

THE OUTLET



***The Department
of Mass
Communication
hosts Awards Event
online for the first
time ever***

WINTHROP ADAPTS TO NEW ONLINE ENVIRONMENT

“The idea was to celebrate our graduating seniors and recognize the outstanding students of the year even though no in-person events could be held.”

– Padmini Patwardhan, Ph.D.,
co-organizer

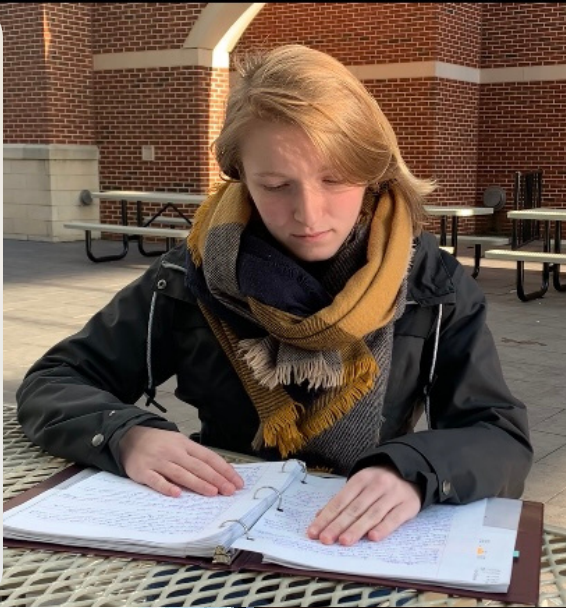


Table of Contents

Page 4

LETTER FROM THE EDITORS

Page 5

**MCOM HOLDS AWARDS SHOW EVENT
DESPITE GLOBAL PANDEMIC**

Page 7

**MCOM DEPARTMENT SEEKS
RE-ACCREDITATION**

Page 9

**PROFESSOR PADMINI PATWARDHAN
RECEIVES WINTHROP'S HIGHEST TEACHING
AWARD**

Page 10

**MCOM ALUMNI MENTORSHIP PROGRAM
REACHES OUT TO STUDENTS**

Page 12

EXERCISE CAN BE FUN AT WINTHROP

Page 14

**FUN ACTIVITIES STUDENTS CAN DO AWAY
FROM WINTHROP'S CAMPUS**

Page 15

**DOES ZOOM HELP OR HINDER THE SENIOR-
YEAR EXPERIENCE?**

Page 16

**AWARDS PRESENTED AT THE 2021
MCOM AWARDS SHOW**

Page 17

WHAT IS THE OUTLET?

Letter from the Editors

Dear Reader,

Welcome to The Outlet. We appreciate everyone who had a helping hand in creating our Spring 2021 newsletter. With faculty and students working together during this semester we couldn't have had a more efficient team. To all of you reading, we hope this newsletter brings inspiration and information to your day!

- The Editors



Taylor Pincham '21

I love sharing ideas and hearing new opinions. My passion is advertising. I hope to one day work for an agency and create content that is relatable and sparks conversation.



Irielle Davis '21

I've enjoyed the opportunity to highlight the Winthrop community while displaying my creativity and passion for the communication field.

MCOM Holds Awards Show Event Despite Global Pandemic

By Taylor Pincham



The students, staff, faculty and alumni of the Department of Mass Communication were invited to the department's annual Awards Show on April 7. The virtual awards show was held to celebrate the accomplishments of students during the past academic year. The show was online instead of in-person because of COVID-19.

Putting the show together was a whole new challenge this year. Last year's event had been cancelled and the department did not want to cancel it again this year. Professors recorded their award presentations to the students in a way that energized the event. A group of students worked with faculty to organize and produce the event.

Continued on page 6

"The show will serve as a highpoint during this ***Pandemic Year***. Faculty, staff and students rallied and worked together to celebrate the talent of the Department of Mass Communication," said Mark Nortz, one of the faculty organizing the event.

Students also took part in creating promotional materials for the awards show. Bonnye Stuart's public relations class, IMCO 471, created the logo, social media promotional events, radio spots, posters and invitations.

"The students were excited to create materials for a real event during this time when many real events had been cancelled," Stuart said.

With the hard work of the students as well as faculty and staff, the event came together as an uplifting reminder of student success at Winthrop.

"The idea was to celebrate our graduating seniors and recognize the outstanding students of the year even though no in-person events could be held," said Padmini Patwardhan, IMC Coordinator and event co-organizer.

Many students tuned in for the Awards Show following the link that had been emailed to them. The show can be viewed at:
<https://youtu.be/xdPNIZH7OJO>

The students were excited to create materials for a real event during this time when many real events had been cancelled.

- Bonnye Stuart

MCOM Department Seeks Re-accreditation

*Department will welcome
accreditation team in the fall*

By Irielle Davis

The Department of Mass Communication is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) and will be up for re-accreditation next year. Re-accreditation was originally set for 2020-2021, but was postponed to 2021-2022, due to COVID-19.

The department is up for re-accreditation every six years and this process allows the department to continually identify its strengths and weaknesses. In preparation for accreditation, the department has conducted a lengthy self-study that includes examining and answering questions about the department's history, student enrollment and areas of improvement. To uphold accreditation the department must continue to meet the necessary standards and requirements related to academics, diversity, enrollment and technology.

The department is committed to student success and continues to find ways to enhance resources in the department. To attract new students and draw awareness to the program the department participates in recruitment events and hosts annual high school media workshops. Students in the department can expect job preparation and a solid foundation upon graduation.

Continued on page 8

***Accreditation helps us provide more support
for students and faculty in the department***

-Guy Reel

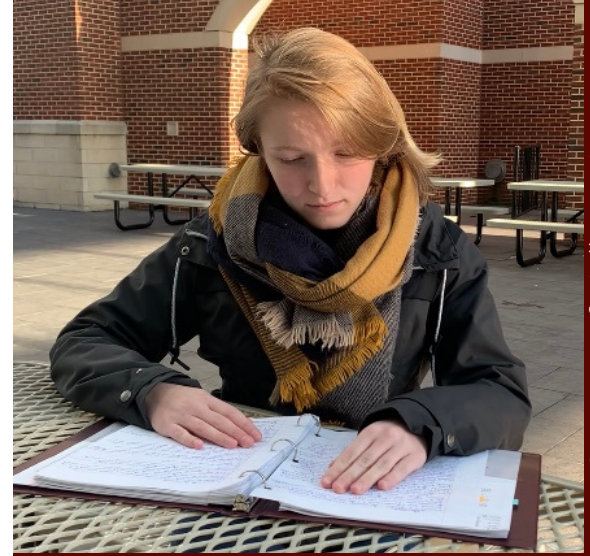
Attending an accredited program helps students when seeking employment or applying for higher education programs. Guy Reel, Department of Mass Communication chair, explained other benefits of accreditation. "Accreditation helps us provide more support for students and faculty in the department," Reel said. Accreditation also allows the department to provide transparency and increase accountability.

As a result of accreditation demands, the department was able to provide a new TV studio with updated technology and equipment for student use. The department is also in the process of revamping the radio studio and computer labs.

Winthrop pursues accreditation status for many programs to demonstrate its dedication to offering students a high-quality education. The Department of Mass Communication is one of only two accredited mass communication departments in South Carolina. Accreditation in higher education is not a simple process to complete and the Department of Mass Communication prides itself on this accomplishment.

Accreditation is important! Students can educate themselves and make informed educational choices by visiting:

https://www.winthrop.edu/uploadedFiles/cas/masscomm/accreditation_matters_trifold_4_straight.pdf



Courtesy of Irielle Davis

MCOM International students navigate through the pandemic

French students come to Winthrop's campus every spring. This year they are navigating the challenges of pursuing an education abroad under COVID-19 regulations. After the routine-altering switch to online and socially distanced classes, students are making the necessary adjustments. Our French students especially look forward to exploring the campus, attending athletic games, and meeting new people while facing the challenges of social distancing and remaining safe. French student Jody Quadpeerds is staying focused on her academics despite the pandemic. "It's really hard to concentrate in class and to learn in this way," Jody said. Winthrop's International Center regularly checks in with international students to ensure they feel supported and that campus resources remain available to them while they are enrolled at Winthrop.

Professor Padmini Patwardhan receives Winthrop's highest teaching Award

Patwardhan accepted the Kinard Award in December of 2020

By Calista Anderson



Some Fun Facts about Professor Patwardhan

1. She is originally from India and taught at the University of Pune before moving to the United States to teach at Winthrop.
2. She talks to her plants because she believes they listen and grow better if she does.
3. She is a night owl and always watches the late-night news before bed.
4. She went back to school to get her Ph.D. in communication after she had a professional career.
5. Her favorite way to relax is to curl up with a good book and some snacks.
6. She is passionate about making a difference, one student at a time.

On the WU website, Winthrop gives the criteria for winning the award, "The Kinard Award is given annually to a faculty member who has demonstrated a dedication to teaching and is highly regarded on campus by faculty and students."

Patwardhan has been teaching at Winthrop since 2005, and is very respected by faculty and students. She also received the 2017 Charles H. Sandage Teaching Excellence Award from the American Academy of Advertising and the 2017 Distinguished Teaching Award in the Advertising Division from the Association for Education in Journalism and Mass Communication.

Patwardhan's husband, Hemant Patwardhan, is a marketing professor in Winthrop's College of Business. "I am very proud of her, it's a big honor to be given a university-wide award," Patwardhan said. "She really pours her heart and soul into every class and puts a lot of effort into making sure her students understand and relate to the topic at hand. Her classes are very tough, but she puts in so much effort to make sure her students learn, and understand," he added.

The Winthrop community is fortunate to have Padmini Patwardhan as a faculty member. The Department of Mass Communication is especially proud of her for this well-deserved award. Congratulations!

MCOM Alumni Mentorship Program reaches out to students

By Cami Godbold



The Mass Communication Alumni Mentorship Program pairs MCOM and IMC alumni with current students in the major. The program is open to MCOM, IMC, and DIFD students. There are 90 alums waiting to be paired with students.

The program was initiated by Susan Clark, a 2013 mass communication grad who today works as a consultant in higher education. "Establishing a mentor relationship with an alum is extremely beneficial for students. Students can gain industry insight from their mentors, learn more about possible career options and get help with their resumes and cover letters," Clark says.

Clark was a first-generation college graduate and participated in many extracurricular activities such as: The Johnsonian, The Student Advisory Board and WINR (now Eagle Air). Her work study was with the mass communication department as a student assistant.

Clark started this program to help students learn about different career options once they left Winthrop's campus. "There were so many things I did not know about the industry (and didn't even realize that I didn't know) which is why I wanted to give students an opportunity to access industry professionals," Clark says. From this realization, she reached out to the department and began the MCOM Alumni Mentorship Program.

Continued on page 11

Padmini Patwardhan's portfolio class was the first to get involved with the program, "Students found their mentors helpful, enthusiastic and eager to share knowledge and experience tips. The professionals were also willing to share names/connections from their networks," Patwardhan says.

Mentors answer student questions about jobs and their chosen profession and inquiries about the world outside of Winthrop University. Some of the most frequently asked questions are: How does the professional world work? How do you network? How many jobs are actually available for my major? During COVID -19, mentors are meeting with students via Zoom or phone calls.

If you are interested in joining the program, please contact Susan Clark at clarksuze@gmail.com or sign up using the Google form at: <https://forms.gle/9KRmyRi4WGaerCkr6>

Here are some of the alums in the Mass Communication Mentorship Program and the positions they hold:

- Sigourney Woodfork - Account Supervisor at FCB Health in New York City
- Danielle Ferguson - Assistant Editor and Social Media Producer at WCCB
- Kait Sheppard - Account Supervisor for Taylor
- Alexandria Savage-Davis - Weekday Reporter at CN2

There were so many things I did not know about the industry (and didn't even realize that I didn't know) which is why I wanted to give students an opportunity to access industry professionals.

-Susan Clark

Exercise can be fun at Winthrop

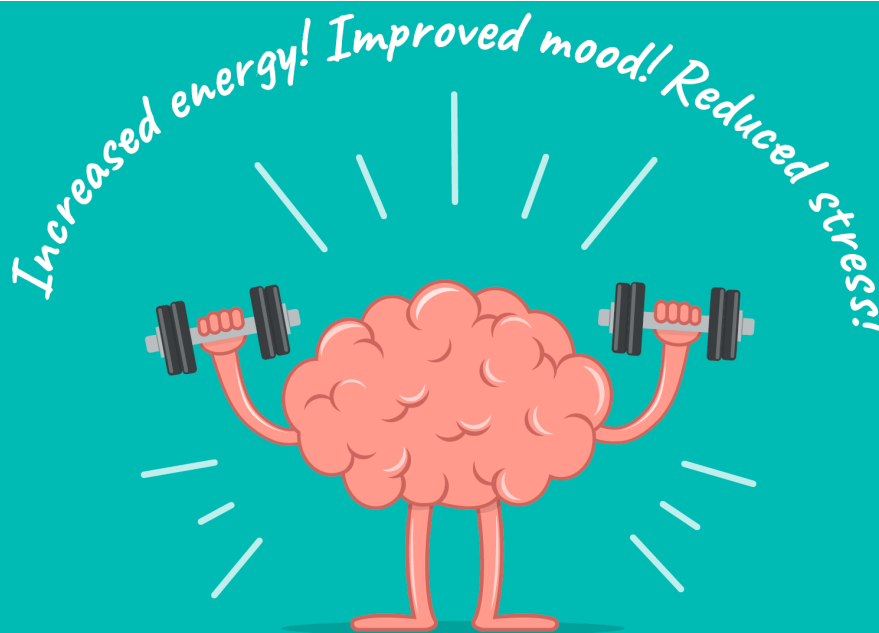
By Laurie Petetot

Do you know that exercising has mental health benefits? Exercising can help you manage anxiety and depression and improve your self-esteem. As a French student studying mass communication at Winthrop for one semester, campus life gives me a change of scenery. Everything is bigger than at my French school. What I'm the most surprised about is Winthrop's very beautiful and very large West Center where I spend many evenings.

Winthrop University's West Center is the place to get your exercise after a long day of classes. You will have plenty of time to enjoy the facilities because the center doesn't close until 9 p.m., Monday - Thursday, and 7 p.m. on Friday. If you're more of a morning person, don't worry, it opens at 7 a.m. Monday - Friday. If you're such a busy person that you can't go on weekdays, then go on Saturday from 10-7 p.m. or Sunday from 2-8 p.m. That's right - you have no excuse!

The West Center offers a large weight room and cardio space, four courts for basketball, badminton and volleyball, an indoor track, a 36-foot climbing wall, four racquetball courts, an 8-lane swimming pool and two fitness studios. If you don't want to exercise alone, you can attend group fitness classes of yoga, spin, cardio hip-hop or HIIT. These classes are super safe as social distancing is implemented.

Continued on page 13





West Center at Winthrop University

You can also join one of the numerous club sports or get involved in intramural sports as part of a team. You can choose to play football, soccer, basketball, volleyball, frisbee, table tennis, volleyball or racquetball.

If inside exercise is not for you, many sports clubs offer outdoor activities. You can join club archery, skydiving, horseback riding, rock climbing and the outdoor adventure club. You can also put your sneakers on and go for a run around campus or head to Winthrop Lake and play disc golf on one of two challenging courses. By the way, the lake views are amazing!

Too hard to choose? Well, pick one or two and get to exercising!

WEST CENTER HOURS

Monday – Thursday	7:00 a.m.–9:00 p.m.
Friday	7:00 a.m.–7:00 p.m.
Saturday	10:00 a.m.–7:00 p.m.
Sunday	1:00 p.m.–8:00 p.m.

Fun activities students can do away from Winthrop's campus

By Jody Quadpeerds

As a French student studying in the MCOM department for a whole semester, it is impossible to imagine staying on campus all the time without discovering the unique surroundings. Even during the Covid-19 pandemic, it is important for students to clear their minds at times by getting away from their daily environment.

There are many things to do and see on Winthrop's campus, but when you want to venture out of your everyday environment to enjoy a change of scenery, explore new activities and places and recharge your batteries, the area has plenty to offer. And you don't have to go very far.

HERE ARE SOME IDEAS

You can enjoy an unhurried shopping day at a huge mall in Charlotte or spend an evening bowling with friends. The Catawba River is very near and offers many adventure and water activities such as kayaking and white water rafting. You can also explore nearby cities to learn more about the region. Not far away are Charleston, Columbia, Greenville, Asheville, Florence and Myrtle Beach. You can also go hiking to connect with nature for a few hours or a full day! Not far from Rock Hill, there are several hiking trails, including the Catawba Indian Reservation Trail and the Riverwalk Greenway Trail. A little farther away you can find walking and hiking trails at the Jones Gap State Park, the Table Rock State Park, the Stumphouse Park, the Great Smoky Mountains National Park and the Pisgah National Forest.

So, there is no reason to stay locked up on campus in the evenings or on the weekends!

MCOM French students venture off campus

At the end of January, MCOM French students, Laurie Petetot and Jody Quadpeerds, rented a car and drove to a lodge in Roseman, NC. This lodge was huge and sat in the middle of a forest by a lake. "It was heavenly!" said Petetot. "This was the best way to end our first month in RockHill," said Quadpeerds. Both students noted that after the relaxing break, they came back more energetic and ready to take on the challenges of their mass communication classes.



DOES ZOOM HELP OR HINDER THE SENIOR YEAR EXPERIENCE?

By Taylor Pincham



The Coronavirus hit the Carolinas over a year ago. At Winthrop, moving to mainly online learning has now passed the one-year mark. Since March of 2020, most student activities and meetings have been executed through technology platforms. This can be discouraging for students because college is supposed to be a time with tons of student activities and lots of in-person gatherings. Parties, events, games -- these have all either been cancelled or moved online.

Has this new way of learning and socializing helped or hindered your college experience?

Being involved and connected to professors and peers has seen a negative impact according to Shelby Emanuele.

"I feel less connected to my peers and professors over Zoom. Class doesn't feel real, so I find it hard to focus on class and prioritize my work," says the IMC major.

Bonding with those involved in your classes may be tough through a screen. "Having class on Zoom is just a harder learning environment due to the lack of participation during class sessions," says IMC Major Gabby Gardner. She says Zoom learning affects her relationship with the school as she feels less involved on campus. Participating in classes and other school activities during this crisis has led to less participation as students can literally turn off their video and audio interactions at will. With in-person experiences this doesn't happen. Whether Zoom and other technology helps or hinders the college experience, one thing seniors can take away from this situation is to appreciate the activities in which they can participate. Graduation is just around the corner, so hang in there, seniors! Your work is almost complete.

I feel less connected to my peers and professors over Zoom.
 - Shelby Emanuele

AWARDS PRESENTED AT THE 2021 MCOM AWARDS SHOW



Kappa Tau Alpha Top Scholar

La J'ai Reed

Kappa Tau Alpha Inductees

Regina Cobb

DeAnna Dickerson

Corrie Drummond

South Carolina Broadcasters Association

Scholarship Winners:

Regina Cobb

Tatiana Davis

Isaac Smith

Chyna Wallace

2020-2021 Outstanding Internship Supervisor

Meredith Dean of Seacrest Studios

Friend of the MCOM Department

Office of Online Learning

Outstanding Alum 2020-2021

Susan Clark

Special Recognition

Loren Allison

Lindsey Burrell

Matthew Shealy

Emma Teel

Tatiana Davis

Luana Hughan

Leadership Award

Anna Sharp

Yashuri Del Rosario Rodriguez

Outstanding Junior

Lilly Spruill

Haney Howell Outstanding Senior in Broadcasting

Caroline Riggs

J. William Click Outstanding Senior in Journalism

Savannah Scott

Outstanding Senior in Digital Information Design

Emily Hildebrand

Marilyn Sarow Outstanding Senior in IMC

Gabrielle "Gaby" Gardner

The Johnsonian Staff of 1970 Awards of Excellence

Lily Fremed

Savannah Scott

Autumn Hawkins

Jamia Johnson

What is The Outlet?

The Outlet is a newsletter published by the Department of Mass Communication. It provides helpful information about the mass communication community for students, staff, faculty and alumni. Students majoring in mass communication and integrated marketing communication contribute to the newsletter content through their IMCO 471 Public Relations Writing and Production. The publishing and production of The Outlet is advised by Bonnye Stuart.

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Johnson Hall, home of the Department of Mass Communication