



A strong performance

College of Communication and Fine Arts touches lives of students and community

By Andy Ellis

Whether on the theatre stage, in the exhibit hall or a packed stadium on a football Saturday afternoon, Troy University's College of Communication and Fine Arts (CCFA) regularly puts the talents and abilities of TROY students on display.

Each year, half a million people are exposed to the University through the various bands, ensembles and theatre performances and those numbers are something in which Dr. Maryjo Cochran, dean of the college, takes great pride.

Communication and Fine Arts consists of the John M. Long School of Music, the Hall School of Journalism, the Department of Speech and Theatre and the Department of Art and Design.



At top, the cast of the Troy University Theatre's production of "Forever Plaid" rehearse for their performance. Above, members of the Sound of the South drumline perform during the 2006 Homecoming parade.



Above, members of Troy University's Collegiate Singers prepare for a concert. Below, TROY theatre students perform in the play "Women of Lockerbie" presented last fall.

Dr. Cochran points with pride to some of the college's recent accomplishments.

- In 2006, the Troy University Symphony Band recorded "STORMWORKS Chapter 1 Prime: A Wish to the World," a CD that has been distributed in 35 countries.
- TROY students consistently represent the University well in national and regional art and design, theatre and journalism competition awards.

- Each year more than 25 percent of the student body on the Troy Campus participates in music classes, ensembles and applied lessons.

- The number of music majors grew from 115 in fall 2005 to 175 in fall 2006.

- Each year the School of Music adds 20 new music teachers to the music teaching profession. The school enjoys a 100 percent job placement rate for new music teacher graduates.

The college is also on the leading edge of an initiative put forth by TROY Chancellor Jack Hawkins, Jr., concerning the establishment of study abroad opportunities.

As a part of the University's strategic plan, "Vision 2010," Dr. Hawkins has called on each of TROY's five colleges to develop five study abroad opportunities by 2010. With short-term study trips to London to study British media and theatre, a 10-day experience at Halmstad University in Sweden and a new opportunity to visit China, the College of Communication and Fine Arts is well on its

way to fulfilling this goal.

"Chancellor Hawkins has placed great emphasis on providing our students with these opportunities," Cochran said. "Communication and Fine Arts is leading the way in those pursuits and we are creating some innovative partnerships that will be of great benefit to our students."

Center for Creativity Collaboration

One of those innovative partnerships to which Cochran refers is through the Department of Art and Design.

Students in the art and graphic design program received the opportunity to collaborate on a project with international partners and learn about Scandinavian culture at the same time.

In November, TROY students and faculty members visited Europe and a 10-day study-abroad opportunity at Halmstad University in Sweden, according to

Jerry Johnson, chair of the Department of Art and Design. Troy University students and their counterparts in Halmstad are developing a multimedia internet presence, a project that will combine traditional art and modern Web technology, Johnson said.

"We are working to identify and establish different projects with international partners," Johnson said. "The goal is to foster more international collaborations



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At left, junior Design Technology major Jeffrey Hake of Moulton, AL, pauses for a photo during a tour of downtown Goteborg, Sweden. Hake was one of three TROY students who took part in a 10-day study abroad opportunity to Halmstad University in Sweden led by faculty members Jerry Johnson and Greg Skaggs. Bottom left, Eric Ward, music industry graduate assistant and studio manager from Columbus, OH, edits a recording as Lon Dennis, a senior music industry major from Eu-faula, looks on. The new studio, located in Smith Hall, held its official grand opening in March. Bottom right, the cast of “Nunsense,” one of two dinner theatre productions offered by Troy University Theatre this spring, prepare for the performance.

using art as the bridge.”

Johnson said the students will create a web-based documentary and supporting Web sites “sharing lots of international and cross-cultural subjects.” Plans are in the works for the students from Halmstad to visit Troy, AL, during spring semester to complete the project. Students from TROY and Halmstad are currently collaborating electronically.

TROY students who made the trip with Johnson and Greg Skaggs, assistant professor of art and design, were Jeffery Hake of Moulton, AL; Daniel Leary of Troy, AL; and Josh Yohn of Dothan, AL.

Emerging music industry program

While Troy University’s history of producing music educators is well documented, Dr. Cochran is also excited about an emerging program within the School of Music – Music Industry.

The program is preparing students for a variety of professions within one of the country’s fastest growing industries.

“America’s number one export to the world is our entertainment,” said Robert W. Smith, coordinator of TROY’s music industry track. “Most of that is through popular music. It is a multi-billion dollar a year industry. With that comes the demand for skilled, creative people to work in a variety of settings within the industry. Through our music industry program, we are



preparing students for those substantive careers outside of music education. Teaching is an unbelievable art form within itself, but not every musician will want to teach.”

The program, which began in small form two years ago, offers three different course sequences – audio production, music business and general studies.

Smith, a TROY alum and former director of bands, returned to the University to lead the program, but he was not ready for what he found.

“I was coming in expecting 25 or 30 students. Right now we have 80 and I fully expect to have more than 100 majors in the program next fall,” Smith said. “I expect this program to have a significant impact on the University. There are very few places that are preparing students for the business side of the music industry. I want there to be an expectation of great quality and strong work ethic when speaking of our students.”

Theatre reaching out to community

Another area within the College of Communication and Fine Arts that has Dr. Cochran excited is the expansion of offerings by the University’s theatre program.

“We will be offering two productions as dinner theatres this spring – “Nunsense” and “Forever Plaid,” Dr. Cochran said.

Dr. Cochran said the theatre program also will revive the summer musical and seek community involvement.

Tom Davis, director of University Relations, contributed to this story.





Rove speaks to TROY journalism students

The availability of the World Wide Web has challenged the role and substance of traditional journalism, White House Deputy Chief of Staff Karl Rove told Troy University journalism students on March 15.

Speaking at the Hall School of Journalism's annual M. Stanton Evans Symposium, Rove said the ease of use and availability of the Web as a tool for the dissemination of information brings with it new challenges.

"Today's media are asking the question: How can we deliver the news through our traditional means, but also through the Web," Rove said. "The Web brings about the questions of standards, accountability and responsibility."



Rove offered a historical look at the media's coverage of the Office of the President, noting the "remarkable" shift that has occurred particularly over the last two decades.

"President Woodrow Wilson suffered a debilitating stroke on Oct. 2, 1919, and no one knew about it," Rove told the gathering. "On Jan. 13, 2002, President George W. Bush was watching television, choked on a pretzel and passed out. It was known around the world within the hour."

Rove indicated that the rapid pace of news dissemination today has media outlets "starved for content."

"The tyranny of this chase for more and newer is encouraging people to cover things that would normally draw little or no attention," Rove said.

The abundance of polls that are conducted and reported on by the media is one example of how the media is looking to fill the almost-constant need for news, Rove said.

"More polls were conducted and reported on by the media in the first 12 months following 9-11 than were throughout all of World War II," he said. "It is easier to write about a poll than to get to the substance of an issue."

Touching on political strategy, Rove stressed the importance of good communications within politics.

"Politics is about ideas," he said. "Good, effective communications is a must; but ultimately, there also must be something worthy of communicating."

Above, M. Stanton Evans (right), who has held the Buchanan Chair of Journalism for the Hall School of Journalism since 1980 and for whom the annual symposium is named, visits with Rove prior to the event. At left, Rove responds to a student's question following his presentation.