Freshman year of college is not always the easiest. Students are trying to figure out their class schedule, where everything is on campus and how they are going to meet new people, but it is even harder if the student is a country music star.

Scotty McCreery was the 2011 American Idol winner when he was only a junior at Garner Magnet High School in North Carolina. When it came time to apply to college, McCreery had to make some big decisions. Would he go to college or move to Nashville to focus solely on his career?

“Education has always been important to me. While growing up, I always planned on going to college. I didn’t expect that all of a sudden I would be a recording artist at 17,” said McCreery, who is now a student in the Department of Communication. “I always wanted to go to State and major in Communication. I want to learn about the outside world. I’m still trying to learn and college is a great place to do that,” he said.

When you picture country singers you wouldn’t think that they could blend well into campus life, but McCreery has tried hard to be just your average student. “I think a lot of people think country singers sleep in their boots, but people see me walking about in shorts and flip flops and think ‘oh, you’re just like us’,” said McCreery.

McCreery is enjoying his experience as a student. He says the hardest part of being a student and a recording artist is time management. He has classes Monday through Wednesday and spends the rest of the week on the road performing at shows. McCreery will admit that he gets “pretty bad at procrastinating.” He would rather play Xbox than write papers.

As much as McCreery has tried to be just a normal student, he still lives the country singer lifestyle. He just wrapped up touring with Brad Paisley and recently released his Christmas Album, "Christmas with Scotty McCreery." This album debuted at No. 4 on Billboard's Top 200 chart, at No. 2 on the Top Country Albums charts and hit No. 1 on the Top Seasonal Albums chart.

McCreery enjoys being a normal student and plans on staying at NC State as long as he can make his schedule work. “I'm just a student. When I'm here I'm not a singer, and I don't want to be a singer [on campus]. I want to be here at State and get an education,” he said.

CONGRATULATIONS DECEMBER COMMUNICATION GRADUATES!
The Department of Communication’s graduation ceremony will be held Saturday, December 15 at 1 p.m. in Carmichael Gymnasium, Court 1, following the University graduation ceremony at 9 a.m. in the PNC Arena.

Approximately 84 undergraduate students will be recognized, including 32 students from the Communication Media concentration, 27 students from the Public Relations and Organizational Communication concentration, and 25 students from the Public and Interpersonal Communication concentration. Students who finished their degrees in Summer Sessions I and II will also be recognized. Joining the fall semester undergraduates are 3 students receiving their master’s and 2 students receiving their doctorates.

Students graduating Cum Laude, Magna Cum Laude and Summa Cum Laude, as well as students with memberships in communication societies, will be recognized.
Faculty in the Department of Communication produce high-quality scholarship in the areas of public relations; interpersonal, group, organizational, and public communication; and communication media.

As a way of recognizing their research achievements, we have created what we are calling a "Faculty Scholar of the Month" link on our department Website. You can find this link just below the "Welcome" message on the main department Webpage at http://communication.chass.ncsu.edu/.

This month's faculty scholar is Dr. Jeremy Packer, who was most recently nominated for a University Faculty Scholars Award for his research accomplishments in the area of communication and cultural studies. A few years ago, he was also the recipient of the department's "Robert M. Entman Award for Excellence in Communication Research." Jeremy has explored what he calls "the interconnection of technologies of mobility and communications."

For example, Jeremy has demonstrated how, from the 1950s to the present, the act of driving a car was reorganized by safety concerns having to do with the increase in women drivers, motorcyclists, hitchhikers, African American drivers, truckers, "road ragers," and most recently car bombers. Dr. Packer's research on this topic more broadly addresses how important the role of media, from films like Rebel Without a Cause to 60 Minutes specials on road rage, has been in creating what is often called a "culture of fear."

Most recently he has been conducting research on the development of military communications technologies from the Civil War to the War in Afghanistan to broaden our understanding of the central role of military advancements in how we use media technologies in our everyday lives.


Because I enjoy reading spy novels and watching films about spies, one of my favorite edited books by Jeremy is Secret Agents: Popular Icons Beyond James Bond (Peter Lang, 2009), a collected volume that investigates how popular spy films and TV shows address the changing currents of political opinion and national defense concerns. He has presented over 40 research presentations and is highly sought after as a guest lecturer by other universities. (See this link to access Jeremy's research: http://www.lib.ncsu.edu/repository/scholpubs/search.php?page=author&pos=1&aid=25965)

Jeremy's scholarship is thoughtful and highly detailed, and reveals great theoretical and methodological sophistication. His works are cited by scholars from a wide variety of disciplines and his books have been positively reviewed in more than a dozen international journals. The impact and quality of his research is demonstrated by the fact that he publishes in some of the most prestigious academic journals in our field.

It has been said about Jeremy, by some of the most respected communication scholars in the field, that he has obtained the enviable position of being a primary spokesperson for critical-cultural studies and, more specifically, of being able to articulate the important links between communication and cultural studies.

Jeremy is representative of the many excellent faculty we have in the Department of Communication at NC State. Please check each month to learn about the activities and achievements of other faculty members named as "Faculty Scholar of the Month" on our department Website.
Professors Nick Taylor and Ryan Hurley are the newest assistant professors in the Department of Communication. Dr. Taylor has a background in gaming research, while Dr. Hurley has an interest in health communications research.

Joining us from Toronto, Canada, Dr. Taylor is pleased to be a new professor in the department. When he first visited NC State, he said he was “charmed by the area and future potential colleagues.” In addition to teaching, he is a researcher, gamer, cook and husband. In class and at home, Dr. Taylor shows a passion for the gaming industry. Over the coming semesters he plans on becoming more active on campus. He wants to teach critical and experimental game design and conduct research on the relationships between game players and developers. Currently, Dr. Taylor is teaching COM 537 and will be adding COM 327 in the spring.

In the classroom, Dr. Taylor uses group-work and production projects to facilitate discussion and interest in the subject. He hopes to immerse students into local gaming communities by having them observe fan expos, video game tournaments, and other public gaming events. He says he is striving to make students become “good, responsible citizens in online environments.”

He explained that online gaming is an easy, fun way to keep up with friends and meet people you otherwise would not. With his research predominantly focused on the difference between real life attributes and online gaming communication, Dr. Taylor is bringing even more variety to an already diverse department.

Dr. Hurley is in his fourth year in the Department of Communication and enjoys teaching COM 240. Growing up in a family of teachers, he is well-acquainted with the education system. And with an extensive background in speech and debate, Dr. Hurley keeps his class focused and entertained. He uses his prior experiences and his passion for the subject as a way to keep his students interested and engaged.

Outside the classroom, Dr. Hurley keeps himself busy with many different hobbies, including softball, golf and music. He describes himself as a “jack of all trades.” As a high school student he was in a band that made an album that got radio airtime.

Currently, Dr. Hurley is working on updating his research on online cancer news found on search engines. He mainly works with content analysis and helps other researchers with ways to approach their studies. In the future, Dr. Hurley plans to combine the factor of race or ethnicity with his health news research.

COMMUNICATION CONVOCATION CONNECTS FACULTY, STUDENTS

By Jennifer Gallardo

The Third Annual Communication Convocation was held in September during Dr. Ed Funkhouser’s COM 230 class. Faculty members spoke about courses including public relations, rhetorical theory, media criticism, and nonprofit leadership. Since the course is required for all majors, it is an opportunity to introduce students to the faculty and give the major an identity for students.

Dr. Jessica Jameson reminded the students of the Department of Communication’s learning objectives, that there is a thread that connects all of the Communication courses and the value of a Communication degree. Then the faculty who were in attendance introduced themselves briefly and noted the courses they teach.

Dr. Jameson also introduced this year’s alumni speaker, Mariryan Starr, who spoke about the benefits of a major in Communication and how she uses and applies her knowledge in her professional career as Executive Vice President of Mottis, a marketing firm in Sanford, NC.

A long-time Raleigh resident, Mariryan graduated from NC State with a Communication degree and Media concentration. She previously worked with WRAL-TV as well as one of the Triangle’s top business-to-business agencies where she developed public relations programs for the telecom, communication and electronics industries.

By time the class ended, students got to meet professors that they might be taking courses with and began to establish relationships with them. Dr. Jameson strongly believes in the program and its goal of building relationships between students and faculty.
On October 3, the Department of Communication held its second department colloquium of the semester. A colloquium is an informal meeting where an exchange of views and research takes place. The topics focused on Facebook and Twitter research. Three assistant professors in the department, Dr. Elizabeth A. Craig, Dr. Maria De Moya and Dr. Andrew Binder, presented their research and findings.

Social media is having an effect on the way the public discovers and projects news. The three professors have all taken the phenomenon that is social media and researched its effects on the development of relationships, travel and natural disasters. Dr. Craig presented on “Computer-Mediated Relational Development and Maintenance on Facebook.” As Facebook increases users, it has been shown that there is an increase in maintaining relationships with relational partners from other contexts as well as supporting the development of new relationships.

According to Dr. Craig, “We’re coming into a new understanding of how people are using technology in their life.” This use of technology shows that relationships are made and broken through social media sites such as Facebook.

Dr. De Moya presented her research titled, “When Tourists are Your ‘Friends’: Exploring the Brand Personality of Mexico and Brazil on Facebook.” Within this research, Dr. De Moya explored the use of brand personality traits to promote and differentiate two competing tourism destinations via Facebook.

Brand personality for travel destinations is becoming vital on social media sites and allows destinations to manage their image and improve on their economic performance by attracting those from international locations. Dr. De Moya found, “The promotional messages of both Brazil and Mexico contained brand personality traits, which says they are actively trying to use branding in their messaging.” Travel destinations are finding that Facebook creates and maintains personality branding where past and future tourists are able to discuss favorite locations, nostalgia and support of the destination.

Dr. Binder spoke about his research on “Figuring out #Fukushima: An Initial Look at Functions and Content of U.S. Twitter Commentary about Nuclear Risk.” Dr. Binder’s research focuses on specific phenomena that happen after major world events. For this research, Dr. Binder used Twitter as a research tool and looked at how a world phenomenon influenced the relationship between perception of risk and time.

Dr. Binder found that “people pay attention for a day, so it’s amazing that people are still talking about a phenomenon (Fukushima) after two weeks.” The influence of social media sites such as Twitter has the public taking a front seat on world events but not for a long enough period of time to get a sufficient understanding of the underlying risk, he said.

COMMUNICATION COLLOQUIUM SHOWCASES FACULTY RESEARCH

By Shannon Donovan

INTERNERSHIP PROGRAM MOVING IN NEW DIRECTION

By Jessica Lucas

Phillips has served as Internship Director since the summer of 2010. Because he inherited an already first-rate program, Phillips decided to take a creative approach to better it. During the first summer, he focused on expanding the outreach to other kinds of organizations than had been used in the past.

He also developed the mentor program, which provides students with contact information to professionals practicing communication in the business world. He also introduced, as part of the required end-of-semester portfolio, an evaluation of the internship sites completed by students.

The combination of the existing program with candid evaluations from employers, detailed and specific letters of recommendation and the new features Phillips created sets this program apart from the rest. “There are schools that focus on the process only, but ours supports the process with the application,” said Phillips.

Continued on page 6
DR. STEIN EXPLORES DEATH IN POPULAR CULTURE

By Amanda Brooks

This past spring Associate Professor Dr. Sarah Stein co-taught a course on death in the popular media with Darby Orcutt, the Assistant Head of Collection Management at D.H. Hill Library. The course, entitled “Vampires, Victims, War Dead & Other Corpses: Mediating on Death in Popular Culture,” developed from an ongoing research project. In our culture, people deny death in everyday life. People do not know how to speak to individuals who have suffered a loss because people do not like to be reminded of it. At the same time, popular media is often focused on death, such as in detective shows, horror movies, and others.

The course featured speakers who deal with death in their professional lives, such as funeral directors, homicide detectives, the NC medical examiner, a specialist in organ donation, an English professor who works with a cadaver dog to help police, and others. Dr. Stein said that “there was something remarkable happening in the discussions in the class among the speakers and students.” She said that the “real consequence of all of this study is the students got to examine how they can be in denial of their own death.” The course was also able to discuss and analyze how the grieving process is being ignored in our society. Dr. Stein explained that she hopes that people can become better educated on the subject.

The course turned into a documentary film idea that is now in the process of being made. Dr. Stein, who used to work in the film industry, is interested in creating a documentary film that will appeal to multiple audiences. The film will feature speaker and student interviews from the course, mixed in with a variety of examples of death portrayed in media.

When speaking of the possibility of offering the course again, she said, “I will do it again someday, I’m just not sure when.” Dr. Stein also said that the teaching the course was “a terrific experience, but also very emotionally demanding for me.” For those students who get to take the course with her in the future, they can expect a unique course that dares to examine a subject not often discussed in our culture.

TEXTBOOK AUTHORS WRITE ON COMMUNICATION TECHNOLOGY, MEDIA

By Robert Brackner

Dr. Robert Schrag and Dr. Ed Funkhouser are writing a textbook designed to supplement communication technology and media history courses. The working title of the book, The Process: Understanding Communication Technology and The Media, reflects both professors' central premise.

The text demonstrates an eight-step cycle in the development of communication technology that the authors have found resonating throughout history. The Process begins with the important “communication need,” and then works through acceptance via the proper channels until the cycle repeats itself with a new “need.” “It is nowhere near done, though we are substantially under way,” said Dr. Funkhouser. The focus of the book teaches students to recognize the roles essential to The Process, and how this cycle has played throughout media evolution. This benefits professional communicators and media users by making them more aware of future transitions in media technology. The book posits that understanding how the cycle of communication technology works in culture is as important as the technology itself.

Both authors point out that the book entertains with anecdotes from historical figures that relate to the development of communication technology. For example, Lord Byron’s (British 19th century poet) daughter had a love for algorithms that she supplied to Charles Babbage, who is generally credited with creating the first mechanical computer in the 19th century. These little-known facts support the relationships between the eight stages of communication evolution found in The Process. While the content of the text is informative, the physical layout of the book is innovative. “One idea, albeit a radical one, jumped out at us: get rid of the references,” said Dr. Schrag. He points out that “students in introductory courses rarely, if ever, look at the references unless specifically told to do so.”

The authors, with over 70 combined years of teaching experience, are not neglecting their intellectual due diligence, but are taking a step towards the possible future of text publishing by keeping the reference section online where it can be accessed for specific assignments. This helps make the book very affordable, and much smaller. Any new requirements of the text can be easily found in the cloud (cloud computing entrusts remote services with a user’s data, software and computation). This will allow for hyperlinks to resources and information to be shared online by instructors and students on the text’s reference Website. This feature will allow commentary to remain timely and can be refreshed in the cloud through the years.

The book is under review by one of the world’s most distinguished publishers, The Oxford University Press.
STUDY ABROAD GOES DUTCH

By Chelsea Tate

With a strong interest in cultural studies and communication technologies, Dr. Jeremy Packer took a group of students overseas where he taught a course on film studies and communication. Dr. Packer, an Associate Professor, is also the Associate Director of the Communication, Rhetoric, and Digital Media Ph.D Program.

"The chance for such intense classroom and extra-curricular learning doesn't occur that often in life," Dr. Packer said.

During the summer, Dr. Packer and a colleague in the English Department, Dr. Ora Gelley, taught in Amsterdam, Netherlands. Dr. Packer spent four full weeks in Amsterdam, and the students took advantage of the opportunity to explore Europe by taking trips to Berlin, Paris and Belgium on their own.

Teaching a semester-long course in four weeks creates a very intense, accelerated learning process. "A sense of camaraderie comes along with sharing so much time together in a new environment," he said.

This is the second time Dr. Packer has taken students overseas. He has now taken students from two universities to two countries. Both trips were successful and memorable. He said he is a big proponent of study abroad and suggests that NC State students take advantage of such an opportunity.

"I learned that the students at NC State thoroughly enjoy the challenge and excitement of study abroad. They were able to engage with new cultural situations through interactive experiences and via intellectual activity," Dr. Packer said.

"Take advantage of these opportunities to not only travel abroad, but immerse yourself in one place for an extended period of time," he advised.

INTERNSHIP PROGRAM MOVING IN NEW DIRECTION —— Continued from page 4

Phillips’ role as Internship Director begins before students are even enrolled in the class. He described his role as “multifunctional.” Before students are enrolled, they must meet with him so he can provide direction for potential internships. To prepare for this meeting, students must conduct a personal inventory. Each student must ask him or herself, "What stands out to me in my classes and is there a world out there for me?" Students must also consider what they might want to do for the rest of their lives, but they also must realize that they are not tied to this.

"Be open to the idea that there is truly a world of opportunities," Phillips said. Students are the best advocates of the success of the internship program. For example, by the time she graduated in May of 2012, Amanda Smith had decided between two job offers, landing a coveted job as project manager for Cisco Systems. She attributes her success largely to the internship program and her internship experience.

"Without my experience as an intern through the internship program, I would not have learned valuable networking skills, the importance of being risk-averse, and, as cheesy as it sounds, being courageous and unstoppable in following my dreams," she said.

Smith also echoed advice given by Phillips to future students in the internship program, such as beginning the search early, taking the internship seriously and staying proactive throughout the internship. As Internship Director, Phillips provides direction and knowledge students are able to use throughout the internship program and beyond.

PROFESSORS EARN NSF GRANT

By Jillian Ballentine

Congratulations are in order for Dr. Andrew Binder and Dr. Emily Zechman, recent recipients of a National Science Foundation (NSF) grant. Dr. Binder, an Assistant Professor in the Department of Communication and also the Associate Director of the Public Communication of Science and Technology (PCOST) Project, has been working with Dr. Zechman, an Assistant Professor for the Department of Civil, Construction, and Environmental Engineering, on the proposal of the grant for the past year.

Dr. Binder and Dr. Zechman’s grant will investigate the possibility of using recycled water as a way to augment water cycles in other parts of the country. Dr. Zechman is focused on the engineering, such as creating the water cycle model, while Dr. Binder is focused on the human interaction.

Recycled water not only offers financial savings but resource savings as well. Currently, all water used in people’s homes is treated to drinking-water standards, and after it is used the water goes to the treatment plant and is then transferred back into natural bodies of water and recouped later on to be used again by consumers. This research project considers an alternative to this process: recycling the water, and instead of sending it to nature, treated water will be sent back to consumers and used for purposes unrelated to consumption, such as irrigation. Dr. Binder is researching people’s belief systems on the topic.

“Technological innovations such as recycled water will play a pivotal role in how we confront the increasing scarcity of natural resources in our society," said Dr. Binder. “But these cannot and should not be implemented without a broad-based understanding of how people feel about the technologies they confront in their everyday lives, such as tap water.” The National Science Foundation receives 40,000 proposals each year, but chooses only 11,000 to be funded. The authors began work on their proposal in 2011, and were awarded the grant in August 2012.

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With a record-breaking turnout of more than 60 students attending PRSSA’s first meeting of the fall semester, it is expected that many new members will be inducted into the organization this fall. As PRSSA continues to gain new members with each coming year, Kailey Miller, a 4-year member, who is serving her second term as president, reflects on the organization’s achievements. Miller stated, “I am proud of how far PRSSA has come in the past four years, and I am excited for its future as more students recognize its value,” she said.

So, what is the value of being a PRSSA member? The NC State Chapter of PRSSA is unique in that it has its own student-run PR firm called “The Pack.” The Pack has a history of success working with events on campus under alumnae Jackie Small and Amanda Juliane. According to newly appointed co-directors Amanda Brooks and Danielle Mayber, The Pack is looking to expand its efforts to organizations off campus. “This year, our focus is working with local nonprofit organizations. The primary organization we are working with this semester is the Raleigh Little Theatre,” Mayber said. Members of The Pack have the opportunity to work hands-on with clients while practicing the use of innovative marketing strategies and techniques.

This semester the organization hosted highly regarded speakers from the Triangle in each of its first two meetings. First, Jenni Turner, a director of PRSSA’s parent organization, PRSA, explained the benefits of being a PRSSA member, especially the opportunity to network with local PR pros. At the second meeting, PRSSA was proud to host President and Founder of Shelten Media, Mrs. Shelli Dallacqua, who spoke on “Branding Through Social Media” by presenting the “Do’s and Don’ts of Social Media Etiquette.”

“Our members are given the opportunity to build relationships with peers, professors, alumni, and PR professionals. I have been involved in networking events, exposed to internships, and given the responsibility to plan events for the organization,” member Jordan Rubinstein said.

LPH PLANNING EVENTS TO LINK STUDENTS WITH ALUMNI, PROFESSORS

Lambda Pi Eta, the communication honors society, has big plans for the current and upcoming semester of the school year. The addition of Dr. Ryan Hurley as the new faculty advisor and the steadily growing size of the group are sure signs that this year holds a lot of promise for LPH.

LPH is NC State’s Communication Honors Society that is a branch of the National Communication Association. Students with a strong passion for their major and with a communication GPA of at least 3.25 are considered candidates for the club. Membership is by invitation only and is extended to students that meet the required criteria and have completed at least 60 semester credit hours. Dr. Hurley explained that the club is about “more than earning cords at graduation. LPH is an excellent addition to any resume and gives members a leg up on communication majors from other schools.”

Although the group is still in the process of planning this year’s induction ceremony, Dr. Hurley has already begun planning numerous events with the help of LPH’s president, Emily Ford. Different events for this year include meetings with former NCSU graduates from the department who have pursued careers in the field. This gives club members an opportunity to mingle and discuss possible internships, as well as ask any questions they have that could help in boosting their resumes.

Dr. Hurley also emphasized the importance of LPH members’ connections with professors from various departments on campus. Students are able to meet with professors from different colleges on campus to assist in research. Not only do professors encourage help from the honor society, students are also able to pitch research ideas to multiple scholars from different fields of study. Members’ connections with different teachers are an invaluable aspect of the club that can assist students when applying to grad school or upon entering the workforce.

Soon LPH will begin polling students for nominations for the Undergraduate Teaching Award that is presented each semester at graduation by the president of the society.

The club will also be looking to complete communication-related projects outside of NC State that will contribute to raising awareness about LPH. With all of the events being planned by the club and Dr. Hurley, this year is sure to be extremely busy and rewarding for the honors society.
LEAH JANE LONG FLIPS FOR TRANSIT WITH ‘COOL’ VIDEO

By Breanne Brosnan

Triangle Transit has found YouTube success by making videos to highlight the Triangle’s bus system. The most successful video, entitled "#flipfortransit," was spearheaded by department alumna Leah Jane Long, who was hired by Triangle Transit after serving a marketing internship there as a student.

The video features students performing an up-and-coming athletic movement called "Parkour" around different Triangle campuses while using the transit system. A blend of gymnastics and taekwondo, Parkour mimics the movements of a high-speed action movie and energizes all who are involved. Watching students participate in Parkour at NC State sparked inspiration in Long. "We thought it was such a cool thing, and we are trying to make the bus system cooler," she said.

The title "#flipfortransit" highlights the transit system's goal to increase its social media presence. The hashtag (#) allows for the phrase to be easily searched on Instagram, Twitter and YouTube so Long can track the progress of Triangle Transit's message. Long explained the slogan as, "We are going to flip. Are you ready to flip?"

The video was filmed in recognizable locations on NC State's and UNC's main campuses. "The idea was to have people make the connection with their campus and connect with well-known parts of campus. It brings it home for the viewers," Long stated.

To date, “#flipfortransit” has been viewed 7,250 times on YouTube in the one month it has been posted. However, most importantly it has sparked a conversation, perhaps moving Triangle Transit in a “cooler” direction.

ALUMNA ENTREPRENEUR RECOGNIZED FOR GROWTH, INNOVATION

By Samantha Heidt

Social media expert Shelli Dallacqua was honored with an award for "The Top 20 Movers and Shakers in the Triangle" at Brier Creek Country Club in Raleigh in October. The publication Business Leader Magazine recognized the winners in the Triangle area who demonstrate high growth and innovation within their company.

Dallacqua is the president and founder of the social media firm Shelten Media, LLC. Despite the fact that she is also a student studying public relations in the Department of Communication, she founded Shelten Media in the fall of 2011. In the first 60 days, her business grew by 60 percent. In just one-year Shelten Media earned business from 19 clients with a hard-working team dedicated to meet every customers’ needs.

Her interest in social media sparked while studying abroad in Oxford where she realized how vital communication via social media is in our world. Upon returning to Raleigh, Dallacqua joined PRSSA and quickly started thinking with a public relations twist on life. She began to make a name for herself and gain experience by freelancing and volunteering to help small businesses with their social media presence.

Dallacqua shows her Wolfpack pride by hiring NC State students as interns. Shelten Media’s internship program caters directly to NC State students because Dallacqua wants to share her expertise with the generation whose society revolves around social media.

“I want to help NC State students get their foot in the door in order to gain beneficial experience and knowledge,” said Dallacqua. “Social media should always be positive, intelligent, and professional.”

With support from the Cary Innovation Center, Dallacqua’s entrepreneurial efforts and persistent networking with local organizations, such as Triangle Ladies Power Lunch, Shelten Media’s success continues to grow.
The Department of Communication alumni group is getting a fresh, new start according to Dean Phillips, the liaison between the department and its Communication Alumni Society.

"We want an Alumni Society that projects an upbeat and positive spirit to facilitate conversation between alumni and the department," Phillips said. "The resounding sentiment expressed by the organization of successful professionals is a desire to 'give back' to NC State and the department as a form of gratitude to the program that has positively affected their lives," he explained.

To capture alumni enthusiasm, a new organization structure is being implemented to make the group more effective. Several initial steps are already on the planning board for this year.

For example, Phillips has pushed for the university to contact department alumni from all over the United States. The alumni group has created a contact list of 4,000 graduates of the department of communication. “We will be sending out an email asking them to join the alumni group. This is the first time the department has ever done something like this,” he said.

Phillips also contacted local NC State graduates who he had taught during their undergraduate career. These alumni students make up the new NC State alumni board. “I have taught these specific alumni while they were undergrads,” said Phillips, "and they love the university and this department. Everyone on the board is a leader with smarts and energy."

The new alumni group will focus on several activities. The first will take place next semester during Communication Week. “This event will be a panel of individuals who are going to focus on helping students find work in their field. Alumni will help mentor Communication students and assist them with career questions and job searches,” he said. Phillips is looking forward to the new structure of the alumni group and to the launch of the alumni board in January.

NEW SCHOLARSHIP FOR PUBLIC RELATIONS STUDENTS TO RECOGNIZE MERITORIOUS ACHIEVEMENT

Academic scholarships are critical to any undergraduate program. They not only reward excellent student work, but they also help to defer ordinary student costs. The Department of Communication is fortunate enough to offer several student scholarships that recognize meritorious academic and professional activities. These scholarships are funded through endowments and scholarship funds. The specific eligibility requirements for these scholarships can be found on the department website at http://communication.chass.ncsu.edu/undergraduate/scholarships.php

The newest scholarship has been established for students concentrating in public relations by one of the area’s leading communication agencies. The scholarship, named in honor of faculty member Bob Larson, will be granted each spring and fall semester.