-known sports like lacrosse and field hockey.

Structure and Organization

The key difference lies in the structure and organization of school sports. In France, the responsibility for sports primarily lies with external sports clubs which students join based on their interests. U.S. schools have their own sports teams and coaches. They conduct tryouts and use a selection process to determine who will be members of the team. This system allows for a more inclusive approach to sports participation as students have the opportunity to represent their school regardless of their skill level.

Personal Experience

"As an international student who has experienced the contrasts between school sports in France and the U.S. , I can attest to the transformative impact participating in school sports has had on my life. I chose to work for the Athletic Department and immerse myself in the vibrant sports culture of American colleges. This decision has proven to be incredibly rewarding, providing me with personal growth, cultural integration, and lifelong connection," French student Camille Taieb said.

Opportunities

Students study mass communication abroad

by Emma Crouch



Senior Integrated Marketing Communication major, Kayley Ross, is beginning her senior year studying in Dublin, Ireland at the Dublin Business School. Kayley is also interning with Make-A-Wish Ireland during her time abroad.

“The knowledge and work experience I’ve accumulated from Winthrop and previous internships has helped me at my placement here in Dublin, which I could not love more,” says Kayley. In her work with Make-A-Wish Ireland and in her marketing communications class, Kayley uses the information and skills she learned from her time at Winthrop.

“My international internship experience will help set me apart when I apply to other internships and jobs after graduation.

My time here has also further confirmed that I chose the right major and career path to pursue, which is very comforting,” says Kayley. Kayley believes that Winthrop has prepared her for both her time abroad and her future career path. She is immersing herself in the culture of Ireland by exploring new places and trying new food.

Mass communication student, Jada Hudgens, is currently studying in Barcelona, Spain. Jada is taking classes at the Universitat Autònoma de Barcelona and completing an internship with EADA International Business School in Barcelona. “What I learned in my IMCO and MCOM classes helped a lot because I was able to identify key marketing tactics for the project I was working on. The research tactics that I learned at Winthrop helped me compile a list of good questions for the survey I was creating,” says Jada. Jada is working on social media and content marketing for EADA International Business School.

Both Jada and Kayley are using the skills that they developed at Winthrop to impact the global community through the work they are doing, the subjects they are studying and the global connections they are making.

Where in the world will you go?

by Astrid Haynie

Students in the Department of Mass

Communication are involved in a variety of different internships in the Charlotte area this semester, including the Carolina Panthers Radio Network, Winthrop Athletics, Kiss94 Radio, the Culture & Heritage Museums, a non-profit organization called Pathway Center, and ESPN Charlotte. At these sites, students develop skills in videography, editing, photography, content creation for radio and programming, writing background and biography pieces, coordinating events, and managing social media platforms. Many of the internship supervisors for the placements are Winthrop University alumni, including Olivia Reed-Mitchell at the Culture & Heritage Museums, Laura Gustafson at Favor Piedmont, and Ryan Drumwright at Kinsale Strategic Holdings in New York. Working with alumni and other professionals gives students connections and references to help them when they start working in the field. “Internships are very important, not only for the work that these students do, but for the contacts that they make for their future careers,” says Department of Mass Communication internship coordinator Bonnye Stuart.

Internship opportunities equip students with a diverse range of experiences in different industries and allows students to gain workplace experience.

