COM Week 2012 kicked off on Monday, March 26, in Caldwell Lounge with
the keynote address from Professor Tarla Rai Peterson of Texas A&M Uni-
versity before department students and faculty as well as anyone with an
interest in environmental communication.

Professor Peterson is the Boone and Crockett Chair of Wildlife and Conservation at
Texas A&M. Her presentation, "Reframing Public Participation as Argumentation in
Environmental Policy," was an extension of her two popular books that are consid-
ered foundational works in the area of environmental communication. Her research
focuses on the intersections among communication, environmental policy and
democracy.

She discussed the nature of public forums where citizens can participate in dialogue
and debate about environmental policy and argued that our desire for consensus
might actually be harmful. Dr. Peterson explained that conflict over environmental
policy is one of today’s greatest challenges, yet decisions are made in contexts of
increasingly scarce resources.

She said that while past experiences, values, beliefs, and social power frame peo-
ple’s perceptions of the environment and appropriate policy, current modes of pub-
lic participation privilege consensus and ironically often overlook the importance of
conflict in developing policy.

Dr. Peterson discussed consensus-based framing for public participation, the dan-
gers of appealing to consensus when public involvement is needed, and potential alternatives offered by dissent-based participation.

ENVIRONMENTAL COMMUNICATION KICKS OFF COM WEEK

By Tess Santry

Professor Tarla Rai Peterson of Texas A&M Univer-
sity spoke on the topic of conflict and argu-
mentation within the field of environmental com-
unication. She is internationally recognized for
her work in this field.

PCOST TEAM WORKING ON RESEARCH PROJECTS

PCOST (Public Communication of Science and Technology) has a few grant proposals in NSF’s
(National Science Foundation) hopper and is about to add a third — an application for a grant to
create a public behavior algorithm for conditions when inexpert members of the public interface
with information on risks concerning emerging technologies. The same grant will study the role
digital media plays in information seeking behavior.

A second grant with Computer Science in the lead will examine how to effect greenway use for
alternative transportation in Winston Salem with Winston Salem State as a major player.

The third proposal focuses on tornadic communication examining the challenges associated
with preparation for a tornadic event as well as decoding warnings and watches and the difficul-
ties that surface for first responders and emergency management of these events. Given the
largest percentage of deaths are along Dixie Alley and includes our state, this last grant is par-
ticularly interesting. All three proposals were written to support master’s level as well as doctoral
students in terms of stipends, tuition reduction, fringe benefits, and some travel.
While I often use my "head’s message" to showcase the excellent research and service conducted by faculty in our department, I’d like to use my spring message to recognize the innovative ways in which many of these same faculty pursue their teaching.

I’ve always known that our faculty were excellent teachers, but the point was driven home to me once again last semester, when I had the pleasure of sitting in on a series of “TED” talks delivered by students in Dr. Joann Keyton’s Applied Communication course. Dr. Keyton's students used the “TED” (for “Technology, Entertainment, Design”) talk presentational format not only to learn the course material, but also to engage audiences on such important issues as enhancing the sense of community between NC State and local merchants along Hillsborough Street, using humor effectively in the classroom, and increasing science literacy.

Also last semester I attended Dr. Kami Kosenko’s “Sexual Health and Information” fair in the Caldwell Lounge. As was reported in the fall newsletter, her students set up booths to instruct visitors in effective ways of communicating about the risks associated with sex.

There are many other instances of innovative teaching by our other faculty. For example, in her Distance Education "Nonverbal Communication" course, Dr. Kelly Albada's students work in groups to research a particular nonverbal function (e.g., emotional expression, conversation management, deception), and then they present their research in a blog or website format with accompanying photos, weblinks, video, and graphics. The presentations describe personal or everyday experiences and then analyze those experiences.

Dr. David Berube requires two-page response papers that answer questions raised by the readings he assigns for each class session. His students also work in groups to find ways of applying theories to specific communicative issues or phenomena. In this manner, he says, “I get to correct misunderstandings the day the material is presented to the students to prevent any long-term misdirection.”

Students in Dr. Adriana de Souza e Silva’s 400-level classes write blogs about the weekly readings and develop short videos (filmed with a cell phone) on the social uses of cell phones. Her graduate students produce a wiki as a database of sources (popular press, scholarly) on the topics of the class, which they then make part of their class discussions.

In his "Quantitative Communication Research Methods" class, Dr. Andrew Binder hopes to send students into local neighborhoods to conduct surveys on important issues of the day. Once they gain experience collecting data, they will spend time in class using their knowledge of quantitative methods to analyze the data.

Students working in the computer lab as part of Dr. Elizabeth Craig’s “Quantitative Communication Research Methods” course write literature reviews with real-time feedback from her; they create surveys in groups in which they use Google docs to work collaboratively on writing; and they analyze data using the computer software package, SPSS. Dr. Craig creates exciting opportunities for students to work collaboratively and to give them feedback in real time.

In "Organizational Communication," COM 456, Dr. Jessica Jameson’s students create an employee training webinar and an organizational video. Webinars provide virtual training for organizational members on topics such as providing employee feedback, working in groups, or orientating new employees. Organizational videos communicate an internal message that may be for the purpose of employee motivation, information, or encouragement.

In her graduate-level "Multimodal Teaching and Learning," Dr. Deanna Dannels institutes a series of homework/online discussion activities, in which she asks students to capture the “5 senses” of teaching and learning. The goals of the assignments are to broaden students' perspectives about teaching and learning in multimodal ways, and to begin exploring assumptions and philosophies of teaching and learning in relationship to the literature and their own teaching development.

Dr. Zagacki’s Message, Cont. on page 3
Dr. Dannels to Lead Department’s Masters Program

By Chris Page

Dr. Deanna Dannels, current Director of Graduate Teaching Assistant Development and Associate Director of the Campus Writing and Speaking Program, will become the next director of the NC State Department of Communication’s MS program.

A 2009 recipient of the University's Outstanding Teacher Award, Dr. Dannels plans to continue building on the recent success of the Department of Communication’s MS program, which had its first class of students in 2001. In her first year as Director of the MS program, she plans on instituting several new initiatives, such as a graduate student ambassadors program, alumni networking events, and a review of the current curriculum structure.

When asked why she decided to take this position, despite already holding numerous other positions, Dr. Dannels responded by saying that “being able to lead a growing, vibrant program with students who are dedicated and engaged is a gift.”

According to Dr. Dannels, the Department of Communication’s MS program is one of the strongest MS programs in the Southeast. “We are continuously placing our graduates in top-tier companies, nationally and internationally, as well as in prestigious Ph.D. programs,” Dr. Dannels said.

Dr. Dannels will be inheriting the program from Professor Melissa Johnson, the current director of the program.

Dr. Johnson has served in this leadership role for the past five years. She will return to teaching in both the graduate and undergraduate curriculum.

The new roles for both professors will take effect in August, 2012.

Dr. Zagacki’s Message — how faculty demonstrate innovative teaching

Continued from page 2

Dr. Matt May teaches "Survey of Rhetorical Theory" as a course in the history of ideas about rhetoric. Many of his assignments and lectures are oriented toward illustrating the importance of rhetorical theory — of the great Classical thinkers Aristotle or Cicero, for instance — to contemporary issues. Last semester Dr. May asked students to write a short critique of the rhetoric of the local version of the Occupy Wall Street Movement, an assignment which many of his students found challenging. But, Dr. May says, they also found it rewarding “to make connections between ancient ideas about language and a social movement happening in the here and now.”

Dr. Jessica Moore occasionally uses MediaSite to deliver electronic lectures to her students that they can watch outside of class. Engaging in this practice allows face-to-face time in class to be focused on engaged dialogue as opposed to lecturing. Students appreciate that they can then "revisit" specific lectures of interest, but from her perspective it allows for more in-class critique, exploration, and debate of the issues among students in the class.

Last summer, Dr. Christi Moss received a $3,000 Diversity mini-grant to do a feasibility study for a new class on “Rhetoric, Identity, and Southern Culture.” The purpose of the course, which she hopes to teach soon, is to discuss and educate students about the diversity within southern culture as it pertains to issues of race, class, and gender and how those issues play out in public discourse. The unique element to this course is that it will require students to travel with Dr. Moss to several civil rights commemorative sites and museums around the South.

Students in Dr. Maria de Moya's "Public Relations Writing" course work with small, local businesses or nonprofits to prepare public relations material for actual use. They create news releases, fact sheets and other products that their client can use. By the end of the semester, they put together a media kit that can help their client promote their goods and services. Students do not receive payment for this work, but can show the material as part of a professional portfolio for finding jobs and internships.

Similarly, students in Dr. James Kiwanuka Tondo's course in "Public Relations Campaigns" design a campaign with an actual client. They employ social media as a tool for generating and disseminating information. Dr. Tondo’s students also use the website to conduct survey research as well as data analysis, which, he reports, “is pretty cool.”

These are only a few of the many approaches our faculty use to engage students and help them see the relevance of their coursework. Our faculty truly embody the mission of our department, which is to deliver quality undergraduate and graduate education for students who desire greater knowledge and expertise in human communication and communication technologies.
The 5th annual Wolfpack Speaks competition was held on April 16 when six finalists were given the opportunity to demonstrate their public speaking skills. The students competed with social value persuasive speeches that called the audience to take action to help support different social values around the world.

The finalists were students of COM 301 — Advanced Presentational Speaking — and were selected by their fellow classmates to participate in the finals. The speeches were judged by faculty and graduate students within the Department of Communication.

Chi-Li Shen took home the first place prize of $200 after giving his speech entitled: “World Knowledge.” Shen’s speech explained the importance of having an understanding of cultural differences and the job opportunities that come with international knowledge and experience. Shen is a Taiwanese exchange student majoring in Marketing.

Anthony Talbert, second place winner, gave a moving call-to-action speech about the significant number of homeless college students around the country and the difference NC State students can make to help solve this problem. Talbert is a junior majoring in communication and currently plays tight end for the NC State football team.

Other finalists included: 3rd prize, Chelsea Richardson, sophomore in communication with a concentration in public relations; 4th prize, Elizabeth Pugh, junior in communication with a concentration in public relations; 5th prize, Phillip Misklow, double majoring in communication and business; and 6th prize, Patrick Sazama, junior with a concentration in public and interpersonal communication.

Dr. Christi Moss, Director of COM 110 courses and Teaching Assistant Professor, said she was really proud of all of the students that participated because they “went about this competition with a lot of spirit and school pride.”

A big thanks was given to David Young of Edward Jones for being the returning sponsor for the event.

CLEARIMAGE ESTABLISHES ‘LARSON’ SCHOLARSHIP FUND

A scholarship has been established for Department of Communication students concentrating in public relations by one of the Triangle’s leading communication agencies, ClearImage, based in Raleigh.

The $500 scholarship, named in honor of faculty member Bob Larson, will be granted each spring and fall semester. ClearImage will fund the scholarship for 11 semesters.

Kailey Miller, a senior in the public relations concentration, is the first recipient of the scholarship.

“Bob Larson is an excellent educator and role model for students in the Department of Communication,” said Dave Murray, President of ClearImage. “We continually hear praise for his teaching methods and above-and-beyond commitment to his students.”

“Larson has been teaching public relations courses since 1998, when he joined the faculty after a career in corporate and agency communications.

ClearImage is a full-service business development, marketing and public relations agency with a long history of hiring department alumni and providing internship opportunities to students in the public relations concentration.

“I know first-hand the lasting impact Professor Larson has on his students, and I was very fortunate to be one of them,” added Elizabeth Montenyohl, Account Manager at ClearImage and department alumna. “I use the lessons Professor Larson taught me each day in my current position, and he helped motivate me to become a communications professional,” Montenyohl explained.
REBRANDING: GO BIG OR GO HOME

Shelley Kelly, a 1993 graduate of the Department of Communication and CEO of Kelly MarCom, shared the journey her company experienced through the rebranding process.

About a year ago, Kelly sensed a disconnect existed between the brand name — Kelly MarCom — and her company, considering the business had evolved over the years. In order to ease her frustration, she decided it was time to take a step in the right direction by creating a new brand name for her fast-growing organization.

The process that led up to unveiling the new company name was complicated, involving in-depth research and evaluation of words and their meaning.

Brand names are important to companies because they “control how your company is perceived, and remind people how to feel in that space,” said Kelly.

To kick-start the development of a new brand, Kelly took an interesting approach, she requested the employees of Kelly MarCom serve as a client, and they agreed. This technique gave the CEO a new perspective. The “client” attended a number of meetings where multiple brand names were tested, until they voted on the final choice.

Kelly MarCom was rebranded Mottis, a made-up word that represents “motion, energy, direction, and progression with a purpose,” according to Kelly. As the unveiling day approached, the CEO went directly to big clients to share the new name and gave Twitter hints to interested followers on the Internet.

To end the presentation, Kelly shared her favorite quote; “If your goals don’t scare you, they are not big enough.”

CREATIVITY SHINES AT COM FILM AND VIDEO FESTIVAL

By Roxanne Chappell

On the evening of March 26, a combination of students and faculty engaged in soft chatter while anxiously awaiting the kick-off video for the COM Film and Video Festival. The work of outstanding student-directors was to be justly displayed on a large projection screen in an auditorium-style classroom. The group of 30-plus attendees happily enjoyed popcorn and drinks, enhancing the cinematic feel of the event. The lights dimmed and simultaneously all eyes and ears were focused on the exciting video productions.

The first set of videos shown were created using digital video technology, while the rest were created using film. Dr. Sarah Stein, an associate professor in the Department of Communication, spoke on the advantages and disadvantages of using digital video technology instead of film. The primary disadvantage of using film is the high cost, with each student paying over $100 to produce a one-minute video using film. Regardless of the high price, “You learn to see in your mind with film, and that’s why film is so great,” said Dr. Stein.

A memorable digital video production was “Let Go,” produced by Matt King, a senior in Communication. The video incorporated bright flashing colors, manipulating geometric shapes, and a handful of short, but simple video clips. The result was astounding, a seamless blend of music and video, that made viewers almost feel like they were going to explode. “I wanted to visualize stress,” said King.

Each video shared at the film festival was unique in the way it captured and evoked a certain mood from the audience. Following the final video, Dr. Jessica Jameson, Associate Head for Undergraduate Studies, gave a farewell address to the audience, wishing more colleagues and students could have “experienced this humbling show.”

PANEL DISCUSSES INTERNAL COMMUNICATION

By Nicholas Mobley

For students looking to practice internal organizational communication, COM Week offered the chance to hear from a panel of working professionals.

Among the panel, hosted by Dr. Jessica Jameson, were Kristin Kelly, a group account director at French/West/Vaughan, Alice Lutz, CEO of Triangle Family Services, and Lisa Arney, an internal communications manager at SAS.

“It’s important to have open communication between all levels of an organization, whether it is an account coordinator or a vice president,” said Kelly. “In an organization where you constantly email people, make sure there is face time between yourself and your coworkers.”

Arney talked about the internal social networking system used by SAS employees called “The HUB.” The website has an interface similar to Facebook, which allows employees to interact with each other and find common interests, such as knitting or animals, while keeping up with important activities like meetings and appointments.

“It’s good to have something like this with a company of our size,” said Arney. “We have thousands of employees so it definitely helps.”

Lutz says that for her non-profit organization, one of the most difficult tasks is to give employees bad news.

“Every single bit of communication is important in order to prevent people from walking out,” said Lutz. “It’s also important to practice a formal and informal way of communicating. Establishing relationships with other employees is key to success.”
Why is personal branding important, what is an elevator speech, and what are some good networking habits? Larry Yon, Sr. Partner & COO of Epiphany Enterprises, addressed these questions and more during his COM Week talk, “Your Personal Brand.”

Yon talked to students, faculty and staff about many of the factors involved in preparing for a job, such as networking and how to sell yourself to perspective employers.

“Plan for a job by first identifying your hard and soft skills,” said Yon. Hard skills like your GPA, typing speed, degrees and certifications, are what Yon says get you an interview. Soft skills, like communication skills, conflict resolution, and a positive attitude are what get you hired.

“When giving your elevator speech, it should be 20-30 seconds and use simple language that even your grandmother can understand. Don’t fabricate who you are by pretending to be someone you’re not. Set out to establish mutual beneficial relationships with your potential employers and don’t bore them with your troubles. Remember, when networking, always follow up and try to make a good impression. People hire or do business with people they like, know and trust,” he said.

**IMPORTANCE OF PERSONAL BRANDING EXPLAINED**

*By Nicholas Mobley*

The Department of Communication faculty was well represented at the final event of COM Week on March 30. Gathered around a meeting table, in a room flooded with sunlight, the mood was relaxed as COM Week was coming to a close.

After handshakes were exchanged between the students and faculty, Howling Cow ice cream was served and undoubtedly enjoyed by all. Many laughs could be heard in Winston 201 as faculty members shared stories over their frosty treats.

Following the snack, Adam Hughes, senior in communication and president of Lambda Pi Eta, shared with everyone that he plans to attend Virginia Tech in the fall to continue his education in communication. Faculty members were proud of Hughes’ success and gave him advice about grad school.

Dr. Jessica Jameson, Associate Head for Undergraduate Studies, shared her experience of having to teach a class for the first time in grad school, “It’s a totally different experience teaching students when you are only a few years older than they are; it can be scary,” said Dr. Jameson.

**NONPROFIT LEADERSHIP DISCUSSED**

*By Megan Owen*

Ms. Mindy Sopher’s COM 466 class hosted student presentations that examined how the student critically examines theories of communication and leadership with a focus on how these studies apply to nonprofits, such as working with executive boards, volunteer management and resource development.

The class is a course in nonprofit leadership and development that requires students to work in a local nonprofit organization during the semester. Before a large and motivated audience, the students spoke about nonprofit organizations and the necessity of public relations in these organizations.

**DR. SCHRAG DISCUSSES TEACHING GOALS**

*By Megan Owen*

Professor Robert Schrag discussed the fundamental requirements of a teacher based upon his teaching experiences and how good teachers should mold their students into more curious, intellectual individuals.

Dr. Schrag spoke from more than 20 years’ experience in teaching, lecturing and research. He is currently a member of the NC State Academy of Outstanding Teachers and had the honor of being named NC State Alumni Distinguished Professor in 1993.

Dr. Schrag told his audience that he is "fascinated by the impact of technology on narrative and creativity" and believes "strong educators enable students to think both critically and creatively about the digital age we're in."

**FACULTY PRESENTS RESEARCH PROJECTS**

*By Nicholas Mobley*

Students were given the opportunity to learn more about the research being done by the department’s faculty in a COM Week forum hosted by Dr. Ryan Hurley.

Dr. Matthew May, an assistant professor, stressed the importance of student and faculty collaborations in regard to research. Dr. May also discussed his rhetorical research on President Obama’s Nobel Peace Prize.

Dr. Elizabeth Craig is currently doing research in order to identify influential factors in people’s decision to remain childfree and the social factors involved with such a decision.

Dr. Maria De Moya’s presentation focused on the agenda-setting theory and, specifically, agenda building.

Dr. Andrew Binder is studying the public opinion as well as the presence of information and commentary on Twitter about the Fukushima Daiichi nuclear disaster that occurred last year.
Dr. Berube, Dr. Binder, and team of students are working on several major research projects

Dr. David Berube wrote about this subject in a major article in 2008 where he created the concept of “risk profile shifts” to describe the tendency of some individuals and groups, including FOE-A, to cite selective elements of scientific studies to make their case, often times distorting the intentions of the scientific researchers.

Roughly one in four Australians who have heard about potential risks of nano-sunscreens are now opting to wear no sunscreen at all increasing other health risks like early aging and skin cancer. Australia has one of the highest incidence rates of skin cancer in the world, and according to Cancer Council Australia, there have been more than 1,700 skin cancer deaths and 440,000 skin cancer treatments annually.

Dr. Berube and doctoral candidate Christopher Cummings are planning to travel to Sydney, Australia, in July to present some of their findings at the World Risk Congress as well as meet with representatives of the Australian government and the Australian nanoscience community.

LAURA KELLY: THE HEART OF A COMMUNITY VOLUNTEER

By Elissa Clark

Many of you have seen Laura Kelly at the front desk in Winston Hall 201 ready to greet you with a “good morning” and a smile. But what many of you don’t know is what our faculty and administrative staff do when they’re not “on the job.” We sometimes assume that all faculty must live inside the school, having no outside lives. However, if you happen to see COM Administrative Assistant Laura Kelly outside school, chances are you’ll want to stay and chat.

Laura’s first passion in life was theater. Throughout her years at Rider University in New Jersey, Kelly was involved in prop construction and set dressing for a variety of shows. But after working a few seasons at her first job, at McCarter Theatre in Princeton, New Jersey, she discovered the hustle and bustle of the hectic city life and theater atmosphere weren’t for her. “Being in the theater world was not conducive to the lifestyle I wanted. I had no interest in living the city life any longer,” Kelly said. A big turning point in Kelly’s life was keeping a promise to a friend to attend the event Hands Across America. At this event almost seven million people joined hands to form a line that stretched 4,152 miles from New York City to Long Beach, California, to raise money to fight hunger and homelessness. It was this event that sparked her passion for volunteer work and helping others.

Hands Across America set off a chain reaction of important milestones in Kelly’s life. From that event, she was able to make a connection with a real estate company to get a job outside of the city, and from that position she met her husband from mutual friends. She then decided to settle down with her husband, have a family and devote much of her life to her volunteer work. Kelly spends a lot of time volunteering with her church as well as organizations such as Child Evangelism Fellowship and Donise Benton’s nonprofit organization Victory Against All Odds. (Benton is an Administrative Support Specialist in the Department of Communication.) Kelly and her son recently volunteered for the Christian concert series Winter Jam, with recording artist Dara Maclean. Kelly shared this about volunteering, “It’s easy to get self absorbed and think that everything is about you. Now I’m ready to be ‘other-oriented.’” When she’s not enjoying the theater or volunteering for a good cause, you can find Laura Kelly doing anything from singing in the church choir to riding her motorcycle with her husband.
**FACULTY RESEARCH UPDATE**

*By Hannah Gordon*

**Dr. Ryan Hurley & Dr. Kami Kosenko**

Dr. Ryan Hurley, Dr. Kami Kosenko and Dale Brashers published a paper titled “Uncertain Terms: Message Features of Online Cancer News” in the journal *Communication Monographs*. In the study, they measured uncertainty in messages, specifically online cancer news. Different aspects were used to measure uncertainty, such as: ambiguity in context, information volume, complexity and conflicting information.

Their findings showed that online cancer news contains language that causes uncertainty because it could be interpreted in multiple ways. However, they believe that cancer news often contains uncertainty because cancer research is probabilistic. Therefore, uncertainty-related content in online cancer news isn’t necessarily a bad thing because it avoids giving false hope. Dr. Hurley said, “It is better to be accurate and leave uncertainty-related content in the message. We need to train the public to digest uncertainty.”

This paper serves as a foundation for further research. In the near future, Dr. Hurley and Dr. Kosenko plan to analyze uncertainty-related content in drug advertisements.

**Dr. Steve Wiley**

In 2008, Dr. Steve Wiley traveled to Concepcion, Chile, to begin a research project that examines how the development of transnational social and economic relations, the globalization of media networks, and the acceleration of international mobility alters people’s experience of place and space. He chose Concepcion, Chile, because it is a very highly transnational community. Chile is deeply linked into globalization. It is also highly technological, but still has distinct boundaries.

In 2008 he conducted 130 in-depth interviews. He interviewed people randomly selected in public and also students at the Universidad of Concepcion. Dr. Wiley now will travel back to Concepcion to complete a one-month follow-up data collection project. His findings will contribute to his book, *A Monograph on Globalization and Sense of Place*.

Dr. Wiley’s trip to Concepcion has allowed him to develop a research collaboration with Tabita Moreno, a faculty member in the Department of Communication at the Universidad of Concepcion and now a Ph.D student in the CRDM doctoral program. He hopes to further develop the existing institutional partnership between NC State and the Universidad of Concepcion. “It is an important partnership for NC State and allows the university to become more global,” said Dr. Wiley.

**Dr. Matthew May**

Dr. Matthew May has written a paper on the American labor movement in the journal *Philosophy and Rhetoric*. It is titled, “Orator-Machine: Autonomists Marxism: in William D. "Big Bill" Cooper Haywood’s Address.” The paper was just recently accepted and will be published later this year.

In the paper, Dr. May highlights the political philosophy of Bill Haywood’s speech. He presents Haywood’s worldview and understanding of Marxism in America. Dr. May believes it is important to recover Bill Haywood’s contributions.

Dr. May also traveled to New York City and spent a week researching the “Occupy Wall Street” movement. He believes that Haywood’s understanding of the world is present in the contemporary world through protests.
PERKINS ON WORKING FOR ‘THE GOTTFAKER’

By Julia Washburn

Have you ever wondered what it would be like to work for the NC State men’s basketball team? Just ask Caroline Perkins, and she’ll tell you no two days are ever alike.

In early August, the chance to work with the men’s basketball team fell into her lap — and she went with it. Perkins, a Greensboro native, grew up around basketball — one of her brothers played for Duke and the other one was a manager — but she never dreamed she would end up working in the sport.

She is considered a student employee and is responsible for all the behind the scenes work that we fans never think about. She creates practice schedules and travel itineraries, finds directions to schools and even mails letters home to players’ parents.

She is able to do all of this while sitting only 10 feet from Coach Gottfried, also known among his players as "The Gottfather."

According to Perkins, Gottfried has really changed the atmosphere of the men’s basketball team. "The players know they must earn their position, so they're always in the gym working out."

She says, “going to work is fun” especially after a big win, but if the team loses the environment completely changes. No matter whether the team is winning or losing Perkins is thankful for the opportunity she had to watch the team progress over the season.

Now that the season is over, she is busy planning for the Mark Gottfried summer camps. She also organized the team banquet that was held in the McKimmon Center on April 9. And now Perkins can also resume her other activities around campus. She is an officer and event planner for the Public Relations Student Society of America and serves on the executive council of Sigma Kappa Sorority.

STUDENTS PLAY IMPORTANT ROLE IN FACULTY RESEARCH

Industrious graduate and undergraduate Department of Communication students play an important role in assisting our highly productive faculty with their research projects. In the process, students learn the proper way to conduct research and present findings. Here are some current research projects and the students who are participating.

Dr. David Berube and his CRDM doctoral student, Chris Cummings, delivered two papers (one on Nano Applications with original data, and another on Digital Amplification of Risk, which articulated a new theory of risk communication related to nano) at the Society for Risk Analysis, in Charleston, SC. At this meeting, Cummings was elected the "Student Representative for the Risk Communication Specialty Group." Dr. Berube and Cummings will also be participating in a poster session on “Public Understanding of Synthetic Biology,” at the World Congress on Risk 2012, which will be held in July in Sydney, Australia.

Adriana de Souza e Silva and her CRDM doctoral student, Jordan Frith, recently published a new book, Mobile Interfaces in Public Spaces: Locational Privacy, Control, and Urban Sociability, with Routledge Press (2012). According to Dr. Souza e Silva, this is one of her most important publications to date about the social implications of mobile technologies.

Joann Keyton’s “Communication at Work” research team is working on their third study, which examines instructional slippage in the research methods class. Their first two studies have been integrated into one article, which has been accepted for publication in the Journal of Business Communication. One of Dr. Keyton’s undergraduate students, Emily Ford, presented these studies at the NCSU Undergraduate Research Symposium, and MS students Sarah London and Tingting Liu, and CRDM student Valeska Redmond, presented these studies at the NCSU Graduate Research Symposium.

Dr. Bill Kinsella, Dr. Andy Binder, and CRDM students Meagan Kittle Autry and Ashley Kelly have contributed essays to an upcoming forum on “Communicative Action in Response to a Nuclear Crisis: Representations of Fukushima Across Communicative Contexts.” The forum will appear in the June issue of Environmental Communication: A Journal of Nature and Culture (and should be available online sooner). Dr. Kinsella’s piece examines lessons for risk analysis and risk communication in light of the Fukushima disaster.

Dr. Binder investigates the uses of Twitter by people in the United States to communicate about the crisis. And Kelly and Autry explore how Fukushima influenced online and public forum discussions of the proposed merger between Duke Power and Progress Energy in the Carolinas. They also presented this paper at the graduate research symposium where they won 3rd place in the Humanities and Social Science Category.
There has been no downtime for the Public Relations Student Society of America (PRSSA) chapter this semester. PRSSA members teamed with CSLEPS to publicize their event, Mr. Wolfpack, by reaching out to the community and other school organizations. PRSSA members also toured WRAL in March and were able to gain insight into how much work goes on behind the scenes at a news station.

“I really enjoyed the tour and thought it was very interesting,” said PRSSA President and senior Kailey Miller. “I never knew how much work was put into running a single story for the evening news!”

On March 29, PRSSA members and COM majors gathered at the McKimmon Center for PRSSA’s annual Public Relations Day. At this event, students heard from nine professionals specializing in event planning, social media, or crisis communication. When the panel sessions ended, students attended a networking luncheon where they were able to talk one-on-one with professionals from Raleigh agencies Capstrat and ClearImage.

PRSSA Event Planner Caroline Perkins, along with PRSSA officers, spent much time preparing and brainstorming new ideas for PR Day. “This year, I decided to put all of the panel sessions in the same room to limit distractions. The panelists who spoke at PR Day all had very different job tasks in the PR industry so it was interesting to hear their stories,” said Perkins. “We also had our first networking luncheon so students could talk to professionals in a more comfortable environment.”

Even though there were many changes to PR Day, students felt like the improvements to PR Day were definitely positive. “I really enjoyed the panelists and thought they were very interesting,” said senior Julia Washburn. “They did a great job capturing the students’ attention.”

As for the upcoming fall semester, PRSSA officers hope to gain new members by promoting the club on campus and by reaching out to local public relations firms.

“We look forward to the new school year and hope to spend more time with public relations professionals in the community to gain a deeper insight into advertising, marketing, crisis communications, and event planning,” said Miller.

LPE HOLDS KEY MEETINGS TO FOCUS ON GRAD SCHOOL, RESEARCH

By Tiffany Foggie

Lambda Pi Eta, the communication honors society formed by undergraduates with a deep-rooted interest in communication research, has accomplished quite a bit since last fall. They have planned and executed a big presentation and blasted through three meetings. Being a small group, LPE has a lot on their hands, but they’ve managed to juggle it all.

In January, LPE put on a program entitled, “How to Do Graduate School.” Adam Hughes, president of Lambda Pi Eta, and Kailey Miller, president of PRSSA, highlighted vital information to know when thinking about graduate school. They addressed questions about the application process, and they also had current graduate students on hand to answer questions and to speak about their experiences.

In addition to “How to Do Graduate School,” LPE hosted two special meetings. The first was a social gathering that was meant to allow graduate, undergraduate, and faculty members to meet one another. According to faculty advisor Dr. Kami Kosenko, this event was important to LPE because it was the first time they had an opportunity to come together.

The next meeting, on March 29, was the Student Research Forum during which students presented their independent research. Senior Emily Ford’s research covered verbal workplace communication behaviors. She discovered that communication skills that were ranked most important were, ironically, ranked lowest in effectiveness. Senior Adam Hughes, whose research is ongoing, covered the organizational set up of news. He wants to find out if certain styles of writing are easier to comprehend and recall. Finally, senior Nicole Hollingsworth, who presented on behalf of a group of public relations students in COM 476, presented research on North Carolina Community Aids Fund (NCCAF). The goal is to discover ways to make people more aware of the group.
Morgan Genty has had a very busy last couple of years. But when it comes to NC State’s Department of Communication, this grateful alumna is willing to drop just about anything to give back to her school.

Genty has recently taken the education that she learned here and applied it to starting her own business: Vestique, a highly successful women’s clothing boutique in Raleigh.

Genty and her friend Caroline King, also an NC State grad, started Vestique in October 2010 as an online store. They were both holding successful jobs, but decided that their real passion was fashion. So they decided to borrow money from their parents and launch a website: www.vestique.com.

“This website is our baby,” Genty said. “We have put so much into it, and it is the real driver of our business.”

Their “baby” grew so much that it only took the two entrepreneurs a matter of months before they had paid their parents back and quit their jobs so they could dedicate all of their time to their business. By the following October, exactly one year after the launch of the website, the two opened a bricks and mortar store on Oberlin Road.

Genty said that much of what she learned at NC State helped her and King with their business. She knew exactly how to get Vestique’s name out there, writing many press releases and even taking Professor Bob Larson’s advice when he told her to “make some fliers and just paper Raleigh with them.”

“That’s exactly what I did, too,” Morgan said with a laugh. “I made fliers and put them everywhere.” And it paid off.

The partners have received plenty of publicity. They had numerous articles about Vestique in local publications, such as the News & Observer and Triangle Business Journal. They have also had two segments on ABC-11 where the reporter participated in an impromptu fashion show wearing Vestique’s clothes.

The fashion duo is thinking big and is preparing to open yet another shop by branching out to Charlotte, NC, with an expected opening in May.

RAPPER J.O.T. KEEPS IT CLEAN AS HE BUILDS HIS MUSIC BUSINESS

By Jeannene Lang

James Otis Terry Jr. (Communication ’96) says his parents taught him he didn’t need to swear to make his point. So, when he began to write music in 1995, Terry took that message to heart.

Terry, who is known as J.O.T. to his fans, has been pursuing his passion for music while also championing family values since graduating from NC State. Terry, a native of Winston-Salem, N.C., incorporates clean lyrics into his music that promote the acceptance of others' individuality.

As a rap artist, Terry provides a clean alternative to offer another opinion on the widespread use of vulgarity in rap music.

Terry's musical exploration started when he worked as a disc jockey in high school and at NC State. Terry says he has always felt the need to disassemble stereotypes.

"I DJ'ed parties for fraternities and sororities," Terry said. "When I DJ'ed for the black fraternities, I played rap, but when I DJ'ed at the white fraternities, I played rock. People were surprised I would do both." After retiring the turntables, Terry began a new venture — music production. He started his own record label, J.O.T. Records, to release his music.

"I wanted that creative freedom to put out music the way I wanted and how I wanted it to sound," Terry said. This choice also allowed him the freedom to incorporate Spanish lyrics into his music as well. By creating a bilingual album, he hoped to bring the Spanish community into his fan base and pay tribute to his Spanish-speaking peers.
Brandon Yopp, a 2005 graduate of the Department of Communication's media concentration, is now enjoying a position as Director of Communications at Campbell University’s Norman Adrian Wiggins School of Law. Yopp oversees the school’s communication and media outreach.

He is currently working on obtaining his masters in leadership and management from NC State’s College of Parks and Recreation. Since graduation, Yopp has also worked as Assistant Media Relations Director at NC State, arranging media interviews for the Athletic Department.

Yopp said that his time as a student here prepared him well for the jobs he has held since graduation. He described the department's professors as “caring, engaging, and committed” and said, “I believe that I became a better writer and critical thinker at NC State because I was encouraged to think outside of the box. Because of professors like Jim Alchediak, Vance Elderkin and Robert Schrag, I now have a better understanding of what the media is looking for.”

Yopp said that the media writing class he took at NC State was the most important class he took to prepare him for his future and stressed the importance of writing, but surprisingly, said that writing was only the second most important strength necessary to be successful in the communication field. “You must be a people person first,” said Yopp. He said that being a people person and having the ability to establish relationships makes up for other shortcomings.

With regard to media relations, he suggests to students, “Don’t feel pressured to give someone the answer you think they want.” He encouraged honesty in media relations and maintaining a direct line with your supervisor. Yopp said that it is also important to accept criticism of your writing and display versatility by changing the tone of your writing for different audiences.

Yopp advises students interviewing now for internships or jobs to be “okay to start small.” He said that what he looks for when interviewing is personality as well as experience and sample documents that demonstrate the candidate is able to show results. “Think of yourself as a media expert and become one,” he said.

**J.O.T. Rapper — Continued from page 11**

Full control brought full responsibility, though. “I had to wear multiple hats — I had to be a pro at everything — promotions, street team, recorder, producer and musician,” he said.

Eight albums and four CD singles later, Terry has mastered the art.

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