

We Are Live in 3...2...1

By: Samantha Stenerson

With the never-ending updates of today's audio and film industries, WalTV and KZOW have some exciting new updates to equipment and streaming software to share.

WalTV has moved into 4K filming with its recent purchase of the Sony FX 6. This camera's faster frame rate and larger image will be able to provide students with better quality products and viewers with higher quality entertainment. Students learning on this new camera have given feedback about this new purchase. "One of the cool things about the Sony camera is that for your hand on the side can swivel to help with getting camera angles without the pain of cranking your wrist," said Hannah Meyer, a Waldorf junior. Hannah has been part of the first class to get to use this camera, and she is excited to continue to learn more about it.

KZOW shifted into an exciting new way of streaming content over the summer. Instead of casting through Facebook, Waldorf has taken its content over to YouTube. YouTube lets students put their projects into a larger pool to be seen and discovered.

With this switch came a change in the software being used to stream also. Made popular on Twitch, Streamlabs is a user friendly streaming app that lets student interact with their work at a deeper editing level and create content on the spot.

Waldorf's Communications department is always trying to keep up with new content and creation tools. Updating products and software keeps the program in-the-know and ready to create.



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ALL THINGS COMM

COMM and Play With Us!

By: McKenna Clouse

The Waldorf University communications program is introducing a new interactive experience for high school students and incoming freshman to learn about Communications.

The sole purpose of Comm & Play is for people wanting to know more about communications and what it is at Waldorf. In this day-long event on Thursday, Nov. 3, students will come and get to work on planning an event through public relations, getting news coverage for journalism, designing a graphic for graphic design, and creating a radio/tv appearance.

During this time, they will get real-time help from students and professors. As a finale, everyone will head over to the Boman Fine Arts Center and present their projects they worked on.

This will be a very hands-on event involving all comm professors and students. We want to make them feel welcome and really get the best feel of the program so that they decide to choose communications.

Comm professor Heather Yeoman and Charlotte Wright, a current communications student, have been spearheading this event.



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PILLARS On the Move

By: Kelsey Peterson

Pillars is a scholarship program designed to help with students' tuition at Waldorf University while also giving them leadership skills.

Every month the Pillars students have two meetings. The Communications Pillars advisor is Heather Yeoman and her job is to plan speakers and field trips that are related to the communications field.

"We have hosted 'Pizza with a Professional' welcoming speakers from graphic design and journalism. We have visited KIMT in Rochester and viewed a live broadcast, attended a local film festival and learned traditional printing press techniques from a graphic design company," Yeoman said. "Communication Pillars gives students opportunities for learning outside of the classroom, and to see how a communications degree is applied in the real world. Students learn a lot, have fun, and make great connections for future networking."

Waldorf's Commtivities by Baili Schoneman

The Communications Department at Waldorf University plans three enjoyable events each semester to bring together students in each track and celebrate the seniors' achievements. These events are organized by PR practicum students so they may practice event planning and think of creative ideas to make a fun night out with teachers and peers.

Numerous events were postponed during the pandemic as a result of social isolation and the requirement to wear masks. Due to social distancing, students created temporary events to take the role of the annual mini-golf and bowling. For a limited time, student-organized activities such as Comms-giving, a school Thanksgiving bonding dinner, and Commpocalypse, a zombie movie night, were hosted to promote social connectivity.

In addition to all these benefits that the Pillars students get they also get the monthly meetings that have various speakers that come from all around. They have had anything from body builders to motivational speakers come to speak with the students.

During one of the meetings per month it is broken down by age group so it's a smaller group during those meetings and more one-on-one that happens.

Rachel Harms, program director who oversees all the Pillars groups, is really good at making sure everything in the students' lives is going smoothly.

Events like COMM bowling and mini golf have resumed.

All of the events this year have distinct themes that encourage student interaction through fun activities. Waldorf's Comm annual traditions continue to connect students and staff together while preserving memories and annual traditions through topics like reality TV shows and group leaders selecting their own special group themes.

Meet the Court, an annual event scheduled during homecoming week where the Waldorf royalty are introduced and many students gather in the Atrium to celebrate our school collectively, is still a tradition. From school dances, side events, and the created videos and event flyers recognizing the selected individuals for the candidate rolls are also still being held. Homecoming at Waldorf is still a significant part of the school's traditions, thanks largely to this special school tradition.



Well... Come On and Visit!

By: David Damm

The Waldorf University Communications Department seeks to prepare graduates for productive employment in the communications industry, emphasizing the combination of a liberal arts education with specific job skills, and service to the greater community.

Please plan to visit Waldorf University and see what we have to offer. At Waldorf, we prepare students for meaningful employment in television, radio, journalism, film production, public relations, graphic design and photography.

Our program is built on a solid foundation, which includes:

Professional experience

All of Waldorf's communication professors were professionals in their chosen fields before entering the classroom.

Hands-on teaching

Most of our communication classes use a three-step method for teaching. A student reads the material, sees a skill demonstrated, and then produces, produces, produces. As part of this model, many of our courses require completion of a "client-based project." These projects are typically for non-profit or religious organizations that cannot afford professional communications support (e.g., web sites, brochures, news releases, videos, etc.).

State-of-the-art facilities

Waldorf prides itself in having the latest hardware and software available to students in the communications program. Students work in a one-of-a-kind digital arts lab, an all-digital radio station and a professional television studio. The student magazine and newspaper are 100% digitally produced.

A major from day one

Most communication majors at Waldorf take at least one course in the major each semester. General education classes and courses in the major coexist. Students are in a communications class from their first semester. Students in the program develop positive relationships with each other that aid their process of self-discovery.

The department sponsors social opportunities throughout the academic year so newer students can interact with those closer to graduation. Also, mentor relationships are fostered through campus media (Lobbyist, Torch, KZOW, Wal-TV) where upper division students serve in leadership roles, fully managing each of the campus media. Leadership includes conducting meetings, encouraging or disciplining staff, navigating budgetary decisions, etc.

Required internships

Waldorf's communications department requires one internship and students are encouraged from day one to search out an internship in their field of interest. Students have had internships locally, regionally and nationally.

Placement

Our program's placement rate is 98% from the time of its inception.

You owe it to yourself and your future to check out Waldorf's Communication Department. Call admissions at 800-292-1903 or visit www.waldorf.edu for more information.

