Message from the Dean

Dear Friends,

I am delighted to share with you this issue of ENCORE, the newsletter for the School of Performing Arts and Communication. What a wonderful way to celebrate the beginning of a new academic year as we call to mind the great achievements of the 2015-16 academic year.

I am proud of the many accomplishments of our faculty and students and look forward to building onto our legacy of excellence in the Performing and Communication Arts.

As we start the 2016-2017 year, I encourage each of you to stretch beyond your reach and call forth all within you that is excellent, great and good. It is in that reach that you will discover your best self.

I look forward to another exciting and productive year in the La-Doris McClaney School of Performing Arts and Communication.

Hiram C. Powell, PhD.
Dean, School of Performing Arts and Communication
NADSA's 80th Annual Conference at Grambling State University is attended by Professor Julius John and Professor Carla Lester and students representing the Department of Communication Studies, Theatre, and Dance. Students successfully participated in competitions involving dramatic and speech arts during the week-long conference. Students also successfully performed in the Reader's Theatre, Duo-Acting, Dramatic Monologue, Oral Interpretation of Poetry, Oral Interpretation of Prose, and Persuasive Speech. Congratulations to our many winners!
**B-CU Students Engage with Industry Professionals During Media Day 2016 at the Daytona International Speedway**

Bethune-Cookman University Mass Communications students interacted with advertising, public relations and communications professionals, as well as business and community leaders during Media Day 2016 at the Rolex 24 Lounge at the Daytona International Speedway (DIS).

During this special event, organized by the Volusia/Flagler Chapter of the Florida Public Relations Association (FPRA), attendees had the opportunity to connect with reporters from local/regional print, television, online and radio outlets. The event kicked off with a media panel discussion, followed by rotating roundtable discussions with media representatives.

Media Day wrapped up with a VIP tour of the new Sports Stadium led by DIS’s VP for operations and FPRA chapter member, Andrew Booth, public relations manager at the Speedway. Participants were provided access to all areas of the $400 million redevelopment of the American icon, which is home to the Daytona 500 and other major events.
The Fifth Annual Music Outreach Program Scholarship Award, in the amount of $500, was presented to this year's winner, Miss Parris Lewis. Miss Lewis, a graduating music major, is a soprano who has been a very active participant in the Music Outreach Program and is a vocal student under the guidance of Mr. Curtis Rayam.

Additionally, in April, the Music Outreach Program instrumental and vocal students joined the New Smyrna Middle School Jazz Ensemble in a 2-hour concert celebrating the National Parks’ Centennial Celebration. The students performed a variety of musical selections, including the commissioned "Children's Earth Anthem" by Charles Eversole, for the Centennial Celebration. The Music Outreach Program is directed by Dr. Rose Grace, Associate Professor of Piano in the Department of Music.

The Community Performance Series featured two guest artists, Dr. Robert Honeysucker, baritone, and Dr. Christopher Moore, trumpet, in free public performances at the PAC. These two artists were at B-CU for a 3-day residency, not only conducting college master classes for the music majors, but also conducting superb outreach workshops for high school students in Deland High School’s choral program and Atlantic High School’s band program.

“To stop the flow of music would be like stopping the flow of time itself, incredible
Dr. Paula McKenzie, Associate Professor of Communication Studies, Theatre and Dance and her students have been researching Civics Proficiency all summer. Student grant recipients include: Lindsey Dominique, Keyh Marah, and Aliyah Turner. “We are proud of the students and their mentor, Dr. McKenzie,” said Dr. Hiram Powell, Dean of the School of Performing Arts and Communication. “We look forward to discoveries about our students and freedom of expression,” said Dr. Kekeli Nuvadenu, Chair of the Department of Communication Studies, Theatre and Dance.

Research suggests that African American students lack civics proficiency. The purpose of the study is to survey students about their civics training prior to entering college as well as their attitudes about civic engagement and social responsibility being used as tools for freedom of expression. The working title of the study is “Freedom of Expression and Civics: Assessing Civic Proficiency Levels of HBCU Students.”

Dr. Ram Nayar, Director of CURE 2016, referred to McKenzie and her team’s work in B-CU Good News stating, “When one thinks of the challenges our nation faces, what comes to the forefront of our discussions is democracy and civic engagement.”

The cornerstone of the CURE is mentoring students in research projects or creative endeavors. Students work with faculty mentors on CURE summer research projects. Dr. McKenzie’s research proposal quoted education theorist John Dewey: “Democracy needs to be reborn in each generation and education is its mid-wife.” It was asserted that scores assessing African American students’ knowledge of civics are well below the level of proficiency. The goal of the study is to discover how our students stand in the area of civic knowledge, media literacy, current events, community service, and service learning. The goal of the pilot study is to establish a baseline of our student’s knowledge of civics thereby allowing us to compare their scores with the national average. The ultimate goal is to add to the national conversation, increase civics understanding in the college classroom as well as impact civics K-12 education.

The project is in keeping with the mission of the university. Student researchers will gather data investigating the amount of civic proficiency possessed by B-CU students. The project fits well with the administration’s commitment to civic engagement and social responsibility. President Jackson’s is committed to educating and empowering “people to seek their own solutions and to advocate for opportunities for all citizens to improve their quality of life.” He is also committed to our continued connection to Project Pericles, an organization focused on educating model citizens through cultivating civic engagement among college and university students.

After formally beginning the process in 2011 with a National Association of Schools of Music consultant, the Department of Music in the La-Doris McClaney School of Performing Arts and Communication is now officially accredited by the National Association of Schools of Music (NASM). With nationally accredited music programs, students will graduate having the support of an esteemed association of scholars and musicians. “The University enjoys a rich history in music and the performing arts. What began nearly a century ago as simply singing in chapel assembly programs has grown today into one of the most recognized music programs in the Southeast and beyond,” said Dr. Hiram Powell, Dean of the La-Doris McClaney School of Performing Arts and Communication. “NASM accreditation signifies that the B-CU Music program meets the highest standards of excellence,” Powell also stated.

Dr. Matthew Simmons, Professor of Music, thanked President Jackson, our new Provost, Dr. Helena-Mariella Walrond, and former department chairpersons for advocating for the necessary resources to support the final steps of the accreditation process. He also congratulated the entire music department for their contributions and hard work. “Students will now have a clearer vision of the high quality education that they are receiving here at Bethune-Cookman University. They will better understand the benefit of having attended a university where the music department is not just one or two dimensional, but broad in its scope, musical experiences, and educational impact,” Dr. Simmons explained. Dr. Marion Hundley, Assoc. Professor of Music and Acting Depart. Chair, agreed saying, “This honor provides verifiable proof to the community that B-CU's commitment to training music professionals meets or exceeds national standards. The institution and students have long deserved this accreditation.” Graduates of the university include noted Broadway performer Harry Burney, renowned jazz educator, Ronald Carter, regional Emmy award-winning composer, Tyron Cooper, and opera singer, Camille Johnson, who enjoyed a long career at the Metropolitan Opera.
In 1990, the Thurgood Marshall Speech and Debate Society was established by Dr. Claudette McFadden and a group of 12 students at what was then Bethune–Cookman College. Last year, the University witnessed a rebirth of the Society under its new name, the Thurgood Marshall University Debate Society. The Society is now being co-directed by Dr. McFadden, Professor of Communication Studies and Director of the Center for Excellence in Forensic Arts in the La–Doris McClaney School of Performing Arts and Communication and Dr. Bridgett Rahim–Williams, Associate Dean of Research in the College of Health Sciences. The 2015–2016 academic year was exciting and motivational as an increasing numbers of students expressed interest in Debate and audience sizes steadily grew so that by February the location of the debates had to be changed from the President’s Banquet Room in the PAC to Heyn Memorial Chapel.

Last year’s resolutions had something for everyone and designing the debates to include an audience Pre–vote and audience Post–vote was an ingenious way to get and hold the interest of students and others from the opening constructive speech to the final rebuttal speech. The resolutions for Fall 2015 focused on Celibacy for Unmarried Undergraduates and Reparations for African Americans while Spring 2016 debate topics focused on Interracial Dating and Financial Compensation for the family of Henrietta Lacks.

The officers for the 2016–2017 academic year are Xavia White, Shadeja Stewart, Keyosha Green, Malcolm Daniels, Alleejah Laidler and Bertram Brinson Jr. The first debate for the 2016–2017 academic year will take place on September 21. The resolution is, “Resolved, that President Obama Should Sign an Executive Order Decriminalizing Small Amounts of Marijuana in all 50 States and the District of Columbia.” As usual, this will be an Audience–Decision Debate. The second debate of the Fall Term will focus on the 2016 Presidential Election and be held November 2 at 7 p.m. in Heyn Chapel.

This year, the Society’s members are looking forward to competing in at least one collegiate event, increasing their on–campus visibility, and doing their part to help increase student–driven and student–inspired after 5 pm intellectual activity.

The Debate Society meets weekly from 6:00 – 7:30 in Fine Arts 231. Students from all majors and classifications are welcome to attend. The Directors also welcome faculty and staff to join them as coaches and mentors for the Society’s members.
Caught In The Net

The Theatre Arts production, ‘Caught In The Net’ is a depiction of how one can be whoever or whatever they decide. Faith Morgan choses to become involved with the alluring world of social media. She uses the seemingly innocent medium and decides to give all of her heart. As a result, her personal life crosses path with social media and she finds she is unable to separate the two. Her choice leads her to become ‘caught in the net.’

And POOF!

Graduating Theatre senior, Michaela Miller, performs “Dr. Bethune’s Last Will Testament”.

Communication Studies major, Rachel Coleman, performs the first ‘Poof’, as she presents a stirring speech on the power of words. She encourages others to build up one another within their daily communication.
Christopher Bell, one of our DOMC’s talented graphic designers, was selected by the Volusia/Flagler Chapter of the Florida Public Relations Association (FPRA) to create not only the poster, but also promotion materials, including the program, for its annual conference held at the LPGA International Clubhouse, in Spring 2016.

Other students from the PR/ADV and Broadcast Production emphases in our Mass Communications Department also gained valuable experience in the mini-conference featuring unique sessions led by communications educators and professionals.

Joseph Carter, Gino Cyrus, Ashley Holden, Charla McCord, and James Smith participated actively in the discussion of the topics concerning contemporary issues and challenges in advertising and public relations. They impressed the conference presenters with their questions and comments to the point that some of them were offered internship opportunities based on their performances and interactions with the industry professionals.
“Speak Out!...What NOT to Wear”

Valentine’s Day panelists talked about romantic relationships in the PAC. Students joined “Speak Out!” advisor, Dr. Joanna Showell, in a discussion about what to wear and what not to wear for dates and campus events. Hot topics included dress etiquette, spending too much money for ‘fad’ clothing and, based on style of dress, what college men and women view as acceptable messages. Should club wear be worn in the classroom or as business attire? This was a question that special guests answered as they were treated to a classy fashion show by BC-U’s own, “Faces Modeling Troupe.”
The Voice, the campus-wide student-produced newspaper in the Department of Mass Communications, added two more awards to its cache at this year’s 65th annual Southern Regional Press Institute (SRPI) which was held at Savannah State University in Georgia.

Voice staffer, Charla McCord, won first place in the feature writing division for a number of movie and albums reviews. The Voice won second place in its division for overall publication.

Prof. Valerie Whitney, adviser to the newspaper, and staffer, Chris Shaw, who works in the television students, traveled with 12 students to the two-day event on Feb. 18-19.

While in Savannah, the students also took time to tour that city’s black history museum.
Screening of Booker T. Mattison’s Latest

Booker T. Mattison is an author & filmmaker who wrote the screenplay ‘For’ and directed the film adaptation of Zora Neale Hurston’s classic story, “The Gilded Six Bits”. Mattison’s sophomore novel, ‘Unsigned Hype’, was nominated for a South Carolina Book Award in the Young Adult Category. He is currently working on his third novel, Friendship Village. Theater Arts students were treated to a screening of Mattison’s newest film and he offered his considerable knowledge and expertise during their time together.

Kennedy Center American College Theatre Festival (K.C.A.C.T.F)

Four students competed in the Region 4 National Level of the Irene Ryan Acting Competition held February 2-6 in Charleston, SC. Two of Theatre Arts students, Brennon Terry and Semaji Hatch, were nominated from Theatre’s production of “Caught In The Net”.

The Kennedy Center American College Theater Festival
A Soulful Evening of Motown Entertainment

Three nights of music were performed by alumni, faculty, and students. Audiences experienced a soulful evening with stirring sounds of Motown and R&B music. Performances featured the best songs from the most beloved singers. Performances were held at the Richard V. Moore Black Box—Theatre’s new home.

“Motown was about music for all people - white and black, blue and green, cops and the robbers. I was reluctant to have our music alienate anyone.”

Berry Gordy

Worship Through the Arts

Chapel Service: Theatre Arts and Dance students performed “Crucifixion,” a revered piece within the Christian Community. Written by James Weldon Johnson, the performance tells the story of Jesus’ Crucifixion.
Departing to Serve...

Serving the Daytona Beach community sometimes begins with a course field assignment. Communication Studies senior, Rachel Coleman and 2016 graduate, Erica Jones, approached the opportunity to get involved with the Halifax Urban Ministries (HUM) with excitement and joy! Their Small Group Communication course, taught by Dr. Joanna Showell, challenged its students to identify and solve a community problem. Rising to the challenge, the students developed a new relationship with HUM and provided assistance to the organization. After “acing” the assignment, the students realized that their mission couldn’t stop there. The assignment was bigger than a grade! It was bigger than anything that could ever boost their grade point averages! The students made a joint decision to extend the project beyond the classroom and the semester. Jones and Coleman created a new relationship between HUM’s Homeless Shelter and Bethune-Cookman University. They raised money and purchased much needed toiletries for the Shelter. Later in the semester, they held a sock drive. Next semester, they hope to provide the Shelter with over a thousand pairs of socks.
**Congrats Grads!**

*Encore* sends a special message of ‘congratulations’ to all the 2015-2016 graduates as they get closer to seeing their dreams manifest and continue to accomplish their goals! Keep moving forward and remain hopeful, faithful, and insightful. Remember the irreplaceable lessons you have learned at the great Bethune-Cookman University. You entered to learn. Now you depart to serve!

Serve well, Wildcat grads, serve well!
MASS COMMUNICATIONS GRADS TAKING THE RADIO BROADCASTING INDUSTRY BY STORM!

Bethune Cookman University 2011 Graduate, Jeremy Gold, makes the move to KQKS-FM in Denver, Colorado. Beginning August 8 at 9pm Eastern Standard Time/7pm Central Time, Jeremy will become the night shift party mogul on KS 107.5.

Jeremy leaves Jacksonville, Florida and the Cox Media Groups Legendary Station WAPE where he served as afternoon host. Jeremy also spent time at WTLC – Indianapolis, Indiana and WJHM-FM (102 Jamz) in Orlando, Florida. The “crazy kid” from Miami, who joined BCU’s 99.1 FM staff, has departed to serve as one of the country’s top radio professionals.

Bethune Cookman University 2016 graduate Ms. Christina Sloan became the newest member of the Cox Media Groups Jacksonville cluster as a Digital Sales Specialist. As a Mass Communications major, Christina took part in the internship partnership program between the Cox Media Group and Bethune-Cookman University. During the Spring 2016, BCU/Cox Media Group Career Fair, Christina was chosen by Jacksonville’s General Sales Manager, Eric Lauer, to join his team. Look for her to become a major player in the next Cox Media Group Career Fair’s efforts to recruit more Bethune-Cookman University Mass Communications majors.
Mark Anthony Gottlieb Jr. (Mr. Mass Communications in The Class of 2013) joins Chatterkick as its newest Digital Media Sales Executive in Baton Rouge, Louisiana.

Mark interned with the Cox Media Group as part of the BCU/CMG Internship Partnership and became one of their most celebrated Business Account Executives and Digital Experts. Mark was also chosen as the National Association of Broadcast Education Foundation/National Association of Black Owned Broadcasters Media Sales Institute’s 2016 Keynote Speaker at Florida A&M University. Mr. Gottlieb is the former President of Bethune Cookman’s Sigma Alpha Pi Honor Society and a proud member of Omega Psi Phi Fraternity.
Let us not forget to congratulate our School of Performing Arts and Communication staff for their wonderful accomplishments!!!!

Congratulations and thank you for all that you do!
Congratulations to Katrina Taylor and her family!

The School of Performing Arts and Communication celebrates the arrival of Gracie Elizabeth Ann Taylor!

Gracie was born on June 29th at 12:07am.
She weighed in at 6lbs 12oz.