

TBD: To Be Discovered

*A Newsletter for the
Department of Communication
and Media Studies*



Media Makes Homecoming

by A.J. Chauffe



From left to right, Braden Jones and Madison Starks

On Oct. 30, the candidates for the ATU homecoming court of 2023 were announced. On the list of candidates were two students from the Department of Communication and Media Studies: Madison Starks, an English major and Co-Editor of The Arka-Tech, and Braden Jones, a Public Relations major and Vice President of PRSSA.

We had the opportunity to interview Starks and Jones concerning how they felt about being nominated for this year's homecoming court.

Madison Starks: "It is hard to put into words how honored I feel to serve on the 2023 Homecoming Court. I have loved ATU since the moment I stepped foot on campus, and I have always aimed to experience all the opportunities that this campus has to offer. I feel incredibly blessed to represent my sisters in Alpha Sigma Tau.

This year, our homecoming court is full of wonderful, amazing, talented, and outstanding individuals from organizations across campus. It has been a wonderful week, and I am looking forward to reminiscing on this busy week for years to come!"

Braden Jones: "I began my collegiate journey at ATU in 2020 when I left my small town in southeast Arkansas. Stepping onto the campus freshman year, I only knew my roommate. While it was extremely scary, I was quickly accepted into the Arkansas Tech family. My professors are more than just educational resources; they have become mentors I look up to daily. The friends I have across campus keep me smiling and laughing constantly. Having the opportunity to represent the ATU Fishing team on the Homecoming Court was a great honor.

Having support from my friends on campus has been a feeling I cannot describe with words. It was an honor to share a space on the court with so many amazing students, and I will always be grateful for this opportunity. ATU is more than a college; it is a family, and that in itself is special."

Gale's Godspell Charms Tech

by Margarita Lopez



*A shot taken during the performance of "Godspell."
Photographs by Ivy Guzman*

Retired Arkansas Tech University faculty member, Holly Ruth Gale, was approached by Professor Frances Roberson to take on the role of directing the fall theater production. Gale dedicated 28 years to teaching in the music department until January 2023. Gale not only taught but also engaged in professional work out of state. During summers, she dedicated herself to theater productions, showcasing her passion for the arts beyond her academic duties.



Director Holly Ruth Gale on the set of "Godspell"

After surveying various musical options, Gale decided to do "Godspell," driven by her aspiration to emphasize community and inclusivity. "I wanted to look at a show where the lens was that we have a community. We have to be kind. We have to be caring for each other. We have to be inclusive. We have to be listeners. We have to be givers. We have to be servants," Gale said.

Gale's direction of "Godspell" proceeded smoothly until three to four weeks before its public presentation, when a group of actors encountered COVID-19, leading to the closure of rehearsals for the remainder of the week. However, the students rose to the occasion and showed the professional effort that Gale set for them. "When we came back, they were ready to set in and we didn't lose that much momentum," Gale said.



The Cast and Crew of "Godspell"

The musical "Godspell" experienced a sold-out performance and nearly sold-out attendance in another show. Despite a departure from the traditional approach, director Gale received an abundance of positive feedback from the public, expressing their admiration for the production and the work the students had done.

"I am always delightfully thrilled about how capable young people are. They didn't disappoint. The kids really brought their A-game. David Eshelman and Frances are amazing people to work with, always positive, always fun, and always hard working," Gale said.

Department Hosts Media Competition for High Schoolers

by Michelle Galli

The Communication and Media Studies Department gave Arkansas high schoolers the opportunity to compete in seven areas: newspaper article, photograph, short film, short play, short speech, TV package, and yearbook spread. Each entrant received feedback from various professors in the department.

There is a \$75 prize for first place and a \$50 prize for second place in all categories.

“Our goal was to give recognition and mentorship to students who are doing things similar to what we do in the department. We also aimed to choose categories that they might already have work readily available for,” said Dr. Eshelman, Department Head.

The deadline for the competition was Oct. 31. Winners are to be announced in December.

November Events

Photography Clubs from Atkins and Lamar High Schools Visit ATU for Camera Training Day

On Tuesday, Nov. 14 and Wednesday, Nov. 15, photography clubs from Atkins and Lamar high schools visited the ATU campus to participate in a camera training day. Each club was trained in using camera skills and got to present their photos for professional critiquing. The Atkin’s photography club also got to sit and participate in Dr. Hanna Norton’s Digital Photography Class.



Photography Club From Atkins



Photography Club from Lamar

November Events



From left to right, Doug Davis, Ivy Guzman, and Christie Kellar

SPJ Chili Cook-Off

On Nov. 9, The Society of Professional Journalists (SPJ) hosted a chili cook-off fundraiser at the Hindsman Bell Tower. According to SPJ President, Doug Davis, “We raised over \$125 which we will use to fund our tactics for spreading media literacy through community outreach and on-campus events.” In first place was Ivy Guzman with her white chicken chili, in second place was Davis with his mild tomato-beef chili, and in third place was Professor Christie Kellar with her sweet and sassy beef chili. Davis said that SPJ plans to host another cookoff next year.

Tech’s PRSSA Chapter Attends

PRSA Virtual Panel

On Wednesday, Nov. 15, the ATU chapter of the Public Relations Student Society of America (PRSSA) attended a virtual conference held by the Little Rock chapter of the Public Relations Society of America (PRSA). The main event of the conference was a panel that featured PR professionals from various different fields. “The panel was amazing. Each panelist shared unique insights that I have found extremely useful. I will be eagerly waiting for the next opportunity PRSA gives us to learn even more!” said Elli White, president of Tech’s chapter of PRSSA.



Happy Holidays!

The PRSSA newsletter will continue next semester.

