Joe Hice Speaks on Influence of Social Media

By Caroline Linker

As part of the department’s Communication Week activities, Joe Hice, the Chief Communications Officer of NC State and Associate Vice Chancellor of University Communications, spoke to students about the increasing importance of using social media to create channels to effectively communicate with the world. Social media sites are becoming as important as electronic newsrooms and search engines, like Google and Yahoo, because of the information that is shared on sites like Facebook and Twitter.

“Social media is important because online influence is directly related to your following audience. Massive influence online translates into massive influence offline. If you do social media well, you become your own media channel, which can greatly affect your future,” he said.

Throughout the years, technological advances have allowed the Internet to become a popular, inexpensive and easy-to-use communication tool that many individuals and firms use on a daily basis. Hice advised students to respect the fundamentals of the Internet and to know their audience whenever posting information on the Web. In order for online communication to be effective, he stated that one voice and one message from an individual or firm must be established so that a dialogue can be written. Hice reminded students that not everyone is equally ready for a completely digital world. It is vital to know your audience when using the Internet as your main communication tool. For example, posting a link about a new Alzheimer’s disease medication on college students’ Facebook accounts would not be a wise move by the communication director of the medication distributor.

“Social media sites are important because of the drastic increase in the amount of users over the past couple of years,” said Hice. “Whether it is speaking out for social change or posting a funny quote, social media sites like Facebook and Twitter have much more influence than one can imagine. What is said on the Internet today could help or hurt you in five days, months or years.”

From postings about a hacker dilemma to news about N.C. State, Hice uses social media everyday to interact with his online audience. “Everyone we deal with in the world uses the Web, which is why communicating effectively online is becoming more important each day in the field of communication.” Read more about COM Week on pages 4-5.

Jill Heaton to Retire After 28 Years

By Stephanie Lowder

Walking into the office of Jill Heaton one will see a small jar that reads “Ashes of Problem Students.” This jar is empty and is likely to remain so for two reasons: first, Heaton is well known for helping students to solve their problems, and second, after 28 years of service to the University she will be retiring this summer.

Heaton has been an instructor and a mentor for all public relations students as well as many media and public and interpersonal students in the internship program. As Director of the program for the past 17 years, she has spent endless hours dedicated to helping students find an internship that meets their goals, interests and individual needs. Heaton believes that every intern is an ambassador for NC State and for the department, and said, “The performance of interns in workplaces stimulates a demand for NC State Communication graduates as employees. Interns are responsible for opening employment doors, not only for themselves, but also for those who follow them.”

Heaton, cont. page 3
The Spring newsletter, which is published just before graduation, seems to me as good a time as any to reflect upon the meaning of a degree in communication. More specifically, it affords an especially timely opportunity to demonstrate how a degree in communication helps one make good moral judgments. Communication-based ethical dilemmas are all around us. They entail everything from political leaders lying to their constituents to parents not telling children about a parent’s illness; from keeping secrets to finding the moral means of engaging in effective political protest; from companies misrepresenting important information to decisions by governments to torture political prisoners as a means of “extracting” information.

Once they leave the hallowed halls of NCSU (if not before), communication majors will be confronted by ethical dilemmas just like these and these dilemmas will force our students to make difficult ethical judgments. Professor Richard Johannesen, a scholar of communication ethics, tells us in his text "Ethics in Human Communication" that such judgments focus on degrees of rightness or wrongness, virtue or vice, and obligation in human behavior. They arise whenever human behavior could have significant impact on other persons, when the behavior involves conscious choice of means and ends, and when the behavior can be judged by standards of right or wrong. I would argue that because of their training in communication our students ought to be able to make such judgments in a reasonable and thoughtful way.

More particularly, communication majors who become political consultants, salespersons, administrators, or lawyers should come to question whether it is ethical to exploit their knowledge of communication to further their own ends or the ends of some narrow constituency only. They should be familiar with ways of communicating openly with others so as to improve social justice and the general public good. Communication majors who end up in the corporate world, in nonprofits, or in government should be able to discover methods of communicating that will allow fellow workers, customers, and the general public to make rational, informed, and collaborative decisions. And, finally, communication majors who work in the media should have learned that it is morally questionable to utilize powerful communication technologies to distort public information. They should be able to employ media in ways that contribute to the general public welfare and that educate people so that they may reach their full human potential.

Thinking about the ethical dimensions of human communication is what it means, in part, to live the morally responsible life—to take one’s university education to the next level beyond practical application. Thinking in this way helps all of us to overcome the ignorance, irrationality, and demagoguery that I fear has come increasingly to characterize our modern world.

CHANGES TO HONORS PROGRAM CREATE OPPORTUNITIES

By Ronilyn Osborne

The Department of Communication has implemented some major changes to its Honors Program. Due to the modifications, a new and significant opportunity has been created called the Accelerated Bachelor’s/Master’s Program. Instead of the customary two years for a master’s degree, this program allows students to obtain a master’s degree with only one additional year.

A number of factors were considered in the revision to the Communication Department Honors Program. According to Dr. Daniel DeJoy, the program director, “The previous Honors Program included a fairly extensive research project, which was a great experience for the student, but often difficult to coordinate with a faculty member with similar interests.”

The modification of the program was a long and well thought out process. “After much discussion and reviewing of other Honors Programs across campus, we agreed to modify the program criteria and structure,” said DeJoy.

Under the previous Honors Program, students were required to have a 3.25 overall GPA and a 3.5 major GPA to be considered. Interested students would meet with the Honors Director, Dr. DeJoy, to discuss his or her interests. Dr. DeJoy would then direct the student to one or two faculty members who are interested in similar areas. The student would approach the faculty member who, if interested, would discuss ideas for a research project and form an Honors proposal. This proposal would include a description of the research project and a three-course Honors curriculum.

The three courses would include an Honors seminar, a cognate course (often offered by a department other than Communication, but related to the area of research), and either an independent study or an Honors option course in Communication in which the student would do significant work over and above what the other students in the class were doing.

Honors Program, cont. page 3
PHILLIPS TO DIRECT INTERN PROGRAM STARTING IN FALL

By Terry Lewis

The Department of Communication Internship Program will be officially headed by Dean Phillips in the fall of 2010. He will replace Jill Heaton, director of the program for the past 17 years. Heaton is retiring this summer.

Phillips has taught 10 subjects within the department since he joined the faculty in 2001. He originally taught public speaking and soon evolved into teaching public relations and media courses. Phillips is the recipient of the 2009 Fall Semester Outstanding Instructor Award, an award voted on by the students.

When asked if he had big shoes to fill, Phillips replied, "Yes, Jill did a fantastic job. She created the best program of its kind in the Triangle." He is pleased that his new duties will not keep him out of the classroom and he plans to teach several courses each semester while overseeing the program.

Phillips said his main goal for the internship program is not changing it but expanding it. He hopes to reach out to all types of businesses. Phillips believes that "students in the Department of Communication at NC State can fill vital roles in all kinds of professional settings."

To learn more about the Accelerated Bachelor’s/Master’s Program, please contact Dr. Daniel DeJoy at ddejoy@ncsu.edu.

JILL HEATON TO RETIRE AFTER 28 YEARS

Continued from page 1

Heaton has tried to support all of her students with their endeavors even after their internships are completed. To begin with, she spends time with students learning about their qualifications and interests. She then tries to steer them in the correct direction towards an internship that will help diversify their resumes. She believes that the internship program is a bridge between the classroom and employment.

This is why she encourages students to go to the campus Career Center for help with resume writing and go on multiple interviews to make themselves marketable to future employers.

Heaton checks in with her students for up to a year after graduation and helps them in any way she can with job placement. "It is gratifying to hear from students," she said. Her commitment to the program and students is clear in everything she does. In her spare time she works with the study abroad office to help choose scholarship recipients for the program. Heaton enjoys reading the applications because she gets to connect with the students and learn how the experience would benefit them.

Her love of travel is what she wants to pursue next with her husband of 40 years. As with everything she does, this too will have great meaning and purpose. Heaton hopes to travel to Germany, which has cultural heritage for her, and Scandinavia to visit an exchange student that stayed with her 20 years ago. She has remained in touch with the student and is looking forward to meeting her family.

It is clear that Heaton has had an incredible impact on hundreds of students over the years. "It has been a real pleasure," she said, and the University and all her former students would concur with that thought.

She leaves wishing the best for the program and knows that it will continue to evolve as Dean Phillips takes over and brings new possibilities. Phillips’ oversight will begin with the fall semester.

HONORS CHANGES

Continued from page 2

Now with the updated Honors Program, students must maintain a 3.5 overall GPA and a 3.5 major GPA to be considered. Prior to application students must have completed all core classes, COM 110 or COM 112, and nine hours of Communication courses, one of which must be at the 300 or 400 level. The student must also obtain a letter of recommendation from the professor who taught the 300 or 400 level course.

Once these requirements have been met and the student has been accepted into the Honors Program, the student must then go on to fulfill the obligations of being a member of the program. The student is required to complete three graduate level courses offered by the department or a combination of graduate level courses and courses offered to both advanced undergraduate and graduate students, in which no lower than a "B" may be obtained. These three courses should not have to be additional hours but rather will substitute for required hours in a student’s curriculum. Once these criteria have been met, the student will then be recognized at graduation as having completed the Honors Program.

Students who qualify for the Honors Program and may be interested in obtaining a graduate degree in Applied Communication from the Communication Department should discuss their educational goals with the Directors of both the Honors Program and the Master’s Program.

If the student is accepted and completes the four graduate courses during senior year, then the student is eligible to complete a master’s degree with one additional year.

To learn more about the Accelerated Bachelor’s/Master’s Program, please contact Dr. Daniel DeJoy at ddejoy@ncsu.edu.
Beware college students applying for jobs: Facebook is not only a site for social networking with your peers but also a way for employers to “snoop” into your personal life. Pictures, videos, and wall posts are not as private as we may think. Companies now have programs to bypass the private settings and are able to view all of these private memories with one click of the mouse. Being Googled, checking Facebook or MySpace pages and other social networking sites are among a few of the digital locations that companies now check when individuals apply for a job.

During Communication Week, Dr. Richard Waters led a seminar on resumes and the current day job search process. He put much emphasis on the importance of what is appropriate information to have about yourself on the Internet. He explained that when employers research your background on the Internet there are three main findings that may result in immediate dismissal of your candidacy or employment. These three are responses to excessive drinking or drug use, inappropriate pictures, and poor communication skills (i.e., misspelled words and use of symbols — using a “z” instead of an “s” on wall posts).

Dr. Waters gave tips for controlling one's digital footprint on the Internet. First, set up a Google profile because it is the dominant search tool. Second, secure your domain name and comment intelligently on industry blogs. Third, then get connected on LinkedIn and get recommendations from others. Become an expert by starting a blog on a topic of personal interest.

Companies monitor what you do on the Internet, who you befriend and what you post. Deleting one's Facebook page altogether is also not ideal because companies use the information people put on their personal Web pages to really get to know the different candidates. Ultimately, the Internet can make or break it for you in the challenging interview process. The Internet, Dr. Waters noted, is the new face of the resume.

Based on student feedback, Dr. Waters hosted the talk again on April 22 for graduating seniors and students looking for internships. "I would recommend that any students searching for jobs or internships attend one of Dr. Waters' resume workshops. The seminar was both helpful and informative, and in this job market every potential employee or intern should look for ways for their resume to stand out and shine among others," said sophomore Paige Darden.

Women in Communication panel explores issues

This session, Women in Communication, was held in Dr. Christi Moss's Advanced Topics in Gender and Communication class on Wednesday, February 24. The panelists were: Dr. Joann Keyton, Professor in the Department of Communication; Ms. Stephanie A. Styons, Senior Vice President of Public Relations and Social Media Marketing at Howard, Merrell & Partners in Raleigh; Ms. Deborah Shandles, Assistant District Attorney, Wake County and an adjunct professor of law at Campbell University law school; and Ms. Melissa Reed, Vice President for Public Policy at Planned Parenthood Health Systems (serves NC, SC, VA, WVa).

The panelists discussed issues of concern to women with each panelist reflecting on her experiences while linking theory and practice. Dr. Richard Waters helped arrange the session. Dr. Moss wrote the following to Dr. Waters to thank him for his efforts in helping to organize a successful session:

"I was literally stunned and thrilled at the success and attendance of the Women in Communication Panel. The panelists were a great mix of professions, personalities, backgrounds and experiences that students rarely see in the classroom. It really was one of those great opportunities to see theory as practice in the lives of these women. Thank you for finding such great women to speak and interact with the students. The classroom was full and we had to go get extra seats. The students were engaged and interested. In fact, several of my COM 467 students e-mailed me letting me know how much they appreciated the panel. Some of the students took the opportunity to network and made contact with the panelists and are planning to e-mail them. I couldn't have asked for a better outcome."
GAMING INDUSTRY REPRESENTATIVES VISIT CAMPUS

By Kelly Donlon and Alex Sypher

On Tuesday, February 23, a panel of gaming experts discussed current issues, problems and factors that affect the gaming industry today. Shaun McCabe from the Insomniac Group, Richard Dansky representing Red Storm Entertainment, and Alex Macris from the Themis Group met in Winston Hall to talk with students, faculty and others interested in the world of gaming.

The panel opened with general comments about current trends and motivators and the relationship between theatrical works and gaming. They then answered questions about student portfolios, paths of study, and the world after graduation. All three experts were friendly, interesting, and open.

McCabe stressed the concept that realizing one’s own ideas is imperative to achieving success within a company and life in general. As a Production Director for Insomniac Games, he understands that dropout students are just as capable as those students from elite colleges. Dansky pointed out that understanding what a job offer requires is imperative; he said many people confuse individual desires with the reality of an opportunity. A great example for applying gaming to life in general is the usage of Facebook. Macris created a scenario comparing Facebook to a competitive enterprise. Humans are seen as competing for friend requests, thumbs-ups, wall-posts and other addictive aspects of the Facebook experience. His point is that businesses could achieve popularity through the competitive mindset of allowing customers to naturally feed their appetites for the best products available.

"The great thing about us is we are all just super nerds; we know it, and that's why we are easily approachable," McCabe said.

NONPROFITS OFFER DIVERSE CAREER OPPORTUNITIES

By Molly Gluck

Five panelists from various nonprofits throughout the community spoke to students about a career in nonprofit organizations. Carol Vilaro, NC State's Theater in the Park; Jan Hill, SPCA; Airmn Widmayer, Marbles Kids Museum; Amy Bryson, NC Association for Long-Term Care; and Maria Hernandez, Tammy Lynn Center, offered insights about working in the world of nonprofits.

A student asked the panel what the most effective communication tool is for nonprofits. The panel said e-mail blasts are the best way to contact the most people. They suggested the best way to raise funds and gain support is through e-mail.

Another hot topic of discussion was sponsorships — one of the best ways to raise funds and benefit the sponsoring companies. The goal, the members of the panel noted, was to create a win-win situation for the sponsor and the nonprofit.

The evening covered five major themes: alignment of mission and resources; balancing individual interests and the common good; earning the public’s trust; capitalizing on opportunities for diversity; and moving from charity to systematic change. The panelists said that students who seek a career in nonprofits will find the real payoff is working in a job that they are passionate about. The evening concluded perfectly when Jan Hill of the SPCA said, "Ask yourself these questions: 'In life, what do you want? And what do you want to get from it'"

COM WEEK PROVIDES SOUND ADVICE ON INTERNSHIPS

By Kristin Freeman

During Communication Week, several individuals who graduated from the University talked with students about becoming good interns. They provided evidence against the stereotypes that students usually associate with internships. The speakers’ main focus was explaining how students could gain the most out of an internship.

Each speaker stressed the importance of networking. To begin with, it is important for students to utilize the resources provided to them by their department and University. Take for example, Claire Howell, Account Executive for Howard, Merrell and Partners, who graduated from North Carolina State University in 2006. During her sophomore year of college she realized that she needed to start planning for the future. She joined PRSSA, a student organization designed to enhance students’ knowledge of public relations and provide access to professional development opportunities.

Through this organization, Howell learned the significance of networking and obtaining an internship. She was able to meet local agencies, which resulted in her first internship. “Networking is important. But what you should also take away from an internship is how to act in a business-like manner. If I had not learned the importance of properly formatting e-mails and answering phones, networking would not have gotten me very far,” stated Howell.

Communication is another skill gained from completing an internship. Sally Smith, Assignment Desk Assistant for WRAL...
Today’s media is an oxymoron. Theoretically, there is no way to discuss media in the present. Media is a constant innovation. But despite the risks attached to discussing today’s media, Dr. Robert L. Schrag will try.

Media alone includes a plethora of intangible inventions. For the purpose of this article, the medium, social-networking sites, will be of particular interest. Dr. Schrag, a Professor of Communication, and expert observer of media and technology, offers insight into the cause-and-effect of Facebook.

“You know, when electricity first came on the scene, you could look at the Sears catalogue and you could get an electric corset,” said Dr. Schrag.

Since Facebook’s release in 2004, everyone has wanted to have a presence there. So much so, that phrases used to maneuver around the website have made their way into cultural terminology. For example, when meeting someone for the first time, it is not far fetched to say, “I’ll friend you.” Stop and consider the meaning of that expression. With an explosion of sites like Facebook, society has had to redefine the word, “friend.”

“I’ll friend you on Facebook’ has nothing to do with friendship as we used to define it, previous to social networking. Does that mean we’re no longer going to have, ‘real friends’? No, of course not. We’ve just added this new category of acquaintances,” said Dr. Schrag.

A friend on Facebook can result from a one-time acquaintance. It is a strange concept, but it has been accepted as the norm for many people’s social-networking.

“I think it’s interesting to note that Facebook just introduced this new look,” Schrag said. They scan your page for the last 24 hours and the people who you contacted and followed, they put them [on your news feed]. Facebook is now just beginning to realize that we don’t have 400 friends.”

Facebook, and its constant adaptations, are all fine and dandy when you are a living human. But what happens when the real person behind the Facebook account dies? As morbid as it might seem, it’s a thought that has arisen in the minds of many social-media users.

“This is a legal issue right now; who can inherit virtual property. Virtual property is valued at $6 billion dollars around the world right now. Unless you write beneficiaries into specific clauses in your will, your virtual property gets erased. On Facebook, no one is allowed to access your account except you, yourself. That holds true after you die,” Dr. Schrag said.

Media ownership rights are yet another intangible concept to contest. Will it soon become a necessity to give your family members ownership rights to your Facebook account when you die? This currently remains in legal debate.

As for social-networking as a whole, it will most likely never cease to exist. But like electricity, hopefully we will find the best methods and means of using it and we can settle for less, often unnecessary, technological change.

Check out the byline and friend me. As social-networking etiquette suggests, it would be considered rude of me to not accept your request, so suddenly we’re friends – even though we’ve never met.

The speakers reiterated that interns can be rewarded for working hard. Doug Warf, Senior Director of Marketing and Executive Director of Kids ‘N Community Foundation for the Carolina Hurricanes, graduated in 2003. He said, “Those who get an internship are in the right place at the right time. Your success depends on hard work and good luck. You cannot understate the importance of internships because they are vital to what you will do in the near future and throughout your career.”

The speakers reiterated that interns can be rewarded for working hard. Doug Warf, Senior Director of Marketing and Executive Director of Kids ‘N Community Foundation for the Carolina Hurricanes, graduated in 2003. He said, “Those who get an internship are in the right place at the right time. Your success depends on hard work and good luck. You cannot understate the importance of internships because they are vital to what you will do in the near future and throughout your career.”

He stressed that as an intern it is okay to make mistakes since internships are a learning experience. The purpose of internships is to prepare you for when you make a mistake and there are major repercussions. “Employers give you these jobs so you can learn from your mistakes and avoid making bigger ones when you become a full-time staff member,” stated Warf.

Based on the information given by all three speakers, internships are so much more than what the stereotypes of filing papers, making coffee for the boss, and pressing the copier button for hours on end may suggest. Howell, Smith and Warf have all been there and have succeeded.

So forget fetching coffee and steer clear of dirty work. Instead, network, communicate and work hard.
The National Communication Association (NCA) has recognized Associate Professor and Associate Head of Communication Jessica Jameson and her colleagues with the Top Paper Award for the Peace and Conflict Communication Division (PCCD).

The paper, “Exploring the Role of Emotion in Conflict Transformation,” focuses on conflict management and the use of mediation versus negotiation. A study was designed by Dr. Jameson and her colleagues to explore the implications of these methods of conflict management.

The award motivates Jameson to further her research.

Dr. Jameson’s colleagues on this project include Andrea M. Bodtker, Dennis M. Porch, and William J. Jordan. Andrea Bodtker works primarily in the fields of interpersonal communication, mediation, research methods, and conflict management. Dennis Porch, an alumnus of North Carolina State University, teaches courses at NC State in public speaking and interpersonal communication. William Jordan, who helped with data analysis, is also a Professor of Communication at NC State.

Although the paper was submitted in 2009, the study and data collection for the paper began back in 2004. From training mediators to acquiring participants and data, the paper was the end product of five years of dedication.

The data collection for the study was done through a role playing process that included a large number of participants. Results showed quite an interesting conclusion about the use of mediation versus the use of negotiation when dealing with conflict management. While the mediation participants tended to feel better about the other person in the conflict and reported increased positive effect, the participants who were in the negotiation group reported higher overall satisfaction. Dr. Jameson and the research team concluded this was most likely occurring because the individuals in the negotiation group felt better about resolving the situation on their own, rather than with the help of a third party.

In January 2010, the paper was published in Volume 27 Issue 2 of the Conflict Resolution Quarterly, a scholarly journal that focuses on the relationships among theory, research, and practice in conflict management.

As the newest addition to Dr. Jameson’s 10 academic awards, the Top Paper Award is motivation to continue with her studies and research. “It’s nice to be recognized by your peers,” she said, noting that the most rewarding aspect was to be recognized by her colleagues for her and her team’s hard work and dedication to the advancement of conflict management research.
Dr. Melissa Johnson, an Associate Professor and Director of Graduate Programs in the Department of Communication, has been awarded a development grant from the University for her Spring 2011 study abroad proposal, which next must be approved by CHASS before it can be implemented.

Dr. Johnson’s proposed study abroad program will allow graduate students in the Department of Communication to spend NC State’s spring break in Barcelona, Spain, studying various communication industries. The study abroad trip will be supplemented through a semester-long International and Intercultural Communication course at NC State to help prepare students for the trip.

Barcelona is known for its vibrant, dynamic communication industries. While in Barcelona, students’ field study will include researching, studying, and learning from the city’s robust marketing, public relations, and advertising industries. Students will also become well versed in the various media and digital media outlets, as the city holds an international gaming conference annually. A substantial number of gaming companies are in Barcelona, including Yahoo’s European Research and Development Center. Students will also have the opportunity to study some of the ethnic media in Barcelona, as well as how the changing government affects media.

After experiencing the media, arts and architecture, and culture of the city, students will return to the classrooms of NC State to present their research.

“Unlike undergards, most graduate students cannot leave for a full semester. We also have a number of part-time graduate students who work full-time and take classes at night. It’s the same situation: they can’t simply tell their employer ‘bye-bye.’”

Dr. Johnson said she chose to create a spring break program because it will be cheaper and more convenient for graduate students, while still giving the students an opportunity to experience Barcelona’s rich, expressive, cultural media first-hand.

“Unlike undergrads, most graduate students cannot leave for a full semester. If they are TAs, they can’t just tell their faculty members ‘Goodbye!’ and jet off to Peru for four months. We also have a number of part-time graduate students who work full-time and take classes at night; it’s the same situation, they can’t simply tell their employer ‘bye-bye,’” she explained.

If the proposal is approved by CHASS, Dr. Johnson hopes the course is successful. If so then perhaps it can become a model for future graduate and even undergraduate programs. If approved she expects the course to be an enriching and rewarding experience for graduate students.

Mindy Sopher, a part-time lecturer in the Department of Communication, was honored by the State of North Carolina with the Order of the Long Leaf Pine.

The Order of the Long Leaf Pine is among the most prestigious awards presented by the Governor of North Carolina. The Order of the Long Leaf Pine, created in 1965, is presented to individuals who have a proven record of extraordinary service to the state. Contributions to their communities, extra effort in their careers, and many years of service to their organizations are some of the guidelines by which recipients are selected for this award. The Longleaf Pine is the official state tree of North Carolina. Previous winners include Billy Graham, Michael Jordan, Charles Kuralt, William C. Friday and Rick Hendrick.

Sopher’s work and dedication to students and the community was also recognized last fall when Raleigh Mayor Charles Meeker proclaimed Nov. 20 “Mindy Sopher Day” in recognition of her accomplishments at NC State and her volunteer activities with the Komen Foundation, American Cancer Society and Boys and Girls Clubs.

Sopher is also a regular instructor for the nonprofit studies minor and supporter of the Institute for Nonprofit Research, Education and Engagement.
With his iPod ear-buds in the perfect position, his head starts to bob and the ideal, feel-good song shuffles onto his iPod. As MGMT’s “Electric Feel” begins to play, the eccentric, electric melody blares from his ear-buds as he smoothly strides down the sidewalk. As Derrick Black begins to rock out to his favorite tunes, he knows that today is going to be a good day simply because of his music.

Black, a sophomore in communication at NC State University, spends most of his spare time in the world of music. When downloading new tracks from his favorite bands or surfing the Internet in search of new artists, there is a continual attraction to the harmonizing melodies and rhythmic beats that the music industry has to offer on a daily basis. To Black, music offers a way to transition from the chaotic world in which we live to a world of peace and clarity.

Unlike most other college students who rave about the new singles from Lady GaGa and Lil Wayne, Black prefers to listen to the musical stylings of Indie Rock artists like French alternative rock band, Phoenix, and The Temper Trap, a rock group from the outback of Australia. The unique beats and sounds are just one reason why Black prefers foreign Indie music to that of American artists. “I like to listen to the Indie music from Europe and Australia because the meaning of their music is much different than the music that is produced in America. Foreign artists seem to write with more heart.” Even though he is not a fan of modern American music, there is always a place in Black’s musical heart for the great artists of the Motown era like Sam Cooke and Stevie Wonder. And Black believes you can never go wrong with Cooke’s “Twistin’ the Night Away,” or Wonder’s, “Signed, Sealed, Delivered,” to put you in a harmonious, good mood.

Derrick Black hopes to become an Artist and Repertoire in the music industry.

Derrick Black hopes to become an Artist and Repertoire in the music industry.

While Jackie certainly stays busy with sports, life, and family, she never forgets the importance of an education, especially the one she is receiving from North Carolina State University. “Even though I love gymnastics, I wouldn’t be anything without what I am learning from this university,” she says. “Everyone should be lucky enough to experience college like this.”

Derrick Black hopes to one day fulfill his dream of becoming an Artist and Repertoire (A&R) in the music industry. An A&R typically works for a record label and is in charge of scouting new talent that will be commercially successful in the music industry. Once they find talent, it is the responsibility of the A&R to develop the artist’s talent. If a record deal is negotiated, the A&R then becomes the liaison between artists and the record label. “I would love to become an A&R because I would be able to help bring success to many artists, and I would be able to utilize my love of music every day.”
For many students, college is their first experience at being out on their own. While furthering their education they have a chance to discover themselves and become an independent individual. Any student can say they are “finding themselves,” but only a few can fully appreciate what it means. Farouk Bseiso is one of the few.

A small percentage of students have the added obstacle of distinguishing themselves from look-a-likes. Finding yourself can be especially hard when people think there are two of you. “My twin brother and I aren’t identical, but some people still say we look alike,” said Farouk. Ever since they were little, Farouk and his brother have shared the same hobbies. The twins had a lot in common, sometimes even names. “When we were in school together I would answer to both names because people would always confuse us,” said Farouk. After spending the better part of 20 years with his twin brother, Farouk was excited about a change. “Coming to college was really exciting for me because I wanted to have a chance to be on my own and do my own thing.” In his two years here, he’s off to a good start.

Farouk is in the elite group of individuals at NC State who call themselves “student athletes.” He plays defensive center midfield for the university soccer team and balances his school work with daily team practices, including 7:30 a.m. running exercises on Tuesdays and Thursdays. Although Farouk is majoring in communication with a minor in Middle Eastern studies, he hopes to turn his athletic talent into a career. “I’d really like to go pro. That would be crazy. It would be awesome to play for an American team, or a team in Europe. Soccer is really blowing up all over the world.”

The soccer field isn’t the only place to look for Farouk in the future. He could be coming to you through your radio one day. Under the name “Seiso” (pronounced say-so), which was created by dropping the B from Farouk’s last name, he writes rhymes with some of his friends. “I used to write poetry, but then I got bored with it and just started putting rhymes to music. I really like being able to write about stuff I’m going through.”

Coming to college can be scary for everyone, especially if you’ve never had to try anything new by yourself. Although the transition from answering to one name instead of two was a bit hard for Farouk, it’s a change he’s happy he made. “I miss my brother a lot, but we talk all the time. It’s cool to see the different stuff we’re doing now that we’re apart. I’m getting to try things I wouldn’t have been able to before.”

Communication senior Christine Bordenave is far from ordinary. Hailing from New Orleans, she was the star student for De La Salle high school. In sports, she was David Beckham on the soccer field and Carl Lewis on the track. Also, she was the sparkling homecoming queen during her senior year of high school.

While growing up in New Orleans, Christine danced. Dancing was her passion, and she considered it a reprieve from everyday life. A close second is travel. After she receives her degree, she desires to travel the world. She is especially interested in traveling to Turkey and Africa. She has already traveled to Jamaica and the Bahamas. Additionally, she loves spending time with her boyfriend, Anthony, and her family. Anthony lives in Houston and plays football for the Texans. Last semester, Christine moved to Houston for his first season of football and she worked at a boutique. Currently, she lives with her Yorkshire terrier, Nola, in Durham.

At the beginning of her senior year in high school, Hurricane Katrina ravaged New Orleans. Just two days before Katrina hit New Orleans, Christine and her parents moved to Manhattan. Her parents had purchased a condo in Manhattan and they spent a month in the city. At first, Christine had a marvelous time there, shopping and sightseeing. However, she soon began to miss home. When Christine and her family returned to New Orleans, the sight of the city was unbearable. “There were army trucks everywhere. Boats and cars were stranded in the middle of streets. It looked like a war zone,” she recalled. After her family returned to their home, they were astonished to find that only their roof was damaged.

Christine is very proud to be from New Orleans. She is a huge fan of the New Orleans Saints and is thrilled that they won the Super Bowl. Sadly, this is the first year that she will miss Mardi Gras.
GLENNON STRIVES FOR SUCCESS

By Kristin Freeman

“I love the Grammy Awards. I watch the Grammys because I want to have a career in the music business. I need to be aware of what is going on in the music world.”

There is a rising star in our midst at NC State. Patrick Glennon, a 24-year-old native of West Palm Beach, Florida, is hoping to take the music business by storm. Glennon started his college career at the University of Miami majoring in psychology. But his passion for music has caused him to go in a different direction.

Glennon will be graduating from NC State in December with a major in communication. He decided to attend the University after his parents moved from Florida to Greensboro, North Carolina. His dream is to work as an in-house publicist for a record label.

“This kid’s passion for music is going to help him succeed in the music world. I should know. I am his brother,” stated Jimmy Glennon, a member of Dead Men’s Dreams. “I would definitely put the future of Dead Men’s Dreams in my brother’s hands.” Glennon is hoping to get a job with his brother’s record label upon graduating. He stated, “This is my dream. I have always wanted to work in the music industry. As a public relations practitioner and publicist I can be a part of sharing the art of music with the world. I would not have the drive to choose this career path without the support of my family.

“An individual’s passion is their pride and joy. Because of that, it usually brings them success. If you love what you do, it will show in your work and lead to many accomplishments,” he said. Glennon’s love for music will do just that.

MOVIES PROVE TO BE RELAXING

By Nathaniel Krogh

It is a quiet night. Students are busy studying for an upcoming exam, the moon is casting its peaceful glow, babes are asleep in their beds, and all is well in the world — until a distant groaning is heard on the wind. Seemingly out of nowhere, a mass of zombies, bent on eating human flesh, are closing in all around. Then, the scene is paused as a group of college students take a break for refreshments.

A relaxing evening of “Dawn of the Dead” with friends is something that Sean Gallagher enjoys. A junior at North Carolina State University, Gallagher loves movies, watching at least one every week. Whether it’s an action film, a serious drama, or a science-fiction flick doesn’t matter; what matters is the entertainment the film brings. Sean even enjoys the occasional “romantic comedy...just kidding.” In actuality, some of his favorite films are from such well-known directors as Stanley Kubrick (e.g., 2001: A Space Odyssey), Steven Spielberg (e.g., Saving Private Ryan), and P.T. Anderson (e.g., There Will Be Blood). When asked if he enjoyed any films by director Wes Anderson, he responded that he didn’t, as Anderson's films can be “a little bit too pretentious at times.” Clearly, Gallagher has standards.

Even though he is fascinated by what glistens across the silver screen, Sean doesn’t have a vast collection of his own to choose from. “I honestly don’t own too many DVDs, probably around seven or eight,” says Sean. “I have an online account with Blockbuster and swap DVDs through the mail. It's cheaper and I’ve got access to a massive amount of films.” He also makes an effort to watch highly-anticipated films at a movie theater, but with ticket prices as high as they are, it doesn’t happen as often as he’d like.

As the students return for more flesh-eating zombie thrills, Gallagher couldn’t be happier. Watching movies provides him with entertainment and a respite from the stresses of college life, even when it includes an apocalyptic world overrun with the undead.

STEVE CONGER VOLUNTEERS AT THE JOHN 3:16 CENTER

By Kristin Freeman

Over the past six years Steve Conger has moved from school to school and major to major trying to find his place in the world. After going through a rough time, Conger decided to turn his life around. That is when he found an after-school center for underprivileged kids in Littleton, NC. He started working at the after school center, The John 3:16 Center, in spring 2009.

Conger was originally hired to run the after-school program. His day would start around 1 in the afternoon preparing activities and snacks for the kids who would arrive around 3 p.m. and immediately sit down to their snack. Conger recalled how excited the kids were to have snacks and would regularly argue over who would say the prayer. For a few of them this snack was the only meal they got that day. After the kids finished their snack they would work on their homework before being allowed to play. At 5 p.m. Conger led the kids in chores in an effort to teach the kids responsibility. During this time parents would begin arriving to take their children home.

As time progressed Conger also became known as the center handy man, repairing and renovating the facility. He also helped in building a new playground. That summer Conger assisted with the center’s summer camp and anywhere else he was needed. Conger even had the opportunity to help with the center’s public relations efforts. Conger spent a lot of time networking with the community on behalf of the center.

Although Conger, a communication major, enjoys working at The John 3:16 Center because it has had a major impact on his life, he said his dream job would be sports writing. He said he will never forget his experiences at the center and that he has not yet ruled out the possibility of working with children again in the future.
STUDENT SPOTLIGHT

PARKER EARNES FIRST PLACE AWARD IN WOLFPACK SPEAKS

The Wolfpack Speaks competition was held February 4 with six finalists competing for the top prize of $200. Junior Darius Parker, electrical engineering, was selected as the winner.

Students for Wolfpack Speaks are chosen from their fall COM 110 Introduction to Public Speaking course to represent their classes in the competition.

Contestants must prepare a persuasive call to action speech 4-7 minutes long. Public speaking instructors judge the qualifier rounds. This year the qualifying round consisted of around 30 speakers. The top six were selected to progress to the final round, which is judged by graduate students and faculty within the university. In attendance were students, faculty, community members and families of the contestants.

Dr. Christina Moss, Instructor and Director of COM 110 courses, said, "It is good experience for students to speak outside the classroom. It gives them a different type of audience to which they must adapt."

Department Head Ken Zagacki welcomed the attendees and commended the students for their skill, endurance and courage. "The skills students develop in this competition can be used in any career," Zagacki said. He also thanked David Young, a general partner of Edward Jones, the largest investment firm in the country, for sponsoring the event.

Parker, the first place winner, spoke on "Help Stop the Hurt." He asked the audience to encourage young people by volunteering, mentoring or just giving a compliment. Others recognized were: 2nd prize, $150, Zackary Ross, junior in science education; 3rd prize, $100, Levi Ruff, sophomore in civil engineering; 4th place, gift certificates, Khoa Nguyen, sophomore in chemistry; 5th place, gift certificates, Carley Miller, sophomore in fisheries and wildlife; and 6th place, gift certificates, William Bolin, sophomore in plant biology.

TWO GRAD STUDENTS ‘OUTSTANDING’

Two master's students in communication were honored with the Outstanding Graduate Teaching Assistant Award at a luncheon in March. The recipients from the department are Jean Wang and Jacquelyn Harvey.

The honor serves as the primary university-level forum for recognizing exceptional contributions made by Graduate Teaching Assistants to the educational excellence of the University. This annual event is a celebration of excellence in graduate student teaching in the laboratory and classroom. The UGSA Teaching Effectiveness Committee invites the Directors of Graduate Programs (DGPs) to nominate a small number of TAs that exemplify outstanding teaching and mentoring and go beyond what is required of them. All departments are encouraged to participate so that their students receive the recognition they deserve.

Master's students David Mirfin and Lauren Lawson presented research at the International Conference on Argumentation in March. The conference was held in Wake Forest.

Five master's students presented research at the Southern States Communication Association conference in Memphis in April. They include Chaofan Wu, Paromita Ghosh, Neha Chhabra, Jacquelyn Harvey, and Heather Wiesling.

Two Ph.D. students in Communication, Rhetoric, and Digital Media (CRDM) also presented research. They are Kelly Martin and Anna Turnage.
ALAN FOUSHEE SHARES HIS PASSION FOR COMPETITIVE SAILING

By Andrea Fix

What do you think of when you think about your favorite college memories? You think of a wild party you attended, a certain person you met or a sport that you participated in. For Alan Foushee, he thinks of the wind blowing in his face as he assists in steering a boat around Lake Wheeler.

Foushee is an involved sophomore student in the Department of Communication. He participates in club sports, is an Alumni Student Ambassador, and is in Campus Crusade for Christ. He always makes time for his favorite activity of them all, sailing, especially with the sailing club.

As a child, Foushee was taken sailing quite frequently, so when he saw the sign for the sailing club in the brickyard during one of the first weeks of freshman year, he knew he had to join. The sailing club usually hits the water multiple times a week when the weather gets nice at Lake Wheeler, about 20 minutes away from campus.

For Foushee, his favorite part of sailing is to be on the open blue water. “I like to work on improving my strategy and learning new tricks,” Foushee said, “That way I can become a better racer.” The main agenda of the sailing club is racing.

The sailors compete in regattas during the sailing season using FJ sailboats. In order to sail the boat, two people are needed: one who controls the sail and the other in the front. Regatta races are a big deal to the team. There are only 10 schools on the East Coast who compete in the races. They travel extensively to compete. Over spring break, for example, the team took several boats to the Bahamas.

At NC State every member has a chance to compete, but first must be certified. The certification process involves going out on the water with experienced individuals at least five times to learn about the procedures, and then passing a test. Foushee is not currently on the main racing team, but has filled in. He wishes he had more time in his schedule so he could be a more competitive racer on the team.

During the summer he is a sailing instructor at Camp Seagull in Wilmington, NC. He is the training fleet assistant captain, and teaches kids about a sport he truly loves.

The thrill of sailing is one of Foushee’s best memories, but now he has a dream for a new memory. “One day I would like to own a small racing boat, so I can travel around the East Coast,” he said. He believes joining the sailing club is one of the best decisions he has made during his time at NC State, providing him with not only a new passion, but a new group of friends as well.

DAN SUTKOO WINS 2009 BEST STUDENT PAPER AWARD

By Kristin Freeman

“Be your own witness. Transform your phone into a personal safety device.”

After coming across these words on My Mobile Witness’ Web page, Dan Sutko, who has done extensive research on mobile phone technology, was appalled at what this message conveyed. He strongly disagrees with the notion that a picture or a message sent to this Web page can be stored and later used as evidence against another individual. Sutko decided to write a paper expressing his qualms with these practices and as a result won an award.

Sutko believes that it is important to write about this phenomenon because we live in a society that normalizes the culture of surveillance. To help explain his point, Sutko uses a scenario of a girl on a blind date. “She tells the guy that she is going to take a picture of him to send to a friend, but she really sends it to My Mobile Witness so they can keep it as evidence if something were to happen to her,” Sutko said. “There is just something legally, socially and politically wrong with a company making citizens their own detectives and giving them the ability to label themselves as victims before anything happens.”

Following the submission of his paper, “My mobile maneuver: technology, the rhetorical maneuver, and kairotic subjectification,” Sutko was awarded the 2009 Association for Rhetoric of Science and Technology (ARST) Joanna Ploeger Memorial Best Student Paper Award. This was his first award. Sutko stated, “I didn't write the paper with an award in mind, so I wasn't expecting to win anything. I was simply writing about something that is very important and interesting to me.”

Sutko is also pleased because winning the award provided good representation for his program. As a graduate student in the Communication, Rhetoric, and Digital Media Program, Sutko and one of his colleagues represented the program at the National Communication Association Conference.

Sutko has a great passion for communication and the effects technology growth has on it. He believes that earning a Ph.D. within the CRDM program will allow him to study this trend further. “With the rise of the Internet and mobile devices, now is a unique moment to be studying technology and communication,” he said.
GRAD STUDENTS RECOGNIZED AT RESEARCH SYMPOSIUM

Congratulations to the winners of the Fifth Annual Graduate Student Research Symposium! The purpose of the Symposium is to showcase the outstanding quality and diversity of graduate-level research at NC State. Each Director of Graduate Programs was invited to nominate up to five graduate students from their respective programs. Winners were announced from eight categories. The Symposium was held March 10, 2010 at the McKimmon Center.

Five master's students in Communication presented. One of the master's students, Meghna Tallapragada, won the top research paper award in the Humanities and Design category (master's and Ph.D. students were in this category). The other four presenters included David Mirfin, Jean Wang, Neha Chhabra, and Jacquelyn Harvey.

Two students from the Communication, Rhetoric, and Digital Media Program were recognized with awards. They are Jason Kalin in the Humanities and Design category and David Gruber in the Social Sciences and Management category.

Humanities and Design

Meghna Tallapragada (Communication) was awarded first place for her research on “Public engagement in developing countries: A proposal for engagement for nanotechnology in water purification.” The death toll in the world among humans and various aquatic animals due to water contamination is alarming. Nanotechnology offers effective and efficient methods of purifying water as an alternative to existing filtration systems, but comes with risks and uncertainties. In her study, Tallapragada has developed a public engagement model that customizes Western communication theories to meet the needs of rural regions in non-Western developing nations.

Jason Kalin (Communication, Rhetoric, and Digital Media) won second place for his poster presentation on “Genetic Information and the Constitution of Medical Subjects: Critical Junctures in Genome Sequencing.” Genome sequencing is becoming more sophisticated and economically feasible, which is an advantage to personal genetic medicine. Two critical junctures surround the increased use of genetic medicine wherein medical subjects are neglected in favor of their genetic information and what can be done with it by genome-sequencing companies. By studying how genome sequencing is being communicated to the public in popular news sources, Kalin’s research explores a third critical juncture wherein medical subjects are being reconstituted through genetic information as embodiments of their genes and, potentially, in control of their genes. This third critical juncture represents a shift in what it means to have a healthy body and to lead a healthy life.

Social Sciences and Management

David Gruber (Communication, Rhetoric, and Digital Media) was awarded first place for his poster presentation, “Decoding the Language of Brain Decoding.” Functional magnetic resonance imaging (fMRI) has enabled neuroscience researchers to visualize patterns in the brain that can help them predict, with surprising accuracy, what a person is thinking. Gruber examines how brain-prediction, as a particularly controversial fMRI research agenda, has been presented to the general public. Using verbal data analysis in conjunction with a critical rhetorical analysis, the study locates recurring grammatical features from a collection of popular news articles and then explores the rhetorical implications of those features in this context. Ultimately, this project concludes that the articles under examination display a pattern of consistently distancing researchers from the negative implications of the research and, through an over-reliance on non-human actors, promote a narrative of technological determinism.

AMY GAFFNEY EARS TEACHING POSITION IN KENTUCKY

By Andrea Fix

Each day students strive to pursue their goals, some unsure about which path they will take. Amy Gaffney once did the same, but now she takes that long stride onto a sure path. Gaffney, an NC State graduate student in Communication Rhetoric and Digital Media, has taught mostly classes for undergraduate students and has coordinated workshops for faculty and speakers for various events.

She has been recently offered a chance to work at the University of Kentucky, a peer institution to NC State, as an assistant professor in the communication department. “I feel very fortunate to have gotten a position for exactly what I wanted to do,” said Gaffney.

The program in Kentucky is new. “I like that I will have the ability to shape the program,” she said, “but it is nerve-racking at the same time.” She will be working primarily with general education courses. The courses will be similar to a mixture of Com 110 and Eng 101 at NC State with an element of technology, and taken in two consecutive semesters.

For Gaffney, earning this job did not come easy. She tried many different options, moving from internships in journalism to teaching assistant work. She discovered that she really has a passion for the university setting. Reflecting on the hard work of the past four years, the best advice she can give to undergraduates is to try new things and take advantage of all opportunities; that way you can discover which path is best for you.
All the advice students gleaned from PR day was put to good use during the career development seminar. Two agencies were present for students to discuss jobs and internships. Students had the opportunity to talk with representatives of French West Vaughan and Large Mouth Communication, two Triangle firms. Students had the opportunity to provide their resumes and talk about their readiness to pursue a career in public relations. To meet face to face with practitioners in the industry is a valuable experience and a great way to network and perhaps get a foot in the door.

Lauren Childs from French West Vaughan discussed the importance of a resume, especially when applying for internships. She said that at her firm they expect students to have a grasp of the industry. She said it's important to pay attention to detail when writing a resume and cover letter. When looking for interns, French West Vaughan wants to see students have shadowing experience. Lauren was an intern at the firm and was eventually offered a job.

PR DAY'S EVENT PLANNING SEMINAR STRESSES SKILLS, ATTITUDE

The event planning panelists kicked off PR Day with an informative hour of discussion that piqued student interest in working in this important aspect of public relations. The panelists were Lisa Arney, SAS; Brent Jayes, Raleigh On Cue; Allison Jones, Raleigh Parks and Recreation Department; and Khaner Walker, French West Vaughan.

Arney told the students that people sometimes find a certain sense of glamour in event planning, but a three-hour event takes three months of planning. Lots of hard work and stress. She noted that a good event planner is "an organized multitasker and a good time manager who delegates effectively while developing good relationships with people like clients and vendors."

Jayes said he looks for people skills, attention to detail and creative imagery in potential interns and employees. He wants people with a calm demeanor who can think on their feet. "It's okay to be churning inside, but your client wants you to be the calm professional on the outside." Walker echoed those thoughts, saying the best career planners know they are at the center of the storm and must remain calm.

Jayes' advice to students is to gain broad experience in graphic design, food and beverage, transportation, audio/visual, crowd dynamics, floor planning and engineering.

PR DAY'S CAREER SEMINAR FOCUSES ON JOBS, INTERNSHIPS

By Jackie Yanchocik

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NONPROFIT PUBLIC RELATIONS DISCUSSED BY PANEL OF COM EXPERTS

By Caroline Rankin

The panel of experts in the field of nonprofit public relations included Christy Lee Knutson from the MS Society, Hugh McLean from the Boys and Girls Club, Cara McLeod from Raleigh Parks and Recreation Department, and Lu Esposito from American Red Cross.

The panelists agreed that nonprofit public relations' communication focus varies depending on the specific organization's public relations needs and their mission statement. For example, Lu Esposito explained that as the head of marketing and public relations for the American Red Cross her main focus is crisis management and communications that usually follow a major disaster. On the other hand, Christy Lee Knuston, the marketing director for the MS Society, explained her goal is to focus more on public information and education for the community to get people engaged and involved in the organization.

"Everyday you get to do something new," said Cara McLeod on why she enjoys working for a nonprofit organization. She explained that working in the nonprofit community gives opportunities that a major firm may not offer an intern or first-year employee. "Many times a nonprofit organization is more willing to try new ideas, so if an employee has an idea that is 'outside of the box,' a nonprofit organization may be more willing to hear a new idea and potentially bring it to life. Whereas, in a corporate world ideas have to be approved by many different people before any action takes place," she said.

"The potential impact you have on a young person on many different levels is why I got involved," said Hugh McLean. "When I get
PROFESSIONALS AT PR DAY ENCOURAGE CREATIVE WRITING

By Jackie Yanchocik

Industry professionals Gloria Lesher from MMI Public Relations, Brian McDonald from MCDezigns and Anna Prince of Capstrat were energetic participants on a panel discussion about public relations writing.

They explained that their clients are all looking for something different whether it’s writing for blogs, speeches, press releases, letters, or Web site content. They agree that not all writing is the same, but one very important aspect is, and that is punctuation. Lesher stated how important it is to understand proper punctuation, and how to use it effectively. They also stressed the importance of their AP stylebooks, something that all NC State public relations students are well aware of.

One key take away from this session was the importance of practicing writing. McDonald stressed how beneficial it is to write every day and to create your own personal portfolio, even if that means starting your own blog or opening up a Twitter account. “Tweet your heart out,” Lesher said of the new social media trend. It helps to read other people’s work as well. As a final note, the speakers made one point clear — don’t be scared to be creative.

SOCIAL MEDIA HAS RISKS

By Kelly Donlon

Jo-Anne Chase, representing French West Vaughan, Angela Connor from Capstrat, Becky Graebe from SAS, and Bobby McDonald from MMI discussed the popular and growing social media phenomenon.

"We’re talking about something that not everybody likes," said Connor, referring to one of the most interesting points discussed by the panel. As powerful as the social media industry has become, it is quite apparent that not everyone is interested in social media. Many people still rely on and prefer the traditional methods of media; however, these panelists, along with others in the social media industry, have found a way to reach their clients, employees, and followers anyway. “I look for those nuggets that apply to our clientbase,” Graebe said about the issue, “just think niche,” meaning that by reaching out to particular niches or targeting a certain audience social media can be quite effective.

According to the panelists, social media is about risk and reward. Although being visible on the Internet can reap negative comments about your organization, it’s also a way to gain more followers, users, and clients. The feedback about your company may not always be good, and once it’s out there it’s available to everyone to see; however, “negative comments are a chance to make it right,” McDonald said. Every negative comment gives the company a chance to implement the proper changes and make their clients happy.

Nonprofit Public Relations

Continued from page 15

home at night I know that I made a difference with the kids I serve at the Boys and Girls Club through my communication skills. It is very rewarding,” said McLean.

They each stressed the importance of raising money and shared some strategies that they have used successfully. The classic strategies are still being used, which include direct mail, third party events, e-mail, and special events. However, a new strategy has become very popular. Called “boundless fundraising,” this new approach links a team’s fundraising Web page to their social networking page, like Facebook. The "new" type of fundraising is an extension of networking, using social networks to spread the word about one’s nonprofit. By “posting” a link to a nonprofit’s Web site and asking others to do so, a nonprofit can reach more potential donors via a free and simple service (i.e., Facebook or Twitter). This approach saves time, resources and, of course, money.
A STOP AT NC STATE’S CAREER CENTER A MUST FOR STUDENTS

By Kelly Donlon

One of the real gems on the campus is the NC State Career Center, yet many students are not aware of its value to them as job seekers. Sara Concini, one of the career counselors at the Career Center, informed students and job seekers at PR Day about the resources available at the center and provided job hunting tips. "I have been the job seeker, I've been where you are," Concini told the audience.

Professionals such as Concini are available at the center to offer job seekers tips that will help them land a job. "The interview is key," Concini said. Knowing proper interviewing skills, practicing, and most importantly, becoming self-aware are really important, she said. Concini highlighted the importance of becoming aware of how you present yourself to others. She also gave advice about other important interviewing skills such as how to successfully complete a resume, how to create a one-sentence career goal, and how to dress appropriately.

Concini ended the presentation by discussing the importance of finding the right job, not just "a job." She told a story about how she almost ended up in a job that would not have made her happy, and that even though she was jobless for a few extra months, she finally landed the perfect job for her.

PRSSA PROVIDES DIRECTION OPPORTUNITIES FOR MEMBERS

By Christina Boling

The Public Relations Student Society of America is offering more reasons to join this year than ever. Whether students are looking for an organization that offers social opportunities and community service or networking and job opportunities, PRSSA provides it all.

The benefits of being a member set PRSSA above many other student groups. Professional development, social media, reputation management, health care communications, and research and trends can all be found simply by subscribing to PRSSA’s Issues and Trends newsletter. An NCSU Public Relations Facebook group was created for students in the public relations and organizational communication concentration in the Department of Communication. This group is for sharing information about PRSSA, special lectures and guest speakers, and internship/volunteer opportunities. Internships with the Carolina Hurricanes, Urban Echoes Entertainment and ClearImagePR and many others are posted on the group’s wall.

Officers and members at N.C. State meet on campus to discuss networking opportunities in the Triangle area and organize public relations events and projects. Members have worked on a $300,000 campaign with the American Advertising Federation and the United Service Organizations. Chapter President Mary Harris is dedicated to providing a group that offers valuable learning and work experiences that give students an insight into public relations as a profession. The experience may sound like all work, but members will argue it’s equally as fun. The relationships formed in PRSSA go far beyond the ones we make as we try to find a job after graduation, they’re the ones we make along the way. Mix work with play. After all, how many other groups serve pizza at their chapter meetings?

LAMBDAY PI ETA REFOCUSES

By Kerry Lynch

Recently, LPE has refocused its efforts on fulfilling the original goal of being an honor society, and involving students with research. This shift was implemented, not to discredit the community service work that members were doing, but to re-emphasize the honor aspect of the society. Engaging in research with faculty is helpful for members as it offers a more in-depth look at the communication field and the student’s placement within it.

“Lambda Pi Eta is an honor for an elite group of communication students, first to be asked and then to be inducted. We [departmental faculty] wanted to use the potential that these students have and give them an experience above and beyond what the classroom would offer them. That involves research,” said Dr. Elizabeth Craig, faculty advisor for Lambda Pi Eta.

Members are also encouraged to view LPE as a valuable networking community. It allows students to meet and work with professors, but also to encounter others in the professional communications community. LPE hosts a “faculty night” where faculty members give short presentations to introduce students to their research projects. This allows members to see how they could get involved with research opportunities.

When asked about the benefits of engaging in research with faculty members, Dr. Craig stated, “Members can learn really valuable research method tools which all employers are looking for. Graduate programs also are looking for students with a background in research methods.”

LPE intends to continue scheduling special events where faculty and members can congregate together to discuss research interests, furthering members’ connection to the study and practice of communication.
ALUMNI NEWS

ALUMNI ENCOURAGED TO PARTICIPATE IN BRICK TRADITION

Alumni are helping to pave the way for future students by participating in the commemorative brick tradition. On your next visit to campus, take a moment to visit Winston Hall where you will notice engraved bricks on the Hillsborough Street walkway entrance.

The engraved bricks are part of a CHASS program to honor graduates and friends in a permanent way. You are invited to purchase an engraved brick and become part of the CHASS Walk of Honor.

Engraved bricks can be purchased for $100.00. Each paver measures 4” x 8” with room for three lines of text. All brick purchases are tax deductible. Proceeds from the brick purchases directly benefit the Department of Communication (or the department of your choice).

Funds raised through the brick program support both student and faculty needs including graduation ceremonies, travel to conferences, faculty relocation and start-up expenses, and other necessary expenditures where state funds may not be used, or simply do not exist. For more information on the brick program visit http://www.chass.ncsu.edu/bricks

Be a part of the permanent NC State landscape and express your CHASS pride!

Visit the CHASS Web site or contact the CHASS Development Office, Campus Box 7011, or call 919-515-5973 during normal business hours and staff will be happy to answer any questions you have.

TRACY LATHAN TALKS ABOUT IMPORTANCE OF WRITING SKILLS

By Emily Currier

College students, especially soon-to-be graduates, often joke about staying in college as long as possible because of the uncertainties that make up “the real world.” Especially in these tough economic times, it is unsettling to know that acquiring a job right after graduation is not as simple as it once was. Fortunately, there are numerous graduates who work in the Triangle who have survived the ominous post-graduation period and have attained the keys to success.

One successful alumna is Tracy Phelan Lathan, who earned a degree in communication and a minor in business management from NCSU in 2001. Currently, she is a senior account executive at IMRE, a full-service integrated marketing agency with headquarters in Baltimore. In this role, Lathan provides strategic counsel to clients, including John Deere, Fiberon, Verve Living Systems and others.

Prior to joining IMRE, Lathan was responsible for strategy development, special event support and managing national media relations campaigns at The Catevo Group and its predecessor Epley Associates. She worked with a host of clients, including John Deere, BB&T, ArcaTech Systems and The Art Institute of Raleigh-Durham.

An active member of the Raleigh community, Lathan currently serves on the board of directors of the Raleigh Public Relations Society, the Triangle Radio Reading Service, and the North Carolina Chapter of the Public Relations Society of America. Additionally, Lathan serves on the marketing committee for the Greater Raleigh Chamber of Commerce Young Professionals Network, is president of the NC State Young Alumni Council, and is actively involved in the Turf & Ornamental Communicators Association and the Junior League of Raleigh.

In the world of communication, and especially public relations, the importance of writing cannot be stressed enough. Lathan noted that the basis of any solid campaign begins with superior writing skills, and if those qualities are not present in the initial meeting, then the client will not be impressed by the agency.

She said, “Another important point to keep in mind is to be open to all opportunities. Internships of all shapes and sizes are available through the university, and acquiring one will not only get your foot in the door but can also help you gain valuable experience.” According to Lathan, students should constantly stay up-to-date on news and technology. “As a professional, it is your job to help clients develop a communication strategy, and in order to accomplish the strategy you must know what is going on locally, nationally and within social media networks.”

Whether she is speaking with a local media representative, or planning new projects for one of her clients, she always makes a point to be flexible and organized. “Every day is different when you work for a PR agency. In order to be successful you’ve got to be able to juggle and switch gears quickly,” said Lathan.
GRADUATION NEWS

UPDATE ON HILLSBOROUGH STREET CONSTRUCTION

The new look of Hillsborough Street is far enough along after nine months of work that visitors to the campus on graduation day will find the improvements noticeable. Traffic is able to move in both directions with some minimal delays. The construction of two traffic circles, sidewalk additions, and stoplight and streetlight posts have been largely completed. The street has also been partially paved.

The Hillsborough project received about $9 million from the city of Raleigh. A nonprofit — the Hillsborough Street Community Service Corp. — will market the street and oversee its maintenance. NC State has committed $250,000 to make improvements, such as landscaping on its side of Hillsborough, and plans to promote after-hours and weekend parking on campus.

Construction on Hillsborough Street is expected to be completed by the end of summer 2010.

GRADUATION FOR COM STUDENTS PLANNED FOR MAY 15

By Alex Sypher

CONGRATULATIONS MAY COMMUNICATION GRADUATES!

The Department of Communication’s graduation ceremony will be held at 1 p.m. on May 15 in Reynolds Coliseum. Approximately 133 undergraduate students will walk the stage, including 43 students from the Communication Media concentration, 51 students from the Public Relations and Organizational Communication concentration, 38 students from the Public and Interpersonal Communication concentration, and one student from the Communication Disorders concentration.

The ceremony will honor the 11 graduate students who completed their M.S. degree this spring. CRDM will graduate its second doctoral student, Amy Gaffney. Master’s student Jean Wang will deliver a graduation speech.

Students graduating Cum Laude, Magna Cum Laude and Summa Cum Laude as well as students with memberships in communication societies will be recognized.

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