NC State Chancellor Randy Woodson met with 18 CHASS students in October to learn about their research experiences.

Attendees were selected from a pool of students that applied for undergraduate research grants in the previous academic year. Four graduate and undergraduate students from the Department of Communication were present at the breakfast.

Conversation centered on the importance of research and the expansion of grant opportunities for undergraduate students.

“We set up a proposal system that involved funding and one-on-one mentorship,” Dr. Victoria Gallagher, associate dean of CHASS, said.

Each student talked to the chancellor individually about their research experiences. Woodson was vocal about his support for research at all levels of higher education. “It’s much more beneficial to have a job advancing your education,” Woodson said, “than a job slinging hamburgers.”

Research grants are generally hard to come by for CHASS students, according to Dr. Gallagher. Woodson cited backing from private industries as the reason for more grant support in the hard sciences.

Woodson was quick to attest to the educational system that CHASS helps support, however. “The difference about education in this country is that it’s grounded in the liberal arts,” Woodson said.

Questions quickly turned political with students curious about how the state’s educational climate would affect class selections and funding. “We’re not changing to fit the expectations of the governor or legislature,” Woodson said. “We’re part of the solution; we’re not part of the problem.”

CRDM OPENS DIGITAL MEDIA RESEARCH LAB

By Dan Martin

The Communication, Rhetoric, and Digital Media (CRDM) doctoral program has recently opened a research lab in Ricks Hall Addition for digital media, digital humanities and mobile media. The space was established through funding from CHASS, the English Department, the Department of Communication and CRDM.

According to Dr. Nick Taylor, an assistant professor at NC State who specializes in video game study, the space is designed to be a functioning “mobile media lab” as well as a space for digital humanities and digital media research.

"From a design perspective, the room itself is a project," said Dr. David Rieder, associate professor of English. "We are trying to work with the flexibility of the technologies and get everything on wheels."

The studio contains the newest technologies on the market. There are four screens, two
The 2013 fall semester was a busy time in the Department of Communication. We welcomed new faculty and our students, and staff participated in many important activities. Dr. Lynsey Romo, who received her Ph.D. from the University of Texas, Austin, joined our faculty in August. (See story on page 4.) She studies how people communicate about uncomfortable issues pertaining to health and finances. One of Lynsey’s recent research projects explores the effects of losing weight on romantic relationships. Her study, profiled by the NC State News Services (see [http://news.ncsu.edu/releases/wms-romo-weight-2013/](http://news.ncsu.edu/releases/wms-romo-weight-2013/)), is a good example of the sort of practical and applied research conducted by many faculty in the department — research that can help people better cope with real life challenges. Lynsey is also teaching courses in interpersonal and health communication.

Beginning last July, Dr. Ed Funkhouser (whom some of you recognize as the “voice” of the Wolf-pack) replaced Dr. Jessica Jameson as the associate head of the Department of Communication. Jessica provided excellent service in that role for six years. Ed has been a member of the department since 1977. He was associate department head from 1991 to 1996, and during most of those years, from 1990 to 1994, he also held the department’s coordinator of advising position. He was assistant dean and director of undergraduate programs for NC State’s College of Humanities and Social Sciences (CHASS) from 1996 to 2002. He served as the CHASS College facilities coordinator from 1996 to 2011. And Ed served as CHASS associate dean for academic affairs from May, 2007 to June 30, 2010. In his capacity as associate head of the department, Ed will oversee all matters related to the undergraduate curriculum and teaching.

Speaking of undergraduate affairs, the department created a new concentration, “Interpersonal, Organizational, and Rhetorical Communication,” one which we feel better captures the wide variety of courses offered and the extensive topic areas necessary in today’s global environment.

Meanwhile, undergraduate student members of Lambda Pi Eta (LPH), our department’s chapter of the National Communication Association’s official honor society, elected Grant Buckner as its new student president. LPH’s faculty adviser is Dr. Ryan Hurley. Among other things, this past semester the student organization made care packages for charities and visited with sick children at a local hospital on Halloween night. (See story on page 10.)

In November, the department also sponsored the travel of two undergraduate communication majors to attend the annual meeting of the National Communication Association (NCA), in Washington DC. Grant Buckner attended NCA on behalf of LPH while Kathleen Maness presented a paper at the conference with her faculty mentor, Dr. Kami Kosenko. The paper is entitled “Transgender Patient Perceptions of Stigma in Health Care” and appears in the September 2013 issue of Medical Care, a flagship journal of the American Public Health Association. (Stephanie Raney, a former MS student in Communication, is also a co-author.)

Many of our faculty traveled to conferences like NCA and to other sites as part of their work this past semester. In August, Dr. Joann Keyton and Dr. Dan DeJoy, who are working to develop proof of concepts models for moving speech to text for group/team research applications, attended the Interspeech Conference in Lyon, France. This conference is the most comprehensive meeting on the science and technology of computer mediated spoken language processing. The conference included papers, poster sessions, and tutorials presented by internationally recognized researchers in mathematics, engineering, acoustics, speech production, and linguistics.

Dr. James Tondo visited Uganda in October to collect data for his upcoming book, An Organizational Theoretical Model of Health Communication Campaigns: Evidence from Uganda AIDS Campaigns. He also used his trip to arrange the AACC Pearl of Africa Uganda Winter Program 2013, which he directs. Dr. Bill Kinsella presented papers at the Science and Democracy Network in Cambridge, Massachusetts, and the Society for Social Studies of Science in San Diego, California. Dr. David Berube, recently appointed to serve as a consultant on the Risk Communication Advisory Committee of the Food and Drug Administration, traveled to Santa Barbara in November to attend the Sustainable Nanotechnology Organization Conference. In addition to delivering a research paper, he also facilitated contacts for grants in the public understanding of nano-science.

Our staff has been in the spotlight, too. The CHASS Diversity Advisory Committee selected Ms. Denise Benton, one of our department’s administrative support specialists, to serve as the CHASS staff representative on this very important committee.

There is a sense of excitement in the department that is fueled by passionate students, faculty and staff whose creative work is recognized both within and without our great university. Their contributions are essential to fulfilling our mission.
CAREER DEVELOPMENT CENTER BENEFITS COM MAJORS

By Casey Story

Attending a university without a clue what career to choose can be a stressful situation. However, knowing what career path to follow but not knowing how to get started can be equally painstaking. The Career Development Center at NC State is the leading resource that meets the comprehensive career development needs of students. While the center serves all majors at the university, communication majors can use this valuable resource in ways specific to them.

The career counselors who serve students in the College of Humanities and Social Sciences help students who are undecided about their career path assess if a communication curriculum could be right for them. These counselors know the interests and strengths of communication students in order to help them find a meaningful direction forward. “We try to stay knowledgeable about each of the degree programs,” Woody Catoe, Career Development Center associate director, said. “If I see connections between an undecided student and the communication program, I will pull up the COM curriculum and discuss the possibilities from both an academic and career perspective.”

Dr. Catoe also stresses the importance of communication students taking advantage of ePack, the tool used by NC State students and graduates to find career-related internships and entry-level jobs. The database of opportunities is updated daily. A benefit of ePack is that students can search not only for communication-related work, but also view job openings in areas such as business and non-profits that can be applicable to communication students as well.

The CDC is open to helping communication students in any way that it can. Dr. Catoe and his colleague, Jane Matthews, have held workshops and spoken in classes for communication majors and give presentations to all CHASS majors at the beginning of each year to promote the center’s resources. Dr. Catoe has lectured in the Introduction to Communication Theory course and provided tours for the communication internship course.

Students may make appointments to discuss career opportunities with Dr. Catoe or Jane Matthews, who also serves students in CHASS, in ePack or by calling (919) 515-2396.

JEFF GRAVLEY ADDRESSES ANNUAL DEPARTMENT CONVOCATION

The annual Department of Communication Convocation was held in September in conjunction with Dr. Kami Kosenko’s COM 230 class with guest speaker Jeff Gravley of WRAL-TV. Gravley is from Oxford, NC, and graduated from NC State in 1985 with a bachelor of arts in speech communication.

He has won many national and regional awards for his work as a sports journalist at WRAL-TV and at WEWS-TV in Cleveland, OH. Students listened to his comments about journalism and asked many questions.

CRDM DIGITAL MEDIA LAB

Continued from Page 1

The studio is used for a variety of research experiments dealing with how humans interact with different electronic devices. One example of the space’s uses is for video-analysis software to analyze participants’ actions during game play, according to Dr. Taylor. "In addition to the design perspective, the room is used to conduct studies on digital humanities and physical computing as well as game design and game studies," said Dr. Taylor. "It allows us to get a humanities and social science perspective on users."

"With the growing use of technology, there is also a rise in the interest of digital humanities," said Dr. Rieder. "We are focusing on ways that digital media extends a body."

The lab also has the new Leap Motion sensors that allow users to interface with a computer by waving their hands in the air. This $80,000 project is open to graduate students conducting research and undergraduate students who are working with faculty on a research project.
“There’s a perception that Americans don’t care about the rest of the world,” said NC State communication lecturer Anita Croasmun. This was made clear to her during a conversation between Czech university students and the NCSU students in her six-week study abroad program this past summer in the Czech Republic.

The conversation occurred during a dinner Croasmun arranged as part of her course. Some of the first questions asked by the Czech students were about American global involvement. To their credit, the responses given by the NCSU students were thoughtful and affirming of American character. It was during that dinner that Croasmun saw the value of study abroad programs — value for Americans and the host countries. Said Croasmun, “Experiencing different cultures and learning open mindedness is liberating.”

The American and Czech students had much to learn from each other. Czech students were curious about the American dream. American students learned about the impact that communism had on the country. “Post-communism, the culture in the Czech Republic is still in flux as the people learn to live in an atmosphere of information-sharing and public discourse that was previously limited. Prague is the model for what is in store for the Czech Republic, as it has become an international hub with people of all backgrounds,” she explained.

The Department of Communication works in conjunction with NCSU’s Prague Institute to deliver a study abroad experience to NCSU students from across campus. The students enrolled are NCSU students. The Prague Institute takes care of all logistics, such as the application process, arranging housing for faculty and students, and booking excursions throughout Prague. Department of Communication faculty design courses and events that link course content to what students will experience while in the Czech Republic, recruit students for the program, and teach in Prague.

While this was not her first time living outside of the United States, it was her first time in Prague and teaching abroad. Said Croasmun, “I gained a greater appreciation for the character of NC State students because of this program. The students were interested in the Czech culture, respectful of their ways of life, and just plain good students. They took their studies seriously.”

The most difficult part of this program was leaving her husband behind. Croasmun said, “The first time that we Skyped I thought, ‘What have I done?’ I knew I would miss him. I also became aware of how living abroad calls into question the roles one plays back home and the values learned from living in the United States. Living abroad enables one to truly realize how culture influences identity. The juxtaposition of two cultures brings into high relief both differences in culture and similarities in a shared humanity.”

Croasmun will be returning to Prague to teach in the summer of 2014 and encourages everyone to look into the Communication in Prague program (http://www.design.ncsu.edu/prague/programs/communication).

Everyone loves a good old American road trip, right? Even if this road trip covers over 1,300 miles of land? Many might say no, but the mileage did not scare Dr. Lynsey Romo, a new assistant professor for the Department of Communication, as she rushed from Austin, Texas, to the warm embrace of the Wolfpack.

Originally from Chicago, Dr. Romo has followed an academic path that includes Albion College, American University and the University of Texas. NC State is pleased to welcome her as she brings her specialty of interpersonal and health communication to the department.

“I was really happy to get the offer to come here because it was definitely my first choice,” Dr. Romo said.

She is currently conducting research that focuses on how professionals who don't drink deal with drinking in office social gatherings.

Beginning with interviews that she collected with a student from the University of Texas, Dr. Romo found students here who were more than willing to help her transcribe the interviews, and they are looking forward to sharing their findings.

“’I try to do research that I think is accessible to people and has real world applications,” Dr. Romo said. “I focus my research on bottom line outcomes, like here’s how you can improve your relationships or how you can improve your communication.”

Dr. Romo and her students will be sending their paper to a conference soon for presentation. With high goals and passion for the university and communication, this new wolf is destined to strengthen our pack.
“Locally responsive, globally engaged,” is NC State’s vision for students and faculty, and recently Dr. Jessica Jameson, an associate professor in communication, has expanded upon both of these directives.

Dr. Jameson and three faculty members in public administration recently partnered with the NC Office of State Human Resources to conduct a cost and benefit analysis of the Statewide Employee Mediation and Grievance policy.

The policy allows state agencies to utilize mediation as a first step when dealing with employee grievances. The team looked at whether mediation, which often costs more initially, is fiscally beneficial in the long run. Their findings showed that mediation improves the rate of settlement and prevents costly litigation.

The team wrote a report for the Office of State Human Resources that was part of the rationale for House Bill 834 — also known as Modern State Human Resources Management. The bill has made the mediation process available across all state agencies and was signed into law by Governor Pat McCrory in August. The team’s work has also been submitted for award consideration.

In addition to her local success, Dr. Jameson has also been able to contribute to communication research that can be universally applied in the health care sector.

In September she gave a presentation to the Michigan Association of Nurse Anesthetists in Boyne City, Mich., about navigating communication challenges between Certified Registered Nurse Anesthetists and Anesthesiologists.

CNRAs and anesthesiologists often find themselves in conflict because “there is a struggle for respect and autonomy among the two groups,” said Dr. Jameson. Often nurses feel over supervised, and doctors feel unwanted. Her research allowed her to present the group with communication strategies that would allow both groups to demonstrate respect and prevent or effectively manage conflict.

For Dr. Jameson it was important that her initial research on the subject, which was exclusively done in North Carolina, resonated well with the nurses in Michigan. “It was very reassuring and validating,” she said about the acceptance of her research to a different population of CNRAs.

DEPARTMENT UPDATES WEBSITE TO INCREASE FUNCTIONALITY

The Department of Communication, one of the largest departments at NC State, updated its website to be compliant with the university’s guidelines and to resemble the latest CHASS website. The new design launched in August.

Sherry O’Neal, alumna and a lecturer in the department, began working on the new navigation in February. O’Neal worked with Carrie Bekerman in CHASS IT and University Communications to customize the CHASS template to be used in the Department of Communication website.

Department Head Ken Zagacki and associate heads Deanna Dannels and Jessica Jameson worked with O’Neal on navigation to include all information aimed at target audiences. O’Neal updates the website with top stories as often as possible to provide students, alumni, faculty and staff with a better experience.

“The old website had issues,” said O’Neal. “This one is more functional and people can find their way around easier. The new template has students broken into prospective, current and graduate so they can find information relevant to them.”

The new website is more functional for faculty and staff as well. They can easily access their profiles and keep them up-to-date. One goal of the new website was to get alumni more involved. Here they can submit their profile, make donations, and stay connected through the NC State Communication Alumni Society Facebook page.

O’Neal said, “It’s still a work in progress, but that’s the good thing about websites — you can tweak them as needed.”
Dr. Matthew May's new book, *Soapbox Rebellion*, offers a critical history of the free speech fights of the Industrial Workers of the World (IWW) and illustrates how the lively and colorful soapbox culture of the "Wobblies" generated novel forms of class struggle.

From 1909 to 1916, thousands of IWW members engaged in dozens of fights for freedom of speech throughout the American West. The volatile spread and circulation of hobo agitation during these fights amounted to nothing less than a soapbox rebellion.

While the fights were not always successful, they did produce a novel form of fluid union organization that offers historians, labor activists, and social movement scholars a window into an alternative approach to what it means to belong to a union.

"I wanted to highlight the methodological obstacles to recovering a workers’ history of public address while closely analyzing the impact of hobo oratorical performances," Dr. May said. "The implications of the Wobblies’ free speech fights help us better understand the grassroots resistance and class struggle of today."
STUDENT SPOTLIGHT

STUDENT HELPS WATERLESS TOILET STARTUP

By Nikki Stoudt

When Sarah Nilson talks about her internship, she often receives confused looks and has to answer countless questions. Nilson works with toilets.

Since January 2013, Nilson, a senior in the public relations concentration with a second major in sociology, has worked as the public relations intern with a local start-up company called Sanitation Creations, which has been developing a waterless, odorless toilet called the Dungaroo.

The company's tagline says they are working to "Help the World, One Toilet at a Time." "I am proud of the company's socially responsible vision that aims to ultimately help the 2.5 billion people around the world who don't have access to adequate sanitation. This socially responsible aspect is one of the things that really drew me to the company, regardless of my lack of previous knowledge about toilets," she explained.

The Dungaroo uses specially lined plastic bags to kill odor-causing bacteria and turn what would be bio-hazardous material into regular waste that can be thrown out in any trash can.

“It’s my job to get the word out about the Dungaroo,” Nilson said. “I’ve had to learn a lot of technical jargon, write company material like employee handbooks, and even be an event planner.”

Nilson runs the company's social media accounts, proofreads the material and content that goes on the website, and monitors the Sanitation Creations Indiegogo crowd funding campaign, producing all the public relations materials for the campaign, such as press releases, blog pitches and tweets.

Nilson is often asked how she got involved with Sanitation Creations, and she said she attributes the opportunity to a guest speaker from a local public relations agency who visited her introduction to public relations class last fall. “I contacted him and he put me in touch with Liz Morris, CEO of Sanitation Creations, and within weeks I had become the intern for Sanitation Creations.”

After working with Sanitation Creations for nearly a year, Nilson said she has encountered numerous, but rewarding, challenges that have allowed her to grow as both a student and public relations practitioner.

“It has been a crazy, fun and sometimes scary experience working with a start-up company,” Nilson said. “This internship has taught me a lot and gives me the opportunity to have input in the company and its brand. I am very grateful for the opportunity to be not ‘just an intern’ but a valued member of the team and the only public relations practitioner.”

GOBBLE ‘TIL YOU WOBBLE: TURKEY INTERNSHIP ALL GRAVY FOR CRUMP

By Chelsea Tate

About 88 percent of Americans eat turkey on Thanksgiving Day, totaling an estimated 46 million turkeys consumed in the United States. Butterball, LLC., has led the turkey industry for more than 50 years, and NC State student Meredith Crump completed an internship during the summer of 2013 at the Butterball headquarters in Garner, N. C.

Crump is a senior in communication, and she is planning to graduate in May 2014. She was the PR/Marketing intern at Butterball in an eight-week program they offer during the summer, and Crump worked directly with the public relations manager, Stephanie Llorente, in the corporate office. “The internship program is extremely competitive, and Meredith was a strong candidate during the selection process. Her desire to learn, ability to accept critique, and positive attitude helped her to succeed during her time at Butterball,” Llorente said.

Crump assisted in writing news releases, media statements and redesigning the corporate memorabilia room. After her internship ended in August, she was asked by Llorente and the vice president of marketing, Bill Klump, to stay on through December. The most valued part of her internship was experiencing a corporate environment and the networking opportunities she gained. “I went into the internship not knowing what to expect, but it turned out to be even better than I could have imagined,” Crump said.
STUDENT SPOTLIGHT

STUDENT ATHLETE FUELED BY DISCIPLINE, DEDICATION

By Alli Davidson

For many, 24 hours in a day and seven days in a week seems like plenty of time to check everything off your to-do list. For Bailey Woodling, time couldn’t be more precious.

As an NC State student athlete, Woodling is the definition of the word busy. Whether she is in the pool or in class, Woodling has high expectations for herself and no time to waste. As a senior in the Department of Communication, Woodling plans to graduate in May and further her career in communication. She knows this is only possible with hard work and high grades.

“Coffee is instrumental in getting me through my day,” said Woodling. “I’ve learned that I have to go to bed early enough to be able to function the next morning.” Practices that begin at 5 a.m. are tough after spending a night studying and trying to enjoy a social life. Yet Woodling manages to make it all look easy, always working hard at practice and in the classroom.

After spending 15 years in a pool, Woodling knew swimming in college was a necessity. She grew up understanding the commitment and time that her passion required, and wanted nothing more than to continue swimming for four more years.

The NC State swimming and diving team has four coaches, two volunteer coaches, one graduate assistant, one medical trainer, and one strength and conditioning coach. Practicing a total of 10 times a week, sometimes outside of the pool, proves just how dedicated the NC State swimming and diving team is to their sport.

Woodling is an excellent example of all that you can accomplish in college. As a top athlete and student, she proves that dedication, hard work, and a little bit of coffee are the essentials to excelling in college.

STUDENT MEDIA COMMITMENT BUILDS SKILLS

By Chelsea Creech

Daily, more than 11,000 newspapers are printed free-of-charge at the Raleigh News & Observer for one reason, to provide student media to the NC State community.

The Technician, NC State’s student newspaper, was first published in 1920. Since that time, it has been providing students with the latest news and activities happening throughout campus and the surrounding area. What many people may not know is that the paper is written, edited and designed by students.

Creating an entire newspaper isn’t an easy task, so why do students spend valuable time and effort working for the Technician?

“I am a journalism minor, so I originally started because I thought it would be a great way to get experience, and it is. It’s really rewarding to know I am one step ahead of other people in journalism with this experience,” Nikki Stoudt, a deputy features editor, said.

Students who work for the Technician commit to multiple hours a week, whether it is taking photos, design work, copy-editing, or writing. On Mondays, Stoudt works from 3 p.m. until after deadline, which is midnight. Jason Katz, a deputy news editor, also works the same hours in addition to other nights of the week.

While working for the Technician, both Stoudt and Katz have had some unexpected experiences. Stoudt said, “I attended Michelle Obama’s speech at Carolina and sat at the media table. I also had the opportunity to go to Mt. Olive and interview a farmer.”

Katz said, “I had the opportunity to have a private tour of a new exhibit in an art museum before the public got to see it.” Their opportunities exemplify the range of topics that the Technician reporters cover.

Not only does the Technician provide newsworthy articles and pictures to student media, but it also provides students with an opportunity to enhance their skills and gain experience. Stoudt reiterated this when she said, “I get to work in a news room. It is stressful, but rewarding. You get to see your hard work come to fruition.”
STUDENT SPOTLIGHT

PREPARING FOR LIFE AFTER COLLEGE CAN BE BITTERSWEET

By Avery Hocutt

As 2013 fades, many students in the Department of Communication look with anticipation toward the most important day of their lives as college students: graduation. But are they ready for life after college?

Senior student Kathryn Daniel certainly feels that she is. Since arriving at NC State in 2009, Daniel has majored in both business administration with a concentration in marketing and communication with a concentration in public relations, with a minor in international studies.

“Words cannot express my excitement at finally being able to graduate!” Daniel said. Although pursuing a double major meant that she could not graduate in May 2013, she is ultimately glad that she made that decision.

After she graduates, Daniel plans to move to New York City to pursue a career in fashion public relations. While she has yet to find a job, she said she feels confident that she will be able to obtain one. She has had several internships there in the fashion field.

However, she also feels a level of intimidation about her upcoming job search. “Moving to NYC with or without a job is definitely a big commitment,” Daniel said. “However, I know this move will make my job search easier in the long run.”

Daniel is graduating with her friend, public relations student Laurel Melton, who described her feelings about leaving NC State as “bittersweet.” “I’m ready for the next chapter of my life, but I’ve enjoyed State immensely,” Melton said.

Melton has already begun her job search by applying to a few “dream” companies, is perfecting her resume and is using her internship experience to build her portfolio. “I’m as ready as I can be,” she said.

“The transition from a full-time student into a professional can be scary, but I’ve created a portfolio and resume that represents me well.”

All in all, Melton says that she appreciates her time in college. “Everything that happened in college has taught me a personal lesson,” she said. “I wouldn’t change anything because I wouldn’t be the person I am today without my experiences.”

It seems that with graduation approaching, these two communication students, while understandably nervous, are prepared as they can be for the new lives they will lead beyond college.

FORD PRESENTS CONFERENCE PAPER, ENJOYS LONDON

Emily Ford traveled to London, England, last semester to attend the annual meeting of the International Communication Association (ICA).

She presented a paper that she co-authored with Dr. Ryan Hurley, a faculty member in the Department of Communication.

"Presenting at the conference was an amazing experience, a chance to network with peers and future colleagues and a way to explore future opportunities in the communication field," Ford explained.

“I have a fuller understanding of research in communication and how the academy functions, and I am more excited than ever about continuing my studies this fall,” she said.

"London was an incredible city to visit with so much history in one place. Every street seems to be stacked with beautiful brick and glass buildings and every snippet of conversation on those streets seems to be a different language.

"London was the perfect location for my first experience of communication studies on the international level," she recalled."
PRSSA reaches out to local organizations through its student-run PR firm “the Pack.” This year, PRSSA has been honored to have national organizations contact the chapter’s officers with exciting opportunities.

In August, Seventeen Magazine asked PRSSA for support promoting their campus tour. Members of the Pack spent several weeks campaigning, which included handing out promotional items and leveraging social media marketing. PRSSA members helped with set-up and worked the event in NC State’s brickyard on September 18. Students lined up to enter the tent filled with beauty products, dorm room supplies, a hairbraiding bar, prize packages, raffle boxes, and giveaways.

“The SeventeenU Campus Tour was such a privilege to be a part of and everyone involved in working this event was incredibly enthusiastic,” said Laura Orland, senior in communication and co-director of the Pack. “It definitely brought something fun and unique to NCSU that day and left us all in high spirits!”

Lauren Berger, the CEO of Internqueen.com, contacted PRSSA to host her as a speaker at NC State. Berger was looking to speak specifically to public relations and marketing students, and she knew PRSSA is a reliable organization that could help her in promoting her visit and could benefit from her knowledge in the field.

“When I learned that Lauren Berger was coming to speak at NC State on November 20, I couldn’t believe it!” said Sarah Nilson, senior in communication and member of PRSSA. “I had her book All Work and No Pay in my bag and had been using it to write a cover letter just minutes earlier.”

At Berger’s speaking event, she shared personal experiences and explained the purpose of interning at various places while completing a degree. “Internships are a solution to figuring out how you want to spend your time after college,” she said. One of the specific tips she gave was to stay in touch with professional contacts at least three times per year. Students lined up after she spoke in order to ask her questions and get their copy of the book signed.

All members of the executive board of PRSSA are new to their positions this year and look forward to more opportunities next semester.

LPH AT STATE REWORKS ITS ORGANIZATION DURING BUSY SEMESTER

By Rachel Harry

This fall has possibly been the busiest semester yet for Lambda Pi Eta (LPH) at NC State because the organization got a major face-lift. NC State was one of the first chapters of LPH in the country, and according to Advisor Ryan Hurley, is in need of some revamping. Dr. Hurley and LPH President Grant Buckner, a senior in communication media, have created new positions, formed relationships and opportunities to serve in the community, and created research opportunities for members.

One of the first improvements to LPH this semester has been the selection of a student with public relations skills to serve as webmaster. This position, filled by Catherine Glover, is the only one of its kind. No other chapter in the nation has an individual devoted to public relations. According to Dr. Hurley, Glover has already taken steps to get the beta chapter more active and involved in the community with more outreach than ever before.

This fall, LPH has already volunteered at the Ronald McDonald House, a local children’s hospital, and participated in the Run, Walk, and Roll event. LPH aims to be an active part of the community — both at NC State and outside of the university.

According to Buckner, networking is crucial for members. He mentioned that it would be unusual to be a member of LPH and not make numerous connections throughout the community.

For the first time, NC State sent a representative to the National Communications Association Conference in Washington, DC. This fall, Buckner joined students from across the nation and represented the undergraduate community at the conference.

As members of LPH, students have opportunities to be a part of, and observe, communication research. Buckner then brought research and studies back home to share with his colleagues at NC State University.
ALUMNA GYMNAST MAKES WAVES ON THE HIGH SEAS

By Bailey Woodling

Imagine graduating college and being presented with an opportunity to get paid to be on vacation. For NC State alumna Jacqueline Yanchocik, this is her reality.

Yanchocik is currently performing as an acrobat on the world's largest cruise ship, the Oasis of the Seas. After being a competitive gymnast for 20 years and spending four years competing at NC State, Yanchocik realized she wasn't quite ready to give up the sport. After working at FOX Sports for a year, she was presented with an opportunity that was too incredible to pass up.

“My former teammate from NC State, Taylor Seaman, was already performing on the ship when she heard about a job opening for another acrobat,” said Yanchocik. “She contacted me and within a few days I was presented with an amazing opportunity that I just couldn't pass up. I would be an acrobat, while traveling the east and west Caribbean on the biggest cruise ship in the world.”

When taking the job, Yanchocik assumed that she would use her skills acquired as a collegiate gymnast; however, she didn't realize that she would get to capitalize on the skills she learned as a communication student as well.

“Being an entertainer on board is like being the face of the Royal Caribbean brand. We are the ones who have the most interaction with the guests ─ we are what they see and remember. Even though I'm not working directly in their PR department, I'm still the face of the brand, and it's a part of my job to represent the company in a positive light,” said Yanchocik.

Still unsure of what the future has to offer, Yanchocik hopes to continue entertaining as long as her body will allow. She hopes to one day pursue a career in public relations by taking advantage of the connections she has made while working on the Oasis and the knowledge she has gained in the tourism industry.

HEADBANDS FOR HOPE FOUNDER WORKS TIRELESSLY TO DEFEAT CANCER

By Chelsea Gardner

Jessica Ekstrom, founder and CEO of Headbands of Hope and Headwear of Hope, has a long-term goal for her philanthropic companies that most budding entrepreneurs typically fear.

“I hope that Headbands of Hope and Headwear of Hope are not around in five to ten years because researchers will have found a cure for cancer,” said Ekstrom. “That’s my number one goal.”

After launching Headbands of Hope in April 2012 and successfully balancing college life and a company, Ekstrom began to expand her idea of “endless hope.” According to Ekstrom, Headbands of Hope was created to help girls keep their feminine identities after hair loss from chemotherapy. She also wanted the children, who often miss out on their childhood while hospitalized, to have a sense of normalcy. “I'd definitely say we’re achieving our vision. We’ve donated nearly 10,000 headbands to almost every hospital in the United States,” she said.

A month ago, Ekstrom launched her latest development, Headwear of Hope, the brother organization of Headbands of Hope. Headwear of Hope was created to donate hats to boys with hair loss from cancer treatments. “It has had a great response,” she said. “I love going to the hospital and spending time with the girls and boys. So we will continue to grow both of those companies hand in hand with each other.”

A recent graduate of North Carolina State University, Ekstrom is dedicated and committed to service for the greater good. When she is not working tirelessly for her organizations, she is traveling to different colleges and universities as a public speaker with CAMPUSPEAK. In her speeches, she encourages students to follow their dreams.

“I really want to use Headbands of Hope as a platform to show college students that you can do anything you believe in,” she said. “It takes a lot of time, money and effort, but I’m really fortunate that I chose to take that leap.”

As a businesswoman, Ekstrom realizes that her headbands are unlike any other. For her and the kids, they mean so much more.

“We will never give up,” she promised.
SENIOR CHEERLEADER POSITIVE DESPITE TWO KNEE SURGERIES

By Chelsea Tate

Meredith Hamlet is a senior on the cheerleading team at NC State, and over the fall break she had to undergo her second knee surgery after reinjuring her ACL and remedial meniscus. The National Center for Catastrophic Sports Injuries reported that female cheerleaders make up 50 percent of the catastrophic head, neck and spine injuries that are suffered specifically by female athletes.

Yet, cheerleading typically does not get the respect that it deserves. At NC State, the cheerleading squads are considered athletic teams, and the cheerleaders receive the same benefits as the other athletes. This was important to Hamlet when she needed surgery on her right knee after injuring it in a competition.

On Thursday, October 10, while most students went home to enjoy a relaxing fall break, Hamlet was at Raleigh Orthopedic, where she went under the knife again. This time it was for a revision on her right ACL and to repair her right remedial meniscus. Both ACL tears occurred during tumbling, but the first was more devastating, she said.

“Thankfully the athletic department paid for the surgery, and they provided me with my own personal trainer for rehab after my surgery,” said Hamlet, a communication major who has been cheering for four years.

The recovery process for this surgery is six months, and Hamlet was told that she could never tumble again. Hamlet works with her trainer for two and a half hours every day, and she has to wear a heavy-duty brace on her knee at all times. Although the experience can be frustrating, Hamlet feels that it is worth it to continue to participate in the sport she loves.

“My body is telling me I need to stop tumbling, but I love it,” she said.

CONGRATULATIONS DECEMBER COMMUNICATION GRADUATES!

The Department of Communication graduation ceremony will be held Wednesday, December 18, at 3 p.m. in Carmichael Gymnasium following the university graduation ceremony at 9 a.m. in the RBC Center. Approximately 67 fall undergraduate students will be recognized, including 29 students from the Communication Media concentration, 16 students from the Public Relations and Organizational Communication concentration, and 22 students from the Public and Interpersonal Communication concentration.

Twenty students who finished their degrees in Summer Sessions I and II will also be recognized. Students graduating cum laude, magna cum laude and summa cum laude as well as students with memberships in Phi Kappa Phi, Phi Beta Kappa and Lambda Pi Eta will be recognized. A member of Lambda Pi Eta will announce the faculty member chosen by the graduates to receive the Outstanding Professor Award. The faculty will choose a recipient for the Outstanding Graduate Award.

Joining the fall semester undergraduates are 3 students receiving their master’s and 3 students receiving their doctorates. Each master’s student will be greeted by his/her committee, and Ph.D. students will have their hoods presented.