New Faculty Addition—Dr. Kate Simcox Ph.D. by Jennifer Shaver

Our newest addition to the Communication faculty is Dr. Kate Simcox, who recently filled Dr. Heinemann’s position following his retirement. I had the opportunity to sit down with Dr. Simcox, (or Kate as she likes to be called), to discuss her credentials, interests, and future endeavors.

Kate’s educational pursuits began as an undergrad at Bluffton University, a small Mennonite College in Ohio. She received her Master of Arts in Communication Studies at Bowling Green State University, and from there she also earned her Doctor of Philosophy in Communication Studies.

This semester Kate is teaching Communication Senior Seminar, Comm. Theory, and Public Comm. When asked what she likes about the field, Kate replied, “I enjoy analyzing relationships and seeing how communication can challenge current normative structures.” Outside of teaching, Kate has a variety of interests and hobbies. Kate calls herself a “health fiend,” and she enjoys reading and learning about nutrition. Steamed organic vegetables and homemade flax bread are some of her specialties. In her spare time, she loves to run and listen to alternative and folksy-type music like Jack Johnson and Coldplay.

If you haven’t had the privilege of meeting Dr. Kate Simcox, be sure to give her a warm welcome. We are thrilled to have Kate as a part of the Communication Department, and look forward to a great year.

Post-Modern Public Relations? by Nathan Taylor

Along with almost everything else in modern society, scholars are now linking public relations with postmodernism. This idea is certainly revolutionary and oftentimes contrary to current public relations practices.

A postmodern analysis of public relations offers a new critical approach to public relations theory and practice. These new ideas suggest that public relations should be freed from its narrow definition as organizational communication management.

Public relations can contribute to grassroots democracy through activism and radical politics. Postmodern public relations practitioners will be activists within organizations. Postmodernism further proposes that dissensus and dissymmetry offer more appropriate approaches to current public relations practices than seeking consensus and symmetry. Multidimensional research approaches will contribute to the liberatory possibilities of public relations and will help create a postmodern condition in the field.

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For more information: check out the work of: Derina R. Holtzhausen
On campus opportunities:

Alumni Highlight

“After graduating from Messiah, I worked in account management for an advertising agency, specializing in pharmaceutical direct and interactive marketing. I was then recruited to work as a list broker for Merkle Inc., the #1 Database/Direct Marketing Services firm in the US. I was hired five months after the brokerage group was developed. Being one of the first three people in that group, I have had a lot of involvement in developing the group, building the teams reputation and client base, and working to develop the business plan for where the division will go in the next five years as we expand into other mediums. Some of the clients I am currently working with include Nike, Proctor & Gamble, DirectTV, Dell, and T. Rowe Price.”

- Amanda Fenchel ’03

Resources:

If you’re looking for a great resource for discovering new media and journalism trends, navigate your web browser to: www.stateofthemedia.com. It is a yearly report conducted by the Pew Foundation surveying trends, problems, and public attitudes toward public media sources. Because it is not affiliated with any particular interest group, its surveys and information can be considered a credible source. (courtesy of Professor Holloway)

Internship Opportunities:

Communications
Assist with communications and marketing in the Global Outreach department of a local nonprofit committed to providing healthcare to underprivileged people in third world countries. Interns must have the basic understanding of Microsoft Office software. Excellent written and verbal communication skills are vital to this position. The applicant must be organized, flexible, and willing to partner with a growing and dynamic medical missions organization.

Event Planning
Assist with all aspects of scheduled events including - development and dissemination of event marketing collateral material; facilitate communications with event committee members; planning and development of committee event activities; attend scheduled events, when available; layout and design of quarterly newsletter; formulate stories for quarterly newsletter; update and maintenance of web site; development of weekly email newsletter liaison with local radio, TV, and print media in ad development.

For more information contact Michael True at the Internship Center.