

# Cameo

A publication of ZETA PHI ETA: a National Professional Fraternity in the Communication Arts and Sciences



## In this issue...

Cameo Update.....	2
President Update.....	3
Graduation.....	4
Zeta Rocks.....	7
Internships.....	8
Zeta Niche.....	11
Chapters.....	12

## Letter from the Editor

Hello Zetas,

First off, I would love to say how thankful I am for this opportunity to serve as editor for this issue of the Cameo. It is amazing to finally put the classes that I have been working on to good use. Over the past few weeks, I have been reading and researching past issues of the Cameo to see where we were, so that I might figure out where we are going. Before we go into our Quasiquicentennial, I thought it would be great to highlight some of the amazing accomplishments that Zeta Phi Eta has made, over our entire 125 years through our social media.

If you are interested in any of the items in this issue, have any tips, or if you have any ideas for new articles, topics of discussion,



photos, or highlights, please contact myself at [patrick.yim815@gmail.com](mailto:patrick.yim815@gmail.com). We would love to hear from you. We are also looking for past issues of the Cameo, photos from your chapters, and physical items of any Zeta Phi Eta memorabilia, feel free to send an email so that we may also add it to our collection.

In Zeta,  
Patrick Yim

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*Patrick T. Yim, Editor*

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Relatives of deceased members: Please send information, including date and place of death, to Central Office Executive Director at the above address.



# Letter from the President

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Summer is in full swing and so is Zeta Phi Eta's National Council! Almost a year after our 2017 convention, we've accomplished many things over the last few months. In my first year as Co-President of National Council, alongside the incredible Blair Shiff, I've learned numerous things and am excited to continue working with her to guide the organization to success.

As a National Council, we are excited to have our very first intern – Patrick Yim – helping us capture the history of Zeta Phi Eta and tell the stories of its members, alumni and more. In addition to putting together our semi-annual publication, The Cameo, this summer, he'll be creating videos to share, working on our social-media channels and sharing profiles of our members. We cannot wait to further the reach of Zeta Phi Eta and get in touch with our many alumni. Over the last year, we've added national council representatives from every chapter, which has given us a wonderful opportunity to get to know more about each chapter and welcome chapters to learn



more about the National Council's work. We're also in the process of launching professional chapters in Boston, Baltimore/Washington, D.C., Southern California (Los Angeles) and New York. We look forward to bringing more Zetas together and continuing to "Achieve! with Wisdom, Integrity and love!"

Zeta Phi Eta is growing, thriving and fulfilling its mission, and we are so excited to see where the future takes us. If you ever have any ideas, concerns, questions or comments for us, please send us an email at [president@zetaphieta.org](mailto:president@zetaphieta.org).

In Zeta,  
Marisa Russell

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## Our Mission

1. To band together individuals committed to high standards in the communication arts and sciences;
2. To provide opportunities for sharing professional interests through participation in worthwhile activities in the fields of communication;
3. To provide a climate in which members may develop sound professional philosophies; and
4. To stimulate and encourage all worthy enterprises in the communication fields.

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&

Marisa Russell

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Elina Kotlyar

# Spring Graduation '18

Every semester, we see so many students grow and learn. No day is more important to our members than their graduation. On this day students finally get the recognition for all of their hard work. Here is a look at our first set of graduates for the 2018 year. We are so proud of each of them, and wish them well on their journey.

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Alexandria Atlweiss  
*Beta Theta*  
University of Toledo



Annieliese D. du Boulay  
*Alpha*  
Emerson College



Ariana Oviahon  
*Beta Theta*  
University of Toledo



Austin S Tillison  
*Beta Lambda*  
Jacksonville State University



Brianna T Jones  
*Beta Iota*  
University of Central Florida



Brianna Stewart  
*Beta Theta*  
University of Toledo



Bryce Buyakie  
*Beta Theta*  
University of Toledo



Caitlyn Peters  
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Carlee E. Slay  
*Beta Lambda*  
Jacksonville State University



DeLena J. Harris  
*Beta Lambda*  
Jacksonville State University



Doris Liang  
*Alpha*  
Emerson College



# Spring Graduation '18 Continued...



Dylan Walton  
*Alpha*  
Emerson College



Elaine Nichols  
*Alpha*  
Emerson College



Emily Schnipke  
*Beta Theta*  
University of Toledo



Evan McCrory  
*Alpha*  
Emerson College



Evan Czyz  
*Alpha*  
Emerson College



Hayden T. Clay  
*Beta Lambda*  
Jacksonville State University



Jaisalyn C. Santiago  
*Beta Iota*  
University of Central Florida



Jed Shilling  
*Beta Theta*  
University of Toledo



Jeremy Liang  
*Alpha*  
Emerson College



Jessica Guice  
*Beta Theta*  
University of Toledo



John W. Deen III  
*Beta Iota*  
University of Central Florida

# Spring Graduation '18 Continued...



Joy Dicken  
*Alpha*  
Emerson College



Kim Dossett  
*Beta Eta*  
Hofstra University



Luna Ramirez  
*Beta Iota*  
University of Central Florida



Lyndsey R. Shulman  
*Beta Eta*  
Hofstra University



McKenzie Smith  
*Beta Eta*  
Hofstra University



Paola T. Arruda  
*Alpha*  
Emerson College



Peighton E. Jolley  
*Beta Theta*  
Jacksonville State University



Rafael Barraza  
*Alpha*  
Emerson College



Samantha L. Bequer  
*Beta Iota*  
University of Central Florida



Sara N. Whitman  
*Beta Eta*  
Hofstra University



Zachary Herig  
*Beta Theta*  
University of Toledo

## Not Pictured Above

Ashley Diel - Beta Theta - University of Toledo

Daphne Christidis - Beta Eta - Hofstra University

Destiny Simmons - Beta Theta - University of Toledo

Katie Johnson - Alpha - Emerson College

Kim Roth - Alpha - Emerson College

Madeline Keil - Beta Theta - University of Toledo

Marie Haaland - Beta Eta - Hofstra University

Pakelody Cheam - Beta Eta - Hofstra University

Roderick Peterson - Beta Theta - University of Toledo

Sarah Schwartz - Beta Eta - Hofstra University

Suzie Hicks - Alpha - Emerson College





Breihan Dryden performing at the Sunsets album release show.

Mark du Pont/JSU



Mark du Pont/JSU

Above - The Sunsets after their performance.  
Below - Sunsets during their performance.

# Zeta member rocks the stage

By Taylor Mitchell/Beta Lambda

On Sunday July 1, Jacksonville, Alabama based band “The Sunsets” released their first ever studio album with a bang.

“The Sunset’s” are a rock band made up of front man and keyboardist Torsten Dryden, saxophonist Daniel O’Donnell, drummer Breihan Dryden, bassist Allen Poore, and lead guitarist Devin Gordy. Also joining them on stage for the concert was newest member and guitarist Jack Vermuth and Brett Stewart, who produced the album. They released their first album Heartbeat Massacre with a concert at the Masquerade in Atlanta, Georgia. They were joined by The Sagas, Russian Love Machine, and The APX. Breihan Dryden said the show went great and was good for the band.

Breihan Dryden is a new member of Zeta Phi Eta in the Beta Lambda Chapter at Jacksonville State University. He said that the show went great and is doing really well for the band.

“It was essentially three years worth of pent up anxiety and excitement finally being released,” said Dryden.

The Sunsets played through the album on stage, showcasing a wide range of songs from ones about love, vampires, cities at the bottom of the sea, and even John Hughes films.

Dryden feels like the album has really been received well so far. “People have been very receptive and I couldn’t be happier,” He said.

The band’s sound is a unique 80s infused post punk sound mixed with heavy use of saxophone and synth keyboard. It gives an unmistakable 80s vibe while staying very modern especially in songs like “Frontera De La Muerte.” The album also used a hornline for several songs.

Dryden says this is largely due to the band sharing a marching band background so working with so many wind instruments just seemed natural to them. Daniel O’Donnell’s saxophone was actually added to the band for use in a cover of “Midnight City” by M38 which is interesting considering how prominently saxophone has become to the band’s sound.

The only songs not relying heavily on sax are “Frontera de la Muerte,” which still uses it, and “As the Light Fades,” which abandons most instruments for only cello and piano. Dryden discussed these songs in particular. He says “As the Light Fades” is a particularly emotional song.

“People were crying when we recorded it” said Dryden on the emotion wrapped up in the song. Dryden explains its very applicable



Donja Dryden/JSU

and relevant to every member of the band. That emotional connection is also why he says they won’t be playing it live often as that kind of feeling is hard to come by.

“Frontera de la Muerte,” on the other hand, is described as just a fun song about vampires in a desert.

When asked why the song has screaming in the background vocals Dryden simply laughed and asked who wouldn’t scream in that situation.

If you are interested in hearing Heartbeat Massacre, it is currently available on all digital retailers and streaming services including both Apple Music and Spotify.

# Interns into Jobs



Anna at the JW Marriot in Orlando, helping package meals for Feeding Children Everywhere.

## Anna Araujo

Anna is a part of Zeta Phi Eta's Beta Iota Chapter at the University of Central Florida. Currently she has an internship with Feeding Children Everywhere (FCE) in Orlando, Florida. FCE is a nonprofit organization that hosts food packaging events called Hunger Projects. Anna is an events intern at FCE. As an events intern, she has the opportunity to attend these Hunger Projects and help with set up, break down and facilitating during the projects. Hunger Projects are hosted not just in Florida, but all around the United States. Since Anna has started with FCE, she has done fifteen Hunger Projects and been to seven different states. In the fall she will continue to intern at FCE, and she will be working in their Human Resources department.

## Jay Dial

Jay Dial is a member of Zeta Phi Eta's Beta Lambda Chapter at Jacksonville State University. He is entering his senior year at the University and had the opportunity to work as intern for Mix 102.9 in Gadsden, Alabama. At this internship, he has had the opportunity to learn about everything to do with the radio business from this award winning station. Jay has done voice acting for on air commercials, voice tracks for



Jay at the Mix 102.9 studio in Gadsden, Ala.

broadcast, and has even been able to become a part of the morning show, "The Morning Mix with Shane and Suzanne." Jay says that he has been learning a lot, and is having a great time with the program.

## Pakelody Cheam

Pakelody is a recent graduate of Zeta Phi Eta's Beta Eta Chapter at Hofstra University. This past semester, she had the opportunity to intern with the MTV/VH1/Logo social impact team. Now that she has graduated, she has officially joined their team as a coordinator. The team is responsible for bringing important issues LGBTQ+ rights, racial justice, and mental health into the MTV/VH1/Logo programs and their brand-led campaigns. Currently, they are in the midst of launching MTV's first-ever midterms campaign. Because of that, most of her time is devoted to that effort. From leading brainstorming

sessions to identifying correct talent for the cause, there are many multiple tasks that are required of her. In addition to focusing on the midterms, she is also responsible for overseeing their summer intern, providing pro-social feedback for their programs, and managing financial reports.

Pakelody at the Viacom office in Times Square.





# Laura Gonzalez

Laura is a senior and member of the Beta Iota Chapter of Zeta at the University of Central Florida. She is an advertising and public relations major, and has had the opportunity to intern

Laura enjoying some of the many sights of Spain.



# Marla Gootee

Marla is a member of the Beta Theta Chapter at the University of Toledo. She is currently working on two different internships.

Her first internship is with Healthy Living News, which is a publication in Toledo, which provides residents of Northwest Ohio and Southeast Michigan with news to contribute to improving their health. It includes health tips as well as information on local events taking place.

"I am working as their social media intern. I am responsible for running their different media platforms as well as their monthly blog."

Her second internship, she is working with the writing staff of UT

at vibuk.com in Madrid, Spain.

Vibuk, which is an online platform for artists to connect is owned by actor, Antonio Banderas. It is a place where talent can find jobs and vice versa.

"Living and working in Spain has been absolutely amazing, and I've learned so much. Madrid is a beautiful city full of so many great people.

Starting in August, Laura will be heading back to the states to start a new internship with the Universal Orlando Resort Marketing team as a public relations intern.

"Universal has been one of my dream companies since before I left high school. After four interviews, I have accepted the internship in hopes that it will be the start to my career."

News. The UT News is an online and physical publication for the students, staff, and faculty of the University of Toledo. The weekly newsletter highlights important achievements, events and information pertaining to the university.

"As an intern for this publication, I am in charge of researching different assigned topics, reaching out to sources, and composing stories for my editor."



Claudia on the court at a basketball game against the Detroit Pistons during a special activity with some of the campus international students.

# Claudia Garber

Claudia is a member of the Beta Theta Chapter. She has been hard at work for an internship with the University of Toledo's social media team.

"Anything that happens on the university's official Facebook, Instagram, Twitter, and Snapchat has been posted by my coworkers or [me]. Along with posting things on the Internet, my team and I are also responsible for shooting the video content that gets posted.

Over the past three years, this internship has given me a lot of great hands-on experience, and has made me more knowledgeable about the social media world. I have even had the opportunity to be in front of the camera doing fun videos and interviews that later get posted on social media for all my friends and family to see.

My internship has made me become very familiar with the university and all its working parts and the chance to meet a plethora of different faculty and staff. I'm excited to continue on with this internship upon graduation this December and see how many doors it can open for me."

# Jessica Guice

Jessica is a recent graduate of the Beta Theta Chapter at the University of Toledo. While at the university, she served as the Vice President of Marketing for the chapter. She also completed six different internships within the communication field.

Now, as a graduate, she is working as a Marketing Intern for Susan G. Komen of Northwest Ohio.

“While there, I contributed to different marketing campaigns, content for the organization’s social media platforms, wrote copy for email blasts and implemented graphic design techniques to create different fliers for the organization.”

Starting this August,



Recent Zeta Alumna Jessica (left) with co-workers on her last day as Marketing intern at the Northwest Ohio affiliate of Susan G. Komen.

she will be moving to Queens, New York to serve as a member of AmeriCorps.

“I will be working in the

mentorship program, City Year.” There, she will be mentoring students who have limited access to educational resources.”

# Ariel Thweatt

Ariel is a member of Zeta’s Beta Iota Chapter at the University of Central Florida. This summer, she had the opportunity to work as an

intern for a company called Ogilvy.

Ogilvy is one of the oldest and most well respected advertising agencies in the world. David Ogilvy, the organization’s founder is also one of the most prominent

figures in advertising. Some of the companies clients include Coca-Cola, Ford, and IKEA.

During her time working with Ogilvy, she worked on the account team for Samsung. Her days consisted of client meetings, research and logistics for the client and account team.

“I was fortunate to sit in on nearly all of the client meetings and gained a lot of hands on experience from my manager. Additionally, for our intern project, we were given Nationwide as a client.

I absolutely love the environment at Ogilvy because it is one that fosters learning and growth. It’s very humbling to be apart of an agency that has a very strong founders culture, so much history and an impressive portfolio of client partnerships.”



Ariel at the Ogilvy office in New York for her internship



# Zeta can help you find your niche

By Marla Gootee/Beta Theta

There seems to be a misconception amongst college students about the Communication field and how it's one of the easier areas of studies on a campus. However, this idea isn't entirely true, and dismisses the fact that students studying this subject are some of the hardest working on campus.

Whether it's the students working diligently to report news occurring on campus or in the community, those at sports games capturing endless amounts of footage, or the numerous internships students are aiming to complete to further their knowledge and experience in the field; these students are working hard.

Many also believe that this major is the literal study of communication amongst individuals in different settings. While partially factual, the communication major is far broader and has various other topics.

At some universities, different subfields are included in the Communication major that many may not know exist.

When I first considered declaring a Communication major at the University of Toledo, I was somewhat discouraged. I had taken classes which revolved around studying communication within a business or corporate setting, due to a recommendation from my counselor.

Although these classes did have interesting aspects and I learned a lot about different methods and ideologies that one could utilize in a business setting, I felt that it wasn't pushing me in the direction

of my ideal career after graduation.

It wasn't until I met with my new counselor after declaring Communication as my major that I received more insight into the different paths one can take. Besides general communication, I was introduced to courses where I could learn more about television, journalism, radio, or public relations and I was very excited.

I now could learn more about the different paths in Communication and get my feet wet to discover what I liked and didn't like.

In addition to meeting with my counselor and learning more about my new major, I also decided to rush Zeta Phi Eta during the Spring semester of 2017.

I wasn't entirely sure what the organization consisted of, but I recognized that it catered to Communication majors and allowed them to grow professionally and network. These were two things that I was determined to acquire the remainder of my college career.

Since my initiation, my experience with Zeta Phi Eta has allowed me to step outside of my comfort zone and further my knowledge of Communication fields.

Zeta Phi Eta immediately connected me with others who had similar interests and envisioned themselves in a career field that I did as well.

Even if one's career goals differ from others in the organization, everyone is eager to help you in whatever way they can. Whether it be getting the internship you've been eyeing or acquiring the experience to help you land

your dream job after graduation, there is someone there to provide you with the necessary support.

Another commendable aspect about the organization is that it doesn't only accept strict and obvious Communication majors, such as journalism and public relations and encourages those in related fields on the communication spectrum, such as graphic designers, interpreting, poetry, political communication, audiology performance, etc. to become members. This is so because Zeta Phi Eta has opportunities that can help them with networking and growing professionally as well. So, the idea of Zeta Phi Eta only being beneficial to those studying the field or subfield of Communication is not true.

It can be beneficial to anyone willing to devote their time and efforts to become involved in the organization and take advantage of the numerous opportunities that it presents to its members. Another neat aspect about the chapter at the University of Toledo is that current members are open to adapting to those who may be studying a different field and presenting them with similar opportunities to excel.

I am a firm believer that once you have found the right area of study, there is no more doubt or hesitation about your future. Once you begin studying something that you genuinely like and want to progress in, you have found where you belong.

Zeta Phi Eta assisted me in that process through its members, professional and volunteer opportunities. That's why I believe it's important that those studying Communication, or a related field consider joining this organization and organizations like it, as they can truly benefit individuals both personally and professionally.

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# Zeta Phi Eta needs YOU!

Help us create new chapters. With so many schools all over the country, and the field of communication ever changing, Zeta Phi Eta is in need of dedicated individuals who are willing to help us grow into something for our future generations to love and enjoy. If you are interested in helping start or reinstate a chapter at a nearby university, contact our 1st Vice President, Paul Cantillon at [1stVP@zetaphieta.org](mailto:1stVP@zetaphieta.org) for more information. It isn't as hard as you think, and it can help other students find their communication family!



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in Communication Arts and Sciences



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