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SUMMER 2025

DISPATCHES

The Official Newsletter of the W. Page Pitt School
of Journalism and Mass Communications

Dr. Rob Quicke receives 2025 BEA Textbook Award

Dr. Rob Quicke, professor and director of the W. Page Pitt School of Journalism & Mass Communications at Marshall University, has been honored with the 2025 Broadcast Education Association (BEA) Textbook Award for his debut textbook, *Finding Your Voice in Radio, Audio, and Podcast Production*. The award recognizes outstanding contributions to media education and will be officially presented at the BEA annual convention in Las Vegas this April.

Published by Routledge, the text serves as a comprehensive guide for students and aspiring media professionals, providing practical insights into radio broadcasting, audio storytelling, and podcast production. The book emphasizes hands-on learning, industry best practices, and the evolving role of audio media in today's digital landscape.

"I am deeply honored to receive this recognition from the BEA," Quicke said. "This book was written to empower the next generation of audio storytellers, and I'm thrilled that it has been embraced as a valuable resource in media education."

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SOJMC Adjunct Professor Receives WV Lifetime Achievement Award

From the Virginias AP Broadcasters Association: The 2025 West Virginia Lifetime Achievement Award was given to Marshall University Adjunct Professor Randy Yohe, the Marshall/Huntington bureau chief for West Virginia Public Broadcasting. Awarded at The Greenbrier on April 5, 2025. Yohe began his Mountain State career 37 years ago at WSAZ-TV in Huntington, W.Va, but his media and Entertainment career goes back to becoming a Disco/Funk Deejay in the mid 1970's .

The award goes to someone who has made significant contributions to news reporting, management, or education in broadcasting for a minimum of 20 years in the West Virginia broadcast journalism community.



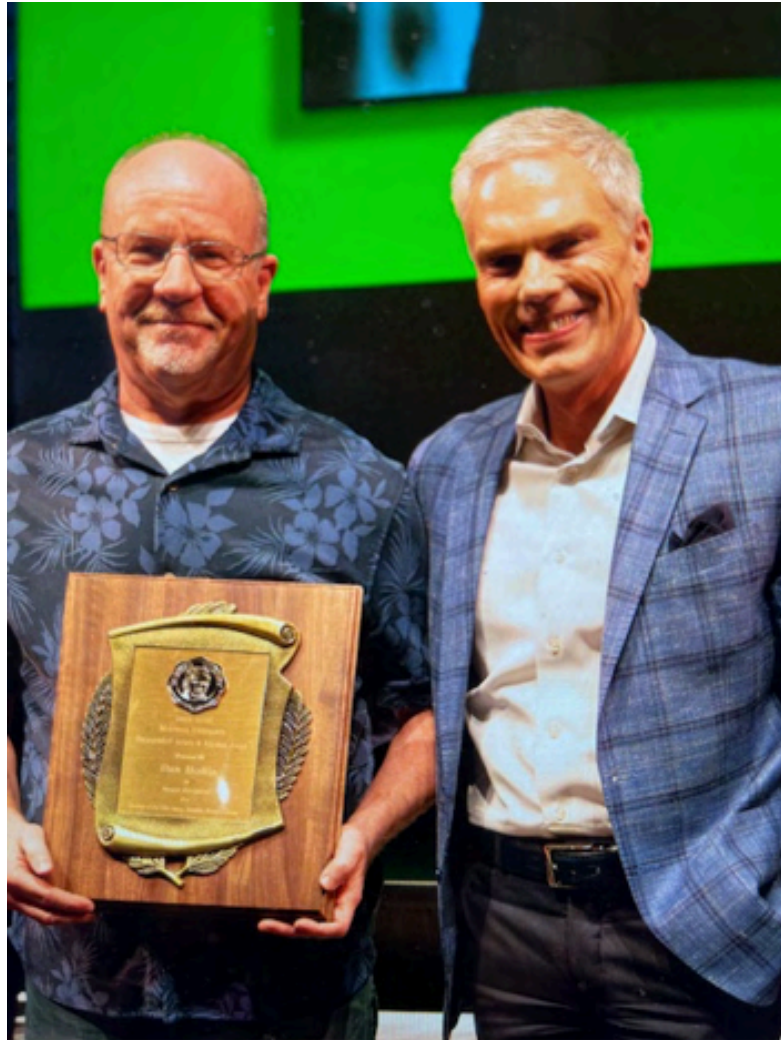
Adjunct Professor Randy Yohe and SOJMC student Emma Johnson at the VAP Broadcasters Association Awards at The Greenbrier, April 5, 2025.

Photo Credit: Sandy Bailey



Photo Credit: Sandy Bailey

SOJMC Professor Receives 24-25 MU Distinguished Arts and Scholar Award



Professor Dan Hollis has been awarded the 24-25 Marshall University Distinguished Arts and Scholars Award as Senior Recipient for excellence in arts, social sciences, humanities, education and business. Among Hollis' numerous awards for his creative work are a regional Emmy Award from the Ohio Valley Chapter of the National Academy of Television Arts and Sciences and Three regional Edward R. Murrow awards from the Radio Television Digital News Association.

Dr. Bailey on Board of VAPB



Congratulations to Dr. Chuck Bailey on his appointment to the 2025-2026 the Board of Directors for The Virginias Associated Press Broadcasters at their annual awards in April.

SOJMC Adjunct Professor Radio Host



Chantil Foster is an adjunct professor in the W. Page Pitt School of Journalism and Mass Communications. Alongside this career, she is also a radio host for Electric 102.7 that broadcasts out of Charleston, W.Va. She got her start at the radio station in August, 2024 and quickly became a part of the team known as the Morning Show with Izzy, Hill and Chantil. Over the past nine months, the show has experienced success and recently, received an expansion to Bristol Broadcasting's headquarters in Bristol, Va on Electric 94.9. Not only is the morning show over the airwaves in West Virginia, but now is entertaining the masses in Kentucky, Tennessee, Virginia and North Carolina. The trio's goal is to continue to expand throughout the states and keep the breath of life in radio.

The Morning Show with Izzy, Hill and Chantil is available anywhere in the world through online streaming capabilities. You can listen live every weekday from 6AM - 10AM by turning the radio dial to 102.7 or through electric102.com. Both of these stations feature hit music. The show includes the latest songs, candid conversation on hot topics and concert ticket giveaways!

WMUL-FM Student Wins First Place at 23rd Annual BEA Festival of Media Arts Studio Audio Competition



Dr. Chuck G. Bailey, professor of Radio-Television Production and Management in the W. Page Pitt School of Journalism and Mass Communications at Marshall University and faculty manager of WMUL-FM, said that the students competed with other broadcasting students from colleges and universities throughout the United States. “Ben Cower was rewarded with his first-place finish in the Audio Sports Story/Feature/News Category for his superb coverage and production of the sports news story titled ‘Cornelius Jackson Introduced as Marshall’s 30th Men’s Basketball Head Coach.’ The contest judges praised his selection of sound bites and editing on a standard sports story at a mid-major level.”

“Winning never comes easy, but for Marshall University, the student broadcasters of WMUL-FM consistently earn honors in direct competition with nationally recognized colleges and universities. These acknowledgments validate the quality broadcasting program available in the W. Page Pitt School of Journalism and Mass Communications,” Bailey said.

Broadcast Education Association (BEA) has more than 1,400 academic and professional members. The Broadcast Education Association (BEA) has more than 300 academic institutional members. The Broadcast Education Association (BEA) was founded in 1955, and its mission is to prepare college students to enter the radio and television business. Its members share a diversity of interests involving all aspects of telecommunication and electronic media.

WMUL-FM Student Awards at VAPB Ceremony



Emma Johnson, VAPB 2nd Place Best Radio News Anchor 2024, with VAPB Director Jay Webb



Ben Cower, VAPB 2nd Place Best Radio News Anchor 2024, with VAPB Director Jay Webb



Anthony Doria and Ben Anderson, Best Sports Play-by-Play 2024, “Marshall WBB vs Jacksonville,” with VAPB Director John Carlin. Also awarded (not pictured): Ben Westfall



Sean Kelly and Ben Cower, Outstanding Sports Operation of the Virginias 2024, with VAPB Director John Carlin.



Ben Cower, Best Sports Play-by-Play 2024, with VAPB Director John Carlin. Also awarded (not pictured): Ray Rynearson and Johanthan Edwards



Emma Gallis, Shane Darling, and John Boggess, Best Website 2024, with VAPB Director Jay Webb

Collective 37 Signs Contract with Huntington Chamber of Commerce



Huntington Regional Chamber of Commerce President Megan Archer (center) and Collective 37 students Brooke Olivarri (l.) and Morgan Napier following an agreement signing ceremony at Marshall University on Friday, March 7, 2025.

The Huntington Regional Chamber of Commerce and Marshall University's Collective 37, a student-led strategic communications agency, hosted an official signing event to commemorate their partnership on Friday, March 7, in the Drinko Library atrium at Marshall University. The collaboration offers opportunities for graphic design, advertising and public relations students to gain real-world experience while providing strategic communications support to local businesses in Cabell and Wayne counties.

Since late 2024, Collective 37 and the Chamber have worked together through the Chamber's small business scholarship program made possible by Huntington Bank. Collective 37 has assisted the Chamber by leading advertising, public relations and graphic design efforts to support businesses and help build their brand.

JMC 439 Advertising & Public Relations Campaign Management Students' Success



Students in Dr. Terry L. Hapney, Jr.'s advertising & public relations capstone course—JMC 439, Advertising & Public Relations Campaign Management—are working with the Huntington Regional Chamber of Commerce as their client during this academic year on a strategic communications recruitment campaign. The Chamber's CEO/president is MU-PR alumna Megan Archer (class of 2010).

One tactic as part of the overall strategy was student Kaitlyn Fleming and Megan appearing on WSAZ's First Look at Four to discuss the Mentor Match Mixer held on March 27. The event was deemed a success after the students conducted the post-event evaluation.

JMC 438-Public Relations Case Studies Role Play



Students in Dr. Terry L. Hapney, Jr.'s JMC 438–Public Relations Case Studies—class have role-played a series of crisis communications scenarios this semester, including one focused on embezzlement in a nonprofit organization. One “side” consisted of a consulting firm working pro bono to help the beleaguered agency rebound in community trust--in addition to one new board member. The other “side” consisted of journalists representing news media in the region. The cases are from *Public Relations Case Studies: Successes & Failures in Business, Nonprofit, Government, Education, and Health Care*—written by Terry L. Hapney, Jr., Ph.D. of Marshall University and Jason Lovins, Ph.D. Of Shawnee State University. The textbook/digital courseware is published by Stukent (available at Stukent.com), 1 million+ students, 11,500+ educators, 6,500 institutions, 80+ countries, and seven-time honoree of Inc. 5000.

Marshall J-School Wins Prestigious TV 1st Place Awards



The W. Page Pitt School of Journalism and Mass Communications took home two, 1st place trophies for television programming during the Intercollegiate Broadcasting System international conference in New York City March 8, 2025.

JMCTV, the name of the school's entertainment and news outlet, scored top marks for Best Comedy for After Hours with Matt James and Best Commercial for Alex Cooksey's Honda commercial. Both were produced in an advanced video production course which makes use of the campus' only television studio.

"Just being nominated is an honor," Emma Gallus, JMCTV's director, said. "But winning. Then winning twice? Priceless!"

IBS accepts entries in more than a hundred categories across radio and television from colleges and universities across the globe. And with JMCTV being in existence only since 2023, winning in the highly competitive space is especially rewarding.



“When great students are motivated ... and have clear guidelines and objectives ... this is the desired result,” Dr. Christopher Swindell, JMCTV’s faculty advisor, said. “Although, we’re all keenly aware of the players we’re up against! This is a big win worth celebrating and promoting.”

JMCTV entered in three categories and WMUL-FM entered in two FOR 2025. And while TV won this year, it was the reverse in 2024-when WMUL-FM picked up trophies in two categories.

“There could be no greater validation to the strength of our program and the talent of its student than this recognition,” Dr. Rob Quicke, director of the Marshall University School of Journalism and Mass Communications, said. “I am deeply proud of the many students involved in this work.”

The J-school celebrates 100 Years of existence in 2026, making the recognition especially timely and validating.

We’re preparing students every day here—in every format possible—social media, television, radio, podcasting, online, public relations, advertising and more. Consider making the Marshall School of Journalism And Mass Communications your choice so you, too, can ‘Tell your Story.’

Find out more at <https://www.marshall.edu/jmc/>

The Parthenon Editors Attend Women's Leadership Summit



Baylee Parsons and Kaitlyn Fleming at The Greenbrier

Managing Editor, Baylee Parsons, and Features Editor, Kaitlyn Fleming, attended the 2025 Women's Leadership Summit: Powerful Voices, March 26 – 27, at The Greenbrier. The event featured speakers, networking opportunities, mentoring programs and leadership development session. Baylee and Kaitlyn will continue as editors for The Parthenon in Fall 2025. Thanks to the West Virginia Chamber of Commerce for offering scholarships for the two students to attend.



Baylee Parsons, Alyce Smith, and Kaitlyn Fleming

- The Parthenon editorial staff celebrated reaching more than 2,000 Instagram followers March 3, 2025.
- Year in review – 486 stories were published by Parthenon students on marshallparthenon.com since June 2024.
- 317 print news pages have been designed since June 2024.
- Monday, June 17, 2024 is the day with the most views from the year – 44,154 page views.
- Story with the most views was “They’re Wrong,” Jeopardy! Champion Says of Appalachian Stereotypes by Sarah Davis, June 15, 2024.

<https://marshallparthenon.com/33546/news/theyre-wrong-jeopardy-champion-says-of-appalachian-stereotypes/>

<https://marshallparthenon.com>

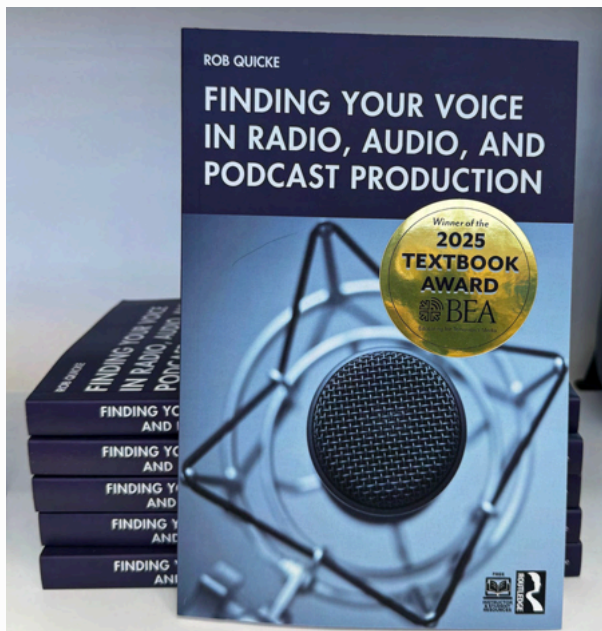
WMUL-FM'S New Transmitter Signs On January 31, 2025





IN OTHER NEWS:

WMUL-FM Station Manager, Makaylah Wheeler, was the Moderator of the 12:15-1:30 pm Student Panel at the Student Research and Creativity Symposium on April 3, 2025.



Quicke...continued from page 1

“This book was written to empower the next generation of audio storytellers, and I’m thrilled that it has been embraced as a valuable resource in media education.”

Quicke, a longtime advocate for college radio and media education, is also the founder of College Radio Day, an international event celebrating the impact of student-run radio stations. Now in its 15th year, more than 1,000 colleges and universities in 57 countries participate annually every October. His extensive experience in radio and podcasting has shaped his approach to teaching and mentoring students in the field. Quicke also serves as the founder and advisor to the Dead Podcasters Society, a student organization that creates podcasts and trains students in audio production.

“We meet in the James E. Morrow Library at midnight and by candlelight, so it’s a fun environment to create some cool audio content,” Quicke said. There are also further plans for podcasting at Marshall, including launching a new podcasting certificate and minor this fall.

The BEA is the foremost international academic media organization, recognizing excellence in media production, research and education. The BEA Textbook Award is given annually to a book that makes significant contributions to media instruction.