After over 30 years of service to our university, Dr. Leonard says she is ready to retire

This is Dr. Rebecca Leonard’s last teaching semester at NCSU. Many of you may know her from the classes she has been teaching over the last few years: Communication and Gender, Interpersonal Communication and Relational Communication. What you may not know is that Dr. Leonard has been instrumental in getting family policies passed for faculty.

In 1990, Dr. Leonard was asked to be Assistant Provost and Facilitator of Gender Equality. Over ten years, she was able to propose policies to make it easier for faculty to balance home and work life. These are just a few of the changes she was able to make at our university.

Stop the Tenure Clock
The first seven years of research and teaching are key for University faculty. At the seven-year mark, professors are both tenured and promoted, or they are asked to leave. However, this is also a time when many women would like to start a family. When Dr. Leonard became Assistant Provost, some female faculty members were told to have their babies in the summer. If one’s biological clock did not turn out to be perfectly attuned to this plan, they would have to pay out of their own pockets for a substitute professor. Dr. Leonard was able to propose the “Stop the Tenure Clock” policy, which allows women to apply to “stop the clock” for up to a year while they start a family. The policy is also available for male faculty, as well as for cases of adoption and illness of the faculty member or a member of the family.

Faculty Maternity and Parental Leave
Another policy that Dr. Leonard helped create is faculty maternity and parental leave. Now all faculty members are entitled to paid leave for a serious medical condition, including birth of a child. This leave is also applicable to faculty members who need to take care of a sick spouse, child or parent. In 1993, President Bill Clinton signed the Federal Family and Medical Leave Act (FMLA), which requires covered employers to implement these policies, but Dr. Leonard is proud that NCSU had a policy in place before the federal act.

“Impact doesn’t stop when you leave college: it is a lifetime opportunity—no matter how old you get.”

Dr. Leonard also had a hand in creating a sexual harassment policy, and creating a position in the Office for Equal Opportunity and Diversity. Her first assignment at the Provost’s Office was to design a program for first-year students. This program has become the First Year College.
This has been an extremely challenging semester for all of us in the Department of Communication. For the longest time, we had hoped that the larger financial crisis facing our nation would not affect us. However, that crisis has now come to North Carolina, forcing the University, and the College of Humanities and Social Sciences in particular, to impose 4% cuts and to plan for additional 6-8% cuts. Fortunately, we have been able to absorb these cuts without significant impact on courses in Communication, which means that students get the classes they need to graduate. Most of our reductions have been to faculty equipment and travel funds and to office staff. Still, we find ourselves in a position where we had no choice but to eliminate several spring theater courses and a few other course sections. We hope to make some of these canceled course sections available to students in the summer. Because academic departments in CHASS were directed to save as many course sections and seats as we could (and by doing so, preserve some faculty positions), we also initially elected to combine our fall graduation commencement with our spring ceremony, which would have saved us about $4,000. As it turned out, we found funding to defray the cost of the fall ceremony, and will proceed with it as originally planned.

Despite all this bad budget news, the Department has continued to assist and teach large numbers of students; our faculty and students have produced impressive research publications and grants; and we plan to go forward with future departmental events, such as “Communication Week” (a series of lectures, film presentations, seminars on business etiquette and resume writing) and the “Wolfpack Speaks Public Speaking Contest” – both of which will occur in the Spring. This movement forward in the midst of a severe budget crisis is testament to the faculty, staff and students in the Department of Communication, who continue to work hard and persevere in the face of whatever circumstances they encounter. This makes me proud to be Head of this Department.

Dr. Ken Zagacki

LAST GRADUATING CLASS FOR COMMUNICATION DISORDERS

By Kathryn Creech

This May, The Department of Communication will lose a unique concentration which is often regrettably overlooked. The Communication Disorders concentration incorporates science and communication to prepare students for a professional health career as an audiologist or speech pathologist. As the last class of the Communication Disorders concentration prepares for graduation, it is a bittersweet moment. Sara Hughes, Communication Disorders student, refers to her graduating class as “a group with a family-like bond that will create a bit of sadness once we all split up and go our separate ways.” The last graduating class—just 32 students—is all female. Hughes became intrigued by the LCD program while researching possible majors in her First Year College classes. For Sara, the LCD program seemed to strike a perfect balance between science and communication.

According to Sara, one of the frustrations includes a comparison between the degrees offered by NC State and other universities. While Sara and her 31 female classmates will graduate with a Bachelor of Arts in Communication and a concentration in Communication Disorders, students from competing universities applying to the same graduate schools will present their application with a Bachelor of Science degree in Communication Disorders. Despite their almost identical course load, which includes courses such as Neurolinguistic Development and Disorders, Advanced Clinical Practicum in Speech-Language Pathologies and Anatomy and Physiology of Speech, Sara and her classmates will have strong competition while applying to different graduate programs.

Despite the potential of the Communication Disorders Programs, other universities are similarly phasing out their Communication Disorders Program because of the increasing number of universities that have instituted an undergraduate and graduate combined program to provide an easier transition for their students. Nonetheless, the Department of Communication celebrates the graduation of the last class who received superb guidance and education from Dr. Beth Barnes, Dr. Dan DeJoy and Ms. Cynthia Pullen.
In the 1980s as video games became popular to the masses, teenagers would gather together to play arcade games like Galaga or Pac Man at the local video arcade. During the 1990s, it became more common for friends to gather at each others’ houses to play video games on a Nintendo, Sega or Playstation. In the early 2000s, online gaming became popular, with massively multiplayer online role-playing games (MMORPG) like Everquest and World of Warcraft for dungeon-questers, and Madden football matches versus players from all over the world for the sports nuts.

Now that most people are carrying more computing power in their pockets than is contained on the space shuttle, the next generation of gaming will be location-based mobile games played on city streets. Such a game was recently featured as the premise behind the Numb3rs TV episode "Primacy." Called an "Alternate Reality Game," the characters played a game that took place both online and in the outside world through GPS technology.

At NCSU, the Mobile Gaming Research Lab (MGRL) is on the cutting edge of research about this new and growing phenomenon. Created in 2006, the MGRL is housed in the Department of Communication. The MGRL focuses on research of games that involve mixing the real world with the digital. Such games can be referred to as hybrid reality games, location-based mobile games, urban games, mobile games and augmented reality games. The MGRL was created to promote interdisciplinary and inter-institutional research on the development of games that mix physical and digital spaces. The lab allows people whose research involves digital gaming to connect.

"Critics of video games say that players lose their connection with ‘real life,’ but mobile games can actually get people out into the world..."

"Most people think about video games when they talk about ‘games,’” says Dr. Adriana de Souza e Silva, an assistant professor in NC State’s Department of Communication. Dr. de Souza e Silva’s research focuses on how mobile and wireless technologies change perceptions of space, particularly urban spaces. "Critics of video games say that players lose their connection with ‘real life,’ but mobile games can actually get people out into the world, get them to rediscover their physical space and create local connections." Dr. de Souza e Silva was instrumental in creating the MGRL as well as two new Gaming courses for the Department of Communication curriculum: Com 427 (Game Studies) and Com 537 (Gaming and Social Networks).

Gaming research is not exclusive to the Department of Communication. Other faculty members at NCSU involved with the study of games are Timothy Buie, an assistant professor in the School of Design, Dr. R. Michael Young, an associate professor in the Department of Computer Science and Dr. Sarah Stein, an associate professor in the Department of Communication. These and other faculty across campus are associated with the NCSU Digital Games Research Center (http://dgrc.ncsu.edu/), which promotes advancement of research on new modes of entertainment and digital media.

There are currently four graduate students in the CRDM program involved in the development of the MGRL and mobile gaming research, but any graduate or undergraduate student interested in studying games should talk to Dr. de Souza e Silva to become associated with the lab. Daniel M. Sutko currently researches mobile technologies as related to surveillance/security and the educational and advertising applications of location-based media. Shaun Cashman is working on research involving immersion in video games. Christin Phelps designed and programmed the games database on the MGRL website. Chad O’Neil is currently researching the use of digital information (mods) in MMORPGs. Shaun and Christin are the authors of one chapter in Dr. de Souza e Silva’s upcoming book, which is co-authored by Daniel M. Sutko.

Currently, the MGRL is a virtual lab but Dr. de Souza e Silva hopes to obtain a physical location for the lab in the near future. For more information on the Mobile Gaming Research Lab go to: http://mglab.chass.ncsu.edu.
Aft<br>er holding many conversations and discussions on the topic of science and technology studies and their interaction with "science, technology and industrial affiliates," Professor David M. Berube, NCSU communication professor, developed a project proposal entitled the Public Communication of Science & Technology (PCOST). PCOST was established in 2008 and the mission is "to provide opportunities for scholars to understand and improve the public communication of emerging science and technology." Ultimately, the project seeks to benefit the communities of science and technology, and to develop a strengthened relationship between fields in humanities and social sciences with science and technology. The PCOST project will work with fields that include communication, human sciences, media studies and any other subjects in association with those fields. PCOST will perform as a basis to solicit grants, and the budget for the project will pull from multiple sources, such as external grant sources or industrial sponsorships.

According to Berube, PCOST seeks to develop and produce data based on "qualitative and quantitative research methodologies...that are more inferential than descriptive in nature" on issues regarding science and technology in the 21st century. The topics may include communication, public perception or any other variables that impact public acceptance of science issues. A unique characteristic that sets PCOST apart from other research is highlighted in the project’s primary goal, which is "to provide data to enable informed decision making about public issues in emerging science and technology." One point that was raised during the proposal of the project was that there are not enough objective studies written by humanists and social scientists. PCOST seeks to change the nature of research and to produce research that is more fact-oriented and to present a more scientific approach through "empirical research rather than scholastic hypothesis generation and academic criticism."

The PCOST team is composed of members who are academics and researchers. It includes faculty, associates and graduate students. The responsibilities of the team are to: "meet regularly, generate grant applications, direct graduate student assistantships and co-sponsor events and speakers." PCOST involves multiple departments and will operate interdisciplinary units among different colleges within the university.

The College of Humanities and Social Sciences (CHASS) at NCSU will host the national project for PCOST and provide minimal support and facilities until PCOST relocates to the Hunt Library on Centennial Campus in 2012. The project will work with other universities across the state and the country, including the University of North Carolina, North Carolina Central University, Duke University, companies in the Research Triangle, and partners on NCSU’s Centennial Campus.

For more information on the PCOST project, visit the website at http://communication.chass.ncsu.edu/pcost/index.html

BERUBE’S TINY TECHNOLOGY

By Mary Hall

David Berube, Professor of Communication, thinks that it is time to know more about nanotechnology. Berube is currently working with a $1.4 million grant from the National Science Foundation to determine how the public absorbs scientific information from this upcoming field. He states, “Nanotechnology has tremendous potential for life-enhancing and life-saving applications. In no way do my colleagues and I discourage its application. However, we believe citizens need to understand what it is, where it is and how it affects them.”

Berube suggests that as nanotechnology expands, it is important to figure out the best way to get accurate information to the public and to state and federal regulators so that they can make the decision about what is or is not safe. Without this understanding, the public will judge nanotechnology without the appropriate information.

In an interview by the News and Observer, Berube says, “there is a window of opportunity right now. The public hasn’t decided what it thinks.” It is essential that the public understands what nanotechnology can offer in terms of medical advancements.
The CHASS Energy Symposium was held as a three-part discussion series throughout the month of October. It featured guest panelists from within and beyond the local community presenting their views about the energy situation as it relates to their research and careers in the energy field. The symposium was developed to define the contributions that the humanities and social science disciplines can make regarding environmental and energy issues.

Dr. Kinsella outlined how an interdisciplinary approach to the energy challenge can get the dialogue started and the Symposium was that medium. "We are here to examine how public policy and politics can contribute to energy issues. We look to the communication field for ways to identify and effectively disseminate information about energy problems and solutions. The sociology and anthropology fields seek to observe how we view energy as a culture and the patterns we have developed as a society," said Kinsella.

DeJoy explains that "The honors program is not for everyone. It's for pushing yourself and doing independent work with drive.”

Dr. William Kinsella, associate professor in the Department of Communication, showcased his organizational communication talents this semester as he spearheaded the 2008 CHASS Energy Symposium as Chair of the Organizing Committee.

The CHASS Energy Symposium can be seen as both a call to action and an opportunity to distribute information. "It is a way to bring together people who are similarly concerned and to build an infrastructure of people which can then lead to further collaboration and projects," says Kinsella.

The inaugural Symposium coincides with Chancellor James L. Oblinger's Year of Energy Initiative, currently under way at North Carolina State University. The initiative strives to engage the topic of energy with activities on and off campus and to provide students with a host of resources that are conducive to learning about energy in our ever-changing world.

Other contributors from CHASS and members of the organizing committee were the Interim Associate Dean of CHASS, Mary Wyer; Professor Thomas Birkland of the School of Public and International Affairs, or SPIA; Associate Professor Nora Haenn (Anthropology); and Mr. Allen Emory of the CHASS Dean’s office. Dr. Rick Kearney of SPIA served as a moderator for one of the sessions.

Dr. Kinsella’s research focuses on environmental issues: "I am passionately concerned about the environment and the energy challenge that we face as a society, and (the symposium) is a chance to start a conversation about the energy problem."

The honors program is not for everyone. It’s for pushing yourself and doing independent work with drive.”
**DR. SCHRAG’S ART SELECTED FOR EXHIBITION AT NC MUSEUM OF ART**

By Carol Martell

Dr. Robert Schrag has been selected to exhibit two of his art pieces in the North Carolina Museum of Art. His work will be displayed in The Art Challenge Exhibition Nov. 25, 2008 through April 5, 2009. Entrants were asked to look at a Frank Stella piece, which he designed using a protractor and straight edge. They were then asked, using those same tools, to create a unique work that did not resemble the Stella piece. All the pieces were posted on a Flickr group, and each artist could submit up to four designs. The judges selected two of Dr. Schrag’s pieces: **Midwest Medley** and **Fractured Canvas**.

This will be Dr. Schrag’s first NC Museum of Art exhibit, but he has won art contests before. Most notably, he was a winner in the inaugural Art-on-the-Move competition sponsored by the Raleigh Arts Commission. For this honor, his art was featured on the sides of Raleigh city buses.

Another very interesting note about Dr. Schrag’s art — he says none of it would be possible without digital technology: “I cannot really draw and certainly cannot put brush to canvas, but I have doodled and sketched all my life. New, enabling software lets me ‘translate’ those rather humble works into more complex engaging versions.” Go check out the exhibit for free at the NC Museum of Art.

---

**PHILLIPS WEIGHS IN ON PRESIDENTIAL CAMPAIGN MESSAGES**

By Lily Valenzuela

In an election year, the field of communication is tasked with the responsibility of covering and analyzing the political campaigns. Politicians must be able to produce memorable campaigns to convey the issues of their platform to their constituents. Our very own communication department has an in-house correspondent, Dean Phillips, that was able to weigh in on the effectiveness of each candidate’s campaigns. Dean Phillips is a lecturer of communication and a guru to all things media and public relations.

Phillips’ specialty in political campaigns became instrumental in shaping classroom discussions in his Problems in PR and Media Relations courses this semester. Political campaigns are all about communicating. In fact, a good campaign never stops communicating. "With Obama, we saw that his message was about 'change.' It was the slogan, but it was also the narrative,” says Phillips.

Obama made history by spending between $600 and $650 million dollars on his election campaign. This money allowed him to develop a fully integrated campaign. The McCain campaign was impeded by numerous factors, including poor media relations, a lack of an established message identity and improper allocation of campaign time and money. There was often much talk of biased media coverage that allegedly sided in favor of McCain’s opponent. “Good media relations helps candidates win,” says Phillips.

It is possible that the McCain campaign was so occupied with a goal of receiving positive press, that they lost focus of their messages. "With McCain, we didn’t see a strategic, consistent message,” says Phillips.

The McCain campaign also fell short in planning their campaign stops and properly researching whom their message was reaching. North Carolina is historically known to be a Republican state. Such assumptions led to an oversight by the campaign on the need to canvass in North Carolina and to ask for their votes. In the end, North Carolina became a swing state and one that McCain lost. At a certain juncture, what would determine the Presidency became not "a judgment about who was qualified to be President, but about how each candidate was communicating,” says Phillips.
From classrooms to boardrooms, Dr. Jessica Jameson has seen it all through her experience as an associate professor at N.C. State as well as her time spent in the field. Over the years, Dr. Jameson has explored a variety of topics in organizational communication including mediation and emotion in conflict management, nonlinear dynamic systems, conflict in healthcare and most recently, communication among nonprofit boards of directors and its impact on governance and organizational outcomes. Her work has earned her a number of accolades and found its way to the pages of prominent research journals.

Shortly after the establishment of the Institute for Nonprofits here at NCSU, Dr. Jameson began to discover an interesting relationship between her work in organizational communication and nonprofit boards of directors. It was apparent that the themes overlapped and her latest research program was born. With the help of the Community of Nonprofit Scholars and the Institute for Nonprofits, a research agenda was put into place to study four local nonprofits and the activities of their boards. Dr. Jameson and her research team have since been able to provide useful feedback and evaluation, facilitate strategic planning retreats, write teaching cases and help recruit new members to the nonprofit boards.

Nonprofit research is a popular trend among faculty in the communication department, and like many of her colleagues, Dr. Jameson has embraced the idea of engaged scholarship, connecting faculty and students with the community and ultimately creating a reciprocal relationship to benefit both sides of the study. While the research is still a work in progress, the process has helped nonprofit boards evaluate their effectiveness and develop strategic plans to improve their communication efficiency.

A sample of her findings on relationships between board and staff was recently published in the Philanthropy Journal. She has partnered with Wake County Human Services and three new community partners to continue this research during 2009.


This volume includes essays that critically investigate the inter-relations among mobile technologies, location-based activities and social spaces, with the ultimate goal of finding interconnections between emergent technologies, games and social networks. Essays in the book explore theoretical, design and educational aspects of location-based and hybrid reality games.

The book is co-edited with Daniel M. Sutko, a Ph.D. student in the Communication, Rhetoric and Digital Media program. Dr. de Souza e Silva also has three forthcoming articles in professional journals. They are: “Playing Life and Living Play: How Hybrid Reality Games Reframe Space, Play and the Ordinary” in the December issue of Critical Studies in Media Communication; “Cities as Digital Playgrounds,” in the next issue of Communication Currents written in collaboration with Daniel M. Sutko; and “Mobile Gaming: Review of Issues and Developments” in Simulation & Gaming in collaboration along with Larissa Hjorth (RMIT University in Australia).
DR. RICHARD WATERS REFLECTS ON PUBLISHING MANIA

By Sarah Beth Wynne

Although he may still be considered a “newbie” around campus, Dr. Richard Waters has been very busy since his arrival to N.C. State last fall. Over the past year and a half, the assistant professor in the Department of Communication has produced 15 research articles for publication. Of the 15, six have already been published and the remaining nine will hit the press within the next year. Seven of these papers were sole-authored, and the others were co-authored with colleagues from the University of Florida, Penn State and the University of Oklahoma. The focus of his research is primarily on fundraising and nonprofit organizations’ relationship development with donors. He also studies volunteer management, including what nonprofit organizations can do to retain their support. Waters’ work has already been published in a number of publications such as the Journal of Communication Management, the Journal of Volunteer Administration and Nonprofit Management and Leadership.

Waters has developed a passion for research and was recently given a grant from the NCSU Institute for Nonprofits to use negotiation theory to explore how fundraisers interact with major gift donors. To continue his success, Waters has just signed a contract with VDM Publishing House to publish his dissertation entitled Advanced Relationship Management Theory: Coorientation and the Nonprofit Donor Relationship. Last spring he worked with a group of graduate students, divided into five groups, on nonprofit research projects. Following Waters’ lead, three of the groups had their work accepted for publication. Waters’ outstanding work has been recognized by the Department as he was recently awarded the Award for Excellence in Research.

Dr. Waters has chosen a field of research that is important but only a handful of researchers study fundraising. The themes explored expand knowledge and develop theories on how nonprofits work with their donors. “Nonprofits and donors both need each other. It’s not a one-way relationship. Understanding how nonprofits can improve their relationship cultivation efforts with donors is vital to ensuring that the organizations can continue to provide their programs and services.” His recent accomplishments set him apart from many scholars because fundraising continues to be a nearly untouched academic topic. This faculty member has put his mark on the subject and will no doubt continue his work on fundraising and philanthropy.

DONISE BENTON: KEEPING IT ALL TOGETHER

By Lily Valenzuela

Donise Benton is the Administrative Support Specialist for the Department of Communication. Her conscientious work ethic provides support as she liaises with students and faculty to hold the department together. With over 800 students in the department, it’s a wonder that she gets so much accomplished. It’s her philosophy of life, though, that provides such diligence: “You can go as high as you can dream and you can do the impossible if you believe in yourself.”

Her work provides the department with a foundation of organization to keep things running smoothly. “What I love about working in the Department of Communication is helping the students. At the end of the day, if I have helped one student with a dilemma, solved a problem or discovered a solution, I feel that I have done my job for the day,” says Benton. “I believe the hardest part of my job is when I am unable to provide the resources or information that is needed to help a student.”

Benton’s benevolence is greeted by students and teachers and she says she finds her reward in helping others. “The first time I met Donise Benton, I was in a frenzied panic over not being able to get into a class I needed for graduation. I went to Ms. Benton and within five minutes and at the click of some buttons, she placed me into the course,” says Mary Hall, Senior in Communication. “It does my heart glad to see a student go away with a smile after arriving nearly in tears because of a class conflict,” says Benton, “Nothing gives me greater pleasure than a student, saying, ‘Thank you, Ms. Benton. You have helped me greatly.’”

Beyond her work within the department, Benton serves as a Staff Senator for the University Chancellor which means she reviews policies to make recommendations as well as aid in building a community within NC State. She also has the important duty of an advocate counselor for rape and sexual assault. “I help others through answering a question; pointing them in the right direction; encouraging them to smile; or just be a good listener,” says Benton.
Dr. Kami Kosenko is new to the NC State family. Dr. Kosenko recently earned her doctorate from the University of Illinois at Champaign in Communication. She is currently teaching COM 230 and during spring 2009 she will instruct interpersonal communication, COM 112. This Champaign native is enjoying her first semester in the Department of Communication. Her research explores the relationship between people and their sexual behavior and comparing their lifestyles with their openness to discuss those relationships with others. Dr. Kosenko’s interest in sexual communication grew from her experience working at an AIDS hospice while earning her M.A. “Watching people die inspired me to want to impact this community,” she said. Dr. Kosenko has also discovered, during her over four years of research, that people who engage in bondage and participate in S and M groups tend to be far more comfortable speaking in public about their sexual relationships. She lives in Durham and enjoys living in North Carolina, “I love the trees and the great shopping, and having things to do is a really nice change.” However, Kosenko said, “The best part by far is the students.”

Dr. Liz Craig is another recent addition to the Department of Communication. She is the current professor for the COM 240 research inquiry course. Completing her doctorate at the University of Oklahoma, she and her husband relocated to Raleigh over the summer in hopes of furthering her career as a communication academic and publishing in communication journals. Dr. Craig’s research interests include studying relational stress among stepmothers, their new husband and stepchildren. She also has a background in analyzing language used in cyber-bullying and how it can affect youths psychologically over time. Dr. Craig’s energetic approach to teaching keeps her class engaged in the course material. She enjoys Raleigh and the NC State community at large.

The National Science Foundation Science and Technology Center (NSFSTC) has awarded Dr. Joann Keyton a grant from the Center for Environmentally Responsible Solvents and Processes (CERSP). This center is comprised of five universities, including North Carolina State University. The NSFSTC seeks to provide collaborative and innovative research, undergraduate and graduate training and industrial and educational outreach. The grant will sponsor a graduate student to assist her in her research for 12 months.

The research conducted by Dr. Keyton will evaluate the team and interdisciplinary outcomes of CERSP, with a special focus on the publications that result from the laboratory teams. “As a team researcher, I am interested in how team processes create team outcomes,” says Dr. Keyton. “For me, an outcome is not a sufficient benchmark unless you know how that outcome was achieved. Other researchers who look at what research science centers produce only focus on the status of the journal in which the research team publishes their findings,” says Dr. Keyton. “Our research will be able to answer if the research team meets its interdisciplinary and mentoring goals.”

Dr. Craig Smith talks politics of communication on the campaign trail

The purpose of this book is to help the reader to understand and to appreciate the ways that the people of the United States have used the process of human communication to govern ourselves,“ says Dr. Smith. He discusses how each stage should be executed successfully in order to win the political party’s nomination, garner support from the public and from news organizations and translate this support into victory on Election Day.

This is Dr. Smith’s fifth book in the field of Political Communication. The book is scheduled for Fall 2009 publication in the Contemporary Political Communication Series from Polity Press, Cambridge, England.
Dr. Vicki Gallagher Named Associate Dean for Graduate Studies
By Kathryn Creech

Professor of Communication, Dr. Vicki Gallagher is now in the fifth month of her three-year term serving as CHASS Associate Dean for Graduate Studies. Dr. Vicki Gallagher mainly researches rhetorical criticism of visual images: public art, civil rights-related discourse and commemorative sites like museums and memorials. This wide range of expertise initiated her appointment to the position of Associate Dean for Graduate Studies on July 1, 2008. The admiration from her colleagues is overwhelming. This case is proven by her numerous awards including the CHASS Outstanding Adviser Award and teaching awards from CHASS. She also serves as a member of the NC State Academy of Outstanding Teachers. Since receiving her Ph.D. from Northwestern University in 1990, Vicki has taught as an assistant, associate and full professor of communication at NC State. As the first Associate Director of the innovative communication interdisciplinary program — Communication, Rhetoric and Digital Media — Dr. Gallagher has brought the doctoral program national recognition through her work in recruiting and admissions. The excellence that Dr. Gallagher has brought to NC State will be continued in her new position as she represents CHASS across the university and oversees the graduate operations within the college. Dr. Gallagher is currently writing a book, A Necessary Space: The Rhetoric of Civil Rights-related Museums and Memorials which is a collection of critical essays in the area of visual rhetoric, examining the rhetorical functions and potentialities of works of painting, photography and sculpture.

Melissa Johnson Puts PR into Practice Through Research Studies
By Laura Flanner

Dr. Melissa A. Johnson, Director of Graduate Studies, has recently researched and written two pieces for publication entitled “Transparencia: The Importance of Neutrality” and “Mexican Expatriates Vote? Framing and Agenda-Setting in U.S. News Coverage About Mexico.” Transparencia: The Importance of Neutrality was written for a chapter in the book The Evolution of Public Relations: Case Studies From Countries in Transition (3rd ed.). The book chapter is about the role of the non-governmental organization of Peru, Transparencia, and how it worked to overcome the corruption of the 2000 election and move towards free elections in the 21st century. The piece is a case study about how using Public Relations tactics to communicate the results of content analyses and survey research allowed the non-governmental organization to build support. Dr. Johnson, along with a former Master of Liberal Arts Studies (MALS) student and native Peruvian José Carlos Requena, worked together on the piece that was published in 2008. “Mexican Expatriates Vote? Framing and Agenda-Setting in U.S. News Coverage About Mexico” is a journal article set to be published in Mass Communication and Society in January 2009. The article is an analysis of the 2006 Mexican Presidential election and focuses on election coverage in the United States news, in particular framing and agenda-setting.

Dr. Jeremy Packer Wins National Communication Association Book Award
By Carol Martell

Dr. Jeremy Packer has won the prestigious Critical and Cultural Studies annual book award from the National Communication Association for his book, Mobility without Mayhem: Safety, Cars and Citizenship. The book is a lively cultural history of America’s fear of and fascination with driving, from the mid-twentieth century to the present day. In addition to the award, Dr. Packer has given readings at the Regulator and the UNC Bookstore along with receiving a very positive review in the Quarterly Journal of Speech. He was even interviewed on WUNC’s “The State of Things.” Dr. Packer recently received tenure and is now the Director of Communication, Rhetoric and Digital Media, an Interdisciplinary PhD program offered jointly by the Departments of Communication and English. This program received the 2006 Department or School Best of the Web award from the Association for Education in Journalism and Mass Communication’s Division of Visual Communication. What’s next for Dr. Packer? Watch out for his new book: Secret Agents: Popular Icons Beyond James Bond coming out in spring 2009. He has compiled essays on America’s love affair with spies and spying at home and abroad. The volume opens with a forward by Tony Bennett, author of Bond and Beyond, proceeds to investigate such programs, figures and films as “Alias,” “Austin Powers,” “Spy Kids,” the “new Bond Girl,” “Flint,” “Mission Impossible,” “Bourne,” and a host of others. The book finishes with an afterword by Toby Miller, author of SpyScreen and The Avengers.
An objective in the Department of Communication is global readiness because of the role that globalization plays in the topics we study—whether it is interpersonal communication on Facebook or mobile technologies. Because graduate students can rarely study abroad, our master’s program has always tried to “bring the world to them” by including some highly qualified international students in each class. Domestic students benefit by opening their eyes to various cultural values, political systems and organizational norms. Likewise, international students benefit and form Wolfpack friendships—increasing all students’ abilities to form global interpersonal networks.

This issue profiles some of our new international graduate students and how they are giving back to the campus and local communities while pursuing a master’s degree.

**PAROMITA GHOSH**

A former student influenced Paromita Ghosh to leave her home in India and study at NC State. She remarks, “The reputation of NC State as a renowned university which is a home to students from many parts of the world did influence me, also the practical aspect of good funding possibilities at the Department drew me to NC State.”

Ghosh worked for three national public relations firms while in India and says that one of her most exciting jobs was executing a PR campaign to launch a national radio station, BIG FM. This winter she will volunteer with the multicultural community-based organization, KIRAN. The organization focuses on empowering South-Asian people in crisis.

**JEAN WANG**

Jean Wang earned a bachelor’s degree in International Economics from the University of International Business and Economics in Beijing, China, in 2007. Upon completion of her studies, she worked for McCann-Erickson in Beijing as a consumer insight researcher performing audience research.

Aside from her course load, she is a teaching assistant for Dr. Silva’s Media Theory and History course. She also volunteers as a public event planner for the Confucius Institute and for a local elementary school where she is a Chinese-English Interpreter for teacher-parent conferences. After graduation she remarks, “I plan to go back to China and work in public relations, specifically helping international investors to better adapt to the Chinese market.”

**TIM MORTON**

Tim Morton, originally from England, spent most of his college and professional career in the United States. He received his undergraduate degree in Communication Studies and Business Administration at Coker College in South Carolina. While in college, Morton was a Division II All-American men’s tennis player and worked as an assistant tennis professional for one of the largest tennis centers in South Carolina.

His experience in the professional tennis world spurs his interest in continuing to work in that field upon graduation from the Master’s program. After graduating, Morton wants to, “work in the marketing communication department for some kind of tennis organization in Europe...or for a tennis manufacturer such as Wilson, in the marketing communications department or in corporate communication.”

**JING ZHAO**

Jing Zhao is now advancing her academic career at NC State after graduating from college in China. Before coming to the U.S., she spent time teaching English at Joy Children Language School and New Oriental English School. As for her teaching at New Oriental English School, she says, “The school is a very famous one in China; it’s not easy to teach there, which I feel is my biggest accomplishment.”

She enjoys being a teaching assistant for Dr. Kosenko’s Introduction to Communication Theory class, and volunteers as a disc jockey for WKNC. Recently, she received a volunteer position with Interact and will begin a training program in January. After the training session, Zhao will serve as a youth presenter and assist with communication events for at least one year.

**CHAOFAN WU**

Chaofan Wu, a graduate of Shanghai International Studies University, received a Bachelor of Arts in Arabic Literature in 2003 prior to his graduate studies here in the United States. In addition to his B.A., he received a certificate while studying at the School of Journalism at Fudan University from 2000-2002. He has extensive experience in the advertising field as he spent five years working for several agencies serving as an account manager as well as a senior account manager for clients such as Chevrolet China and Intel China.

While working in advertising, he had the chance to experience some of the new media technology in communication as he says, “I decided to further my study in the U.S. where I will gain some firsthand experiences of the latest media technology as well as the knowledge of advanced research methods.”
UNDERGRADUATES SHOWCASE COMMUNICATION RESEARCH

By Mary Hall

The Undergraduate Research Symposium was held this year on April 21, 2008, at the McKimmon Center at NC State. A display showing students’ work is located outside the Department of Communication office on the second floor of Winston Hall. The event was popular and several students participated in this research experience, including senior student Troy J. Pinkins. Pinkins, advised by Dr. Celeste Farr, chose to do his project on “African Americans and Government Conspiracy Theories: Implications for Health Seeking Behaviors.” Pinkins said, “The Undergraduate Research Symposium was a great experience and something that I think every undergraduate should participate in.”

Pinkins said the experience helped enhance his research, writing and analytical skills. While he admits it was a lot of work and responsibility to do library research and maintain deadlines, the payoff seemed to be worth it. “At times I got very overwhelmed because I was balancing 18 credit hours, work, research and a social life. Even so, the results and opportunity to present along with many other undergraduates was exhilarating,” he says. Pinkins has a tip for future participants: fully commit your time and efforts to your research. He says, “I am very thankful and grateful to Dr. Farr for serving as a mentor and teaching me a lot about the process and about myself. From this experience I can definitely say that I have grown and learned more than what I have learned in my four years of college.”

An assistant professor, Dr. Farr has been a mentor for the past two years to roughly 11 students. Dr. Farr says, “Each project is student driven meaning it is an independent study. Other projects may be a part of a mentor’s team project which is funded.” Dr. Farr notes that students who partake in the program learn a lot because it is hands on. They do not receive this type of training through classroom teachings alone. She says, “This experience is good for graduation and for careers in research. It is such a good outlet and great for resumes.”

To be a potential participant, students need to receive a notice that is distributed twice a year and then put together a poster with a printed display of your study that will be submitted to the Symposium.

The McKimmon Center holds two sessions - one in the morning and one in the afternoon - to judge each project. The judges are current faculty members who offer their time to critique the student’s assignment. Dr. Farr’s classes are not the only ones who display work at the Symposium. Students in the communication honors program, headed by Dr. DeJoy, will also present their research and ideas at the Undergraduate Research Symposium.
“Regardless of where you go, it will change your life.”

CHANGE YOUR LIFE BY STUDYING ABROAD
By Mary Hall

Approximately 17% of all NC State students will study abroad by the time they graduate. NCSU offers a wide array of opportunities to study abroad, including summer, semester and year-long programs. Most students choose to study abroad during their sophomore or junior year of college during summer sessions because it is more convenient, cost effective and it gives them immediate class credits.

Deirdre O’Malley, Associate Director of the NCSU Study Abroad Office, states that “many students travel to Australia, Peru, Spain or Italy... Choosing your destination is the hardest part.” O’Malley notes that “this department is most represented at NCSU. Students in communication can also choose from numerous programs with class credits that will apply to his or her graduation requirements.”

EXCELLENCE AND FLEXIBILITY DEFINE MASTER’S PROGRAM
By CeCe White

For those considering furthering their education in the ever-changing world of communication, NC State offers an exciting program to receive a Master of Science in Communication. Dr. Melissa Johnson leads the curriculum as Director of Graduate Programs. The flexibility offered by the program provides a way for students to complete the program full-time in two years, or continue in a career path during the day while taking all the courses in the evenings over a longer period of time.

The graduate assistantship program is helpful for students needing a scholarship for graduate school. The graduate assistantship program pays for a student’s tuition and provides health insurance with a stipend. Applicants who receive the assistantship can work part-time teaching in the department or as a part-time research assistant.

The program centers on theory, methods and application in an organizational context. Typically the program holds 35-45 students, and 38 students are currently enrolled. Everyone in last year’s graduating class looking for employment was offered a job within 60 days of graduation. NC State’s Master of Science in Communication can provide an educational experience alongside practical applications of communication in a flexible and innovative environment.

COMMUNICATION QUARTERBACK
By Mary Hall

Wolfpack football player Harrison Beck is a red-shirt junior quarterback. As a student in the interpersonal communication concentration, Beck has taken many classes related to his communication on the field. Beck has used non-verbal communication to learn how to better read people on the team and understand the posture, gestures and body language of players. Beck says that his public speaking course helps him talk in front of the offensive line and during interviews with the media.

Quarterbacks are the face of the team so it is important for them to use communication skills to get the job done. Beck suggests that he not only uses non-verbal communication to represent himself through his attire, but also for more important reasons. He notes, “Non-verbal skills are used during games when signals are given to the quarterback from the sidelines, but more importantly, to judge the attitudes of my teammates so that there is no room for miscommunication.” He needs a combination of skills in order to function as the leader of a football team. Whether verbal or non-verbal communication is used, it is essential.

This past summer, I decided to take full advantage of my opportunity to study abroad. I traveled during a four week period to several different countries including Switzerland, Germany, Italy and France. Although I was there for studying, I focused primarily on taking in the full experience by immersing myself in the cultures around me. I enjoyed traveling the world with the new friends that I met, but my favorite place was Italy because of the pasta, sights, gelato and shopping. Regardless of where you go, it will change your life. I learned more about myself in that one summer session than I had in the three years studying at NCSU because of the unique space in which I learned and experienced other cultures.

STAR INTERN ROB WILSON
By Kathryn Creech

Rob Wilson earned his internship last summer in Charlotte, NC, with Fleishman Hillard International Communications because of hard work, passion and perseverance. Although Wilson originally had his aspirations set on a larger agency in NYC, the internship in Charlotte turned out to be the perfect opportunity. After working with the company in Charlotte, he started to express interest in the New York City office. He interviewed in June and began interning in September. Wilson is able to continue his coursework by taking classes online.

Wilson developed an incredible resume including NYC Fashion Week, Seventh-on-Sale Fundraiser, 50cent/Kanye West album release party and the Vogue: History of Fashion gala. He quickly became accustomed to fast pace life in the NYC office. Wilson remarks, “People are always showing me how to do things better, more efficiently, how to work different computer programs and different ways to pitch to the media.” The skills he has acquired while interning will be invaluable in his career in public relations.
The Beta Chapter of Lambda Pi Eta, the National Communication Honor Society of the National Communication Association (NCA), had 44 returning members and 30 new members inducted for the Fall 2008 semester. The NC State Beta Chapter officers of Lambda Pi Eta for the Fall 2008 semester are: Brittany Truchon, president; Sarah Safran, vice president; Nicole Griffin, treasurer; Angela Gianetto, secretary; and Jennifer Whitehead, CHASS ambassador.

Officers are nominated by semester. The Spring 2009 officers were announced at the Lambda Pi Eta induction ceremony, and the Spring 2009 semester Lambda Pi Eta officers are: Angela Gianetto, president; Ashley Hansen, vice president; Jennifer Hearon, treasurer; Morgan Donnelly, secretary; Kate Hipps, CHASS ambassador.

The Fall 2008 induction ceremony was held on Wednesday, Nov. 19 at the Talley Student Center. The ceremony included keynote speaker Dr. Jessica Katz Jameson, Associate Head, Department of Communication, a new member induction ceremony, where each of the 30 new members were presented with their official Lambda Pi Eta certificate and pin, and senior recognition, where eight December 2008 graduating seniors were acknowledged and received honor cords and service cords.

Throughout the semester, Lambda Pi Eta hosts meetings for its members that include speakers, such as Dr. Dan DeJoy and Professor Bob Larson. "Lambda Pi Eta strives to foster relationships between our members and the Department of Communication faculty," says Brittany Truchon, Lambda Pi Eta president.

Lambda Pi Eta has also participated in several activities, such as volunteering at the North Carolina Food Bank and decorating Halloween cards for the pediatric division of Rex Hospital. "We try to find a balance between giving back to the community with service projects and encouraging academic excellence by honoring our members' achievements," said Truchon.

For students who are studying public relations or are interested in learning more about the field, the Public Relations Student Society of America (PRSSA) at North Carolina State University is the organization to join. "PRSSA is a great organization to join," says Vanessa Gray, president of the NCSU PRSSA chapter, "especially if you have not quite found your niche in the field yet." For Gray, this organization helped her to discover that public relations was the right profession for her.

"PRSSA is a great organization to join, especially if you have not quite found your niche in the field yet."

At the beginning of the semester, 21 new members joined the NC State PRSSA Chapter, increasing the membership to over 40 members. The new members were inducted into the organization at the annual induction ceremony on Nov. 20.

The elected PRSSA officers for Fall 2008 through Spring 2009 are: Vanessa Gray, president; Paul Jones, vice president; Colleen Forcina, student-run firm director; Dori Fedewa, secretary; Faran Dulberg, treasurer; Lauren Wells and Andrea Cordova, "We try to have a combination of workshops and speakers," says Gray. The PRSSA has held a writing workshop and has hosted speakers for topics on non-profit public relations, job search strategies and salary negotiations.

This year, PRSSA began its own student-run public relations firm with real-life clients throughout the Raleigh-Durham community. Thus far, clients have included the North Carolina State Fair, the North Carolina Children’s Hospital and the Autism Society. "The projects from PRSSA’s student-run firm allow undergraduates to write news releases or to learn about social media before they even learn about it in the classroom," says Gray. "It’s a great organization for anyone who wants broader knowledge of PR - knowledge that isn’t necessarily taught in the classroom. It is a lot different to know a textbook definition of PR versus hearing a speaker who has worked in that line of work for ten years."
ALUMNI CIRCLE: KEEPING UP WITH THE PACK
By Jenna Tie

The NC State Communication Alumni Circle is a group of communication alumni who plan fun social events and provide opportunities for networking and professional growth among communication graduates, professors, faculty and current students. It is a nonprofit special interest group of the NC State Alumni Association that specifically seeks to cater to the graduates from the Department of Communication.

The mission of the NC State Communication Alumni Circle is to build and maintain a community of alumni, students, faculty and friends that enhances the professional, personal and academic development of NC State Communication alumni and students. Some of the events that the Communication Alumni Circle plans include homecoming tailgates, the Outstanding Alumni Achievement Awards and networking socials.

This past May 17, 2008, the Communication Alumni Circle hosted its 4th annual Outstanding Alumni Achievement Awards where awards were given to an NC State Communication alumnus who has demonstrated achievement in any type of organization, such as education, government, private, nonprofit or corporate.

The Communication Alumni Circle meets the first Tuesday of each month at 6 p.m. at the Dorothy and Roy Park Alumni Center located on Centennial Campus. For more information about the Communication Alumni Circle, how to get involved and about upcoming events, visit: www.ncsucommunicationalumnicircle.com.

HOW WILL NEW GRADUATES FIND A JOB IN THIS ECONOMY?
By Lily Valenzuela

Senior year can be a stressful time as students are faced with demanding courses, internships and exams. It is also the year of last— the last first day of classes, or the last Spring Break— and that sort of realization can produce an emotional rollercoaster all on its own. When such awareness is coupled with the daunting tasks of graduate school applications or job searches, it can be enough to send any sane senior into panic mode. Fortunately, time is on our side.

The economy is a major obstacle that new graduates will face this year. "For those in the class of 2009 and 2010, you will have to work harder than others that preceded you, but relax and be patient, and never quit," says Dean Phillips, communication lecturer who teaches Public Relations and Media.

Seniors should know that included in tuition are several resources that are at their disposal. The Career Center is open to all students and offers mock interviews, resume assistance and current job listings. Heaton recommends getting in touch with a career counselor and working through any apprehensions and career options. "You must go for what is in your heart," says Heaton. "Sometimes it’s just about luck and timing, but remember that everyone will get a job eventually."

"Start planning and making contacts right now," advises Jill Heaton, the Department of Communication’s internship coordinator, "Employers may be very reluctant to make offers given the state of the economy and the hectic nature of the end-of-year season."

COM WEEK PREPARATIONS ARE IN FULL SWING FOR NEXT SPRING
By Mark Beatty

The week of Feb. 16-20 will give us all something to talk about. That’s because it is COM Week at N.C. State, an event celebrating different aspects of communication. The event will highlight the strengths and opportunities provided by the different concentrations within the communication major. COM Week will feature several events starting on Monday and ending on Friday. Some events include guest speakers from public relations agencies, an etiquette seminar, a networking dinner, an internship panel, a film festival, and an undergraduate and graduate research symposium. COM Week will primarily take place in Winston and Caldwell halls, although the Talley Student Center will host a small portion of the events celebrating communication. The COM Week development committee is working behind the scenes to put it all together with Dr. Richard Waters as chairman. Dr. Ken Zagacki, Dr. Robert Schrag, Dr. Jessica Moore, Dr. Melissa Johnson, and Professor Jill Heaton are also on the committee helping to put together this special event. The committee hopes that COM Week will ultimately help current students network with department alumni.
By Kathryn Creech

DR. REBECCA LEONARD

Continued from page 1

Retiring from NCSU requires a big adjustment. Dr. Leonard has chosen to participate in “phased retirement.” She officially retired three years ago, and negotiated a part-time arrangement to get used to retirement gradually. She has been teaching a full load in the fall semesters, and taking spring semesters off. This is her last fall semester teaching at NCSU.

Don’t think she has been lounging around in the spring, however. Dr. Leonard has been taking classes during her off-times to get her certification as a mediator in Family Court. In North Carolina, before a couple can go to court for a divorce, they must first see a mediator. This cuts down on nasty court battles and resolves a lot of issues before they go to court. The idea is to lessen the load on the court and cut down on unnecessary conflict.

Dr. Leonard hopes that her story will show students that, “Learning doesn’t stop when you leave college; it is a lifetime opportunity— no matter how old you get.”

COMMUNICATION DEPARTMENTAL GRADUATION

By Kathryn Creech

CONGRATULATIONS DECEMBER GRADUATES! The Department of Communication’s graduation ceremony will be held in Carmichael Gymnasium Dec. 17 at 1pm. Approximately 62 students will walk the stage including 26 students from the Communication Media concentration, 15 students from the Public Relations and Organizational Communication concentration, 14 students from the Public & Interpersonal Communication concentration, seven students from the Communication Disorders concentration. The ceremony is also meant to honor the 22 graduates who completed their degree in the summer sessions.

DEPARTMENT HEAD, DR. ZAGACKI, will present the opening remarks and Dr. Joann Keyton will also be speaking. Students graduating Cum Laude, Magna Cum Laude and Summa Cum Laude as well as students with memberships in Phi Kappa Phi, Phi Beta Kappa and Lambda Pi Eta will be recognized. A member of Lambda Pi Eta will announce the faculty member chosen by the graduates to receive The Outstanding Professor Award. In turn, the faculty will choose a recipient for The Outstanding Graduate Award. Dr. Dan DeJoy will call the graduates’ names.

THE EVENT IS EXPECTED to draw a sizable crowd. According to Sandra Stallings, the assistant head of advising, around 600 guests attended the graduation ceremony last year. Each graduate may invite six guests. Tickets must be picked up in WN 201 beginning Monday, Dec. 8 – Friday, Dec. 12. Any tickets not collected by 5 p.m. on Friday, Dec. 12 will be made available to students needing additional tickets on Monday, Dec. 15.