Gathering together in Caldwell Lounge, a full audience of students and faculty welcomed Peder Zane with a round of applause as he took the lectern to deliver his COM Week keynote address.

Zane, who is the Chairman of the Department of Journalism and Mass Communication at Saint Augustine’s University in Raleigh, focused the presentation on his position that text messaging and social media are impacting modern communication in harmful ways.

He noted that with billions of people connected on the Internet, there is a critical importance for individuals to “get off the grid” and start to assess reality.

In his address, “Thumbs down: How Twitter, Text Messages and Facebook are Killing Communication,” Zane explained how as a result of technological advances people now “send emails at breakfast, online-shop during classes, and even text while driving” — all on the same device. Today, people are spending more time with computers than significant others, and shallow text messages are sacrificing communication for connection. While Zane ensured his audience that conversation is in no danger of disappearing, he emphasized it is up to us to confirm our communication is not just efficient, but also effective.

After wrapping up his address, Zane welcomed questions and comments. Since social media is integrated into so many people’s daily routines, many of the students felt the same way as Aiesha Burrell, a sophomore in the public relations concentration.

“It was interesting to hear Zane’s personal views on social media, especially since I use it so much throughout the day.”

Zane’s address was a great kick off to an exciting week. Read more about COM Week on page 8-10.
Department of Communication Trains Next Generation of Communication Scholars

The Department of Communication affords students excellent opportunities to conduct research, in some cases collaborating directly with faculty. The research collaborations, in particular, have helped students gain invaluable experience serving on faculty-led research teams. Many individual student research projects, as well as those overseen by faculty, have resulted in research publications and/or research presentations at professional conferences. Enhancing student research and training the next generation of communication scholars is something we take very seriously in the department.

This past year, the department supported the travel of several students who presented (or will soon be presenting) research at professional conferences, either individually or as part of research teams. I’d like to highlight the achievements of a few students here.

During the fall semester Sarah Timberlake, a graduate student in our MS program, presented a paper on “Shame, Obesity, & Persuasion: Social Exploitation and Negative Emotions to Influence Change,” at the annual meeting of the Society for Risk Analysis, in San Francisco, CA. In her paper, Timberlake proposed a new framework for analyzing health and risk messages, what she called the “social exploitation framework.” By utilizing this new framework, she analyzed people’s emotional and intended behavioral response to an anti-obesity campaign that was developed by the Children’s Healthcare of Atlanta. Dr. David Berube, a faculty member in the department, assisted Sarah with her research.

Another MS student, Cristiane Damasceno, ventured to Santiago, Chile, to present a paper at a regional conference of the International Communication Association (ICA). The paper was titled, "Geographic Mobility, Social Networks and Media Connectivity: A Longitudinal Study of the Evolution of Young People's Social Space." Damasceno's research was part of the Concepcion Transnational research project, headed by Dr. Steve Wiley, a faculty member in our department. The project gathers information on participants' movements and use of media, and analyzes these in relation to their perceptions of place and space in a globalized world.

This spring semester, four MS students and one Ph.D. student — Cristiane Damasceno, Jennifer Kager, Anne Purcell, Stephanie Raney, and Elizabeth Johnson-Young (Ph.D.) — traveled to Louisville, Kentucky, where they attended the annual meeting of the Southern States Communication Association. They presented research on the choices and consequences of addressing race, sex, class, and privilege in classroom settings. Under the direction of Dr. Deanna Dannels, a faculty member in the department, these students investigated, through personal narratives about a critical pedagogical incident, the choices and consequences of tackling sex, race, class, and privilege head on in the classroom setting.

We are also extremely proud to support one of our outstanding undergraduates, Emily Ford, who is profiled on page 7. Ford will be traveling to London, England, in June to attend the annual meeting of ICA. She will present a paper she co-authored with Dr. Ryan Hurley, a faculty member in the department — one of many accomplished faculty in our department, such as Dr. Joann Keyton and Dr. Kami Kosenko, with whom Ford has collaborated on research.

The particular paper which Ford is co-presenting was accepted into ICA’s annual conference in a year with a record high number of submissions and a record high rejection rate. The paper investigates online cancer news coverage by comparing 1,700+ cancer news articles from 2008 and 2012, retrieved from Google News, Yahoo! News, NBC news online, and CNN.com. The study highlights differences in coverage regarding specific cancers (e.g., breast cancer) and stages of the cancer experience (e.g., prevention, detection, etc.). This is the third research paper Ford has completed with Dr. Hurley.

All these students serve as ambassadors for our department and our university. The experience they gain through their sponsored research activity will propel them into the next level of education, whether that be in graduate school or in the public/private sectors. It will also enable them to meet communication challenges they face for years to come.

— Ken Zagacki
ED FUNKHouser NAMED ASSOCIATE DEPARTMENT HEAD

Dr. Ed Funkhouser has been named the associate head for the Department of Communication. His appointment will begin in July 2013 and run through at least the summer 2014.

Dr. Funkhouser has been a member of the faculty in the Department of Communication 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. He also served as CHASS associate dean for academic affairs from May, 2007 to June 30, 2010.

He has taught a wide variety of communication media, public speaking, and public relations courses, and has conducted many seminars and workshops in communication across our state for a variety of organizations, including the UNC General Administration, the College Foundation of North Carolina, the North Carolina Bar Association, IBM, and Bridgestone/Firestone. He was voted outstanding teacher in the Department of Communication by the department’s graduating seniors in 1987, 1989, 1991, and 2006. He was elected to the NCSU Academy of Outstanding Faculty Engaged in Extension in 2000.

As associate head, Dr. Funkhouser will serve on the CHASS Undergraduate Committee, the departmental executive committee, and he will chair the departmental undergraduate committee. He will also adjudicate undergraduate student grievances, manage undergraduate scholarships and the department graduation commencement, continue to formally advise undergraduates, and address other miscellaneous concerns.

Dr. Funkhouser is a native of Virginia’s Shenandoah Valley. He graduated with a bachelor's degree in business administration at James Madison University in Harrisonburg, his home town, in 1968. He completed his master's degree in Radio/TV/Film at the University of Memphis in 1973, and his Ph.D. in communication and organizational behavior at Ohio University in 1979.

PRAXIS FILM FESTIVAL SHOWCASES STUDENTS’ BIG SCREEN SKILLS

By Libby Kane

Department of Communication professors Dr. Sarah Stein and Jim Alchediak enjoy helping students make it to the big screen.

At the annual PRAXIS film festival at Wayne Community College in Goldsboro, NC, several NC State graduate students displayed their animation short films as representatives of the NC State School of Design. Department of Communication media undergraduates participated in a panel discussion following the event.

"The opportunity for students to show and discuss their peers’ work is a reward unmatched by any letter grade," Alchediak said. “Anytime students find an audience, it is a truly unique experience." Alchediak also supports students who present their work, as there are few opportunities to do so on campus. “There is nothing quite like sitting in a theater and seeing, hearing and totally experiencing and responding to a film while having the chance to discuss the film with the producer,” Alchediak said.

While the NC State PRAXIS film festival participants were from the School of Design, the production staff within the Department of Communication plays a major role in the development of film and digital production expertise. While film challenges students to plan carefully for precise results, digital video requires the same artistic eye, which characterizes film festival participants. According to Dr. Stein, “Students who aspire to be filmmakers stretch what constitutes a cinematic piece beyond what is simply a moving picture.”

At the PRAXIS film festival, alumnus Greg Pray presented his short animation film, “Perennial.” Dr. Stein is familiar with Pray’s work and served on his master’s degree review board. “Greg applies more film qualities than most in his animations, and he is a talented producer and sound operator.” Pray, who is the director of Multi Media for NC State, graduated from the department in 2009.
New teachers fret a lot. They worry whether their students will like them, walk over them, question their credibility or worse — learn nothing worthwhile. In her 12 years directing teaching assistant development in the Department of Communication, Professor Deanna Dannels has coached hundreds of new teachers and hears these very concerns.

In her new book, “Teaching out Loud: The Essential Guide to Managing Teacher Communication Concerns,” Dannels shows that even expert teachers have concerns. But any worries about communication can be overcome by understanding the research, learning from mentors and tackling their fears.

“Those first classes a new teacher faces can be terrifying,” Dannels says. “My book offers anecdotal insight, research and reflective exercises to help turn communication worries into strengths — to help teachers learn to trust themselves.”

The book, published by Oxford University Press this fall, is organized around eight communication concerns, including building credibility, managing anxiety, negotiating power, engaging students, acknowledging differences in the classroom, and providing feedback. The book also addresses taboo topics like navigating relationship dynamics — how to respond if a student develops and expresses a crush.

“It happens. And not talking about it is the worst thing you can do,” she says.

Unlike other instructional resources that can be stodgy and dry, each chapter begins with a case study describing a new professor with a specific concern. Peer professors also weigh in, similar to how Dannels mentors new teachers in her office.

Dannels calls these concerns “worry stone questions” after the beautiful stones she collects from Ocracoke Island on the Outer Banks. She keeps a hand-carved wooden bowl brimming with flat, shiny stones in her office so each new teacher she mentors can select one.

Each chapter also includes research addressing the concern. For example, the credibility chapter discusses studies that explain why credibility matters: Students who perceive professors as less credible are potentially less engaged in the course content.

And each chapter concludes with a take-home message so readers can see the worry differently. With the book now complete, Dannels feels happy having such a valuable resource with useful insights to share.

DEPARTMENT’S SEXUAL COMMUNICATION FAIR ‘A SUCCESS’

By Lauren Allen

It was educational, unique, and fun for more than 200 attendees. In other words, the department’s second annual Sexual Communication Fair was a success.

Assistant Professor Kami Kosenko founded the event and was inspired by middle school science fairs. “I wanted to create an event that was similar, but more fun,” she said. Dr. Kosenko wanted an event where students could demonstrate their knowledge to other students and to the public. Students from Dr. Kosenko’s course on sexual communication helped organize the fair that was held in November.

The course covers a broad range of topics. It all starts with learning about the importance of sexual communication in historical, religious, legal, and relationship contexts and perspectives.

Everything in the course leads up to the fair. Student groups choose a topic to present at the fair and then create pamphlets and visual aids to teach others about their topics. Attendees at the fair vote on which booth they think is the best.

The winning group receives an automatic A+ on the final exam — a huge incentive to do their very best work to prepare for the fair. “They all do so well, I hate announcing the winner. All were great, they blew me away,” Dr. Kosenko said.

Faculty colleagues are also impressed. Dr. Elizabeth Craig said, “Students are engaged in meaningful conversation with academics and lay persons about important topics that may normally be considered taboo topics.

“The students provide creative, informative presentations that lessen the stigma surrounding these topics. They are also able to translate complex research findings into digestible materials, and this is a great way for them to make connections between theory and practice.”

Dr. Kosenko is already planning for the next fair. Her goal is to involve more outside groups and organizations in the Triangle area and also to expand the event beyond just students in the class to more information providers.
Members of the Wolfpack family crossed the Atlantic for an experience most people never have. In the span of 10 days over winter break, they discovered firsthand what life is like in Uganda.

The AACC-CSLEPS Uganda Winter Program was organized by Dr. James Kiwanuka-Tondo, associate professor of communication and Dr. Sheila Smith McKoy, associate professor of English and director of the African American Cultural Center (AACC).

Uganda, dubbed the “Pearl of Africa” by Winston Churchill, is famous for its rich natural and cultural landscapes. The nation’s qualities are familiar to Tondo, who is a dual citizen of Uganda and the United States. From Dec. 27 through Jan. 6, Dr. Tondo and Dr. McKoy joined two other faculty members and five students for the journey.

Program highlights included a tour of Lake Victoria, the second-largest fresh water lake in the world and the source of the Nile. Students and faculty also enjoyed a three-day trip to the Queen Elizabeth National Park. There were abundant opportunities to absorb the beauty of volcanic land formations, the Western Rift Valley, lush vegetation, and diverse wildlife. Experts from the ministry of culture and ministry of water and resources met with the NC State group to share their knowledge and answer questions.

The program was originally conceived by Dr. McKoy. Its purpose: To expose students, faculty and the broader community to African cultures. The Center for Student Leadership, Ethics and Public Service (CSLEPS) recognized that such a program could dovetail with its mission to promote leadership and service learning.

Accordingly, the NC State group visited The AIDS Support Organization (TASO) headquarters located in the capital city of Kampala. Founded in 1987, TASO is a nongovernmental organization with service centers and regional offices across Uganda that provides support for people with HIV and AIDS.

“These were life-changing experiences,” Dr. Tondo recalled of the interactions. “One of the amazing things was the openness of survivors and social workers.”

CHASS CAREER EXPO LINKS STUDENTS TO JOBS

Students met with area employers during the CHASS Career Expo co-hosted by the Department of Communication and the English Department. Students were able to talk with representatives from approximately 30 different companies. The companies ranged from SAS, the largest independent vendor in the business intelligence market, to Legacy Event Planners, a non-profit company that transforms events into lasting experiences.

Coop Elias, NC State alumnus and marketing coordinator for the Carolina Hurricanes, returned to his alma mater for the Career Expo. “I always knew I wanted to work in sports, but I wasn’t sure exactly what I wanted to do,” said Elias, who was a communication major with a public relations concentration. Elias interned with the Wolfpack Club and through that positive experience he decided he wanted to work in sports marketing. “I got to do a little bit of everything,” Elias said regarding his collegiate internship.

Students were able to talk with those who have been in similar situations of not knowing exactly what they want to do in the future. The representatives answered many student questions, such as “What do you do on a typical day?” and “What is your company looking for in a future employee?”

Through the CHASS Career Expo, students were able to gain insight into a variety of different fields. “I’m a communication major in media, but I’m also really interested in public relations and marketing,” said NC State junior Rebecca Fiorentino. “It was helpful to have the opportunity to talk with a wide range of companies.”
UNDERSTANDING RACE, SEX AND THE GLOBAL STEM WORKFORCE

Dr. David M. Berube, Director of PCOST (Public Communication of Science and Technology Project) and Professor in Science & Technology Communication, shares an update on the PCOST group's activities:

On two consecutive Wednesdays this past February, a small group of graduate students met in a conference room at Hunt Library to discuss readings and their own experiences (as participants, trainers, or analysts) of race, sex and the global science technology engineering and mathematics workforce.

It was a diverse group of women, people of color, engineers, a marine geologist, and higher education students. Our starting point was Crenshaw’s theory of "intersectionality" and Harding’s theory of feminist science standpoint epistemology called "strong objectivity."

From there we spent time with readings exploring issues of identity (race, sex, class, etc.) and stereotypes of engineers and women of color. We asked pertinent questions, such as how do these stereotypes play out in the K-12 classroom, or the university lecture hall or research laboratory?

At the second seminar, we expanded our discussion from a focus on the U.S. to understanding issues of intersectionality and globalization. In particular, we focused on how these issues play out among southeast Asians who are manufacturing electronics in Silicon Valley and Southeast Asia.

We believe that with globalization there are advantages and disadvantages, and inequality is still present. Overall, the participants came away with the recommendation that NC State might better prepare its STEM (Science, Technology, Engineering and Mathematics) students to be managers and workers in global industries and local universities by offering cultural sensitivity training.

This cultural sensitivity training might be geared specifically towards inculcating reflexivity among STEM students and STEM faculty about the intersections of race, sex, class, age, and disability, and how this intersectionality affects (and is affected by) the global STEM workforce.
Senior Emily Ford will travel to London, England, to attend the annual meeting of the International Communication Association (ICA). She is presenting a paper on June 21 that she co-authored with Dr. Ryan Hurley, a faculty member in the Department of Communication.

Ford will graduate with a double major in communication and English and a minor in Spanish. She has earned several distinguished scholarships, including the Charlotte Ann Elleman Scholarship Award and the Nancy and Melinda Snow Award.

Department Head Ken Zagacki noted that when the university has placed undergraduate student-scholars next to seasoned professors at these conferences in the past, these professors have not only noticed but also commented, to the students and professors at their own institutions, on how incredible it is to see such high quality work being executed and presented by undergraduate researchers at NC State.

"To be accepted into this conference as an undergraduate is truly impressive, but the impact of a presentation coming from the undergraduate student who has executed the project makes scholars (including prospective graduate students) at other universities take note.

"In short, Emily Ford exemplifies not only the excellence achieved by many of our undergraduate students but also the remarkable research opportunities provided to undergraduates in our department," Dr. Zagacki said.

The particular paper which Ford is co-presenting was accepted into ICA's annual conference in a year with a record high number of submissions and a record high rejection rate. ICA (see http://www.icahdq.org/) is one of the most important international associations in the field of communication. Moreover, the paper was accepted into the full division (i.e., not a student division) and is to be presented alongside some of the biggest names in the field.

Ford said, "I am tremendously excited about engaging in scholastic fellowship on an international scale. I cannot wait to explore what work is being done in communication and meet some of the people who are doing that work all over the globe. As a student who is planning to go into the academic world professionally, this is a wonderful opportunity to see what world I am just entering."

This is by no means the only successful research collaboration in which Emily has been involved. In addition to her research with Dr. Hurley, she and another undergraduate, Samantha Leibowitz, worked with Dr. Joann Keyton and a team of (now former) MS students on a paper titled, "Investigating Verbal Workplace Communication Behaviors." This paper, recently (2013) published in the Journal of Business Communication, examines which communication behaviors occur at work and how these communication behaviors are evaluated. The other MS students who collaborated on the study were Jennifer Caputo, Rong Fu, Tingting Liu, Sarah Polasik, Paromita Ghosh, and Chaofan Wu.

Ford has already been accepted into the graduate program at the University of Texas in Austin.
FILM AND VIDEO FESTIVAL EARN ‘5 STARS’

By Meredith Crump

Dr. T.L. Taylor kept the momentum of COM Week 2013 going in Caldwell Lounge Thursday, April 11, with her presentation highlighting the online community of live streaming and audience viewership within the gamer world.

Dr. Taylor is Associate Professor of Comparative Media Studies at MIT and a former member of NC State’s Department of Communication. She is the author of Play Between Worlds: Exploring Online Game Culture and Raising the Stakes: E-Sports and the Professionalization of Computer Gaming (MIT Press).

Her presentation, “Watch Me Play: Computer Games, Spectatorship, and Networked Sociality,” was a peek into her latest research that focuses primarily on the reconfiguration of gaming as a spectator sport and the influence of live streaming.

In total, there were 17 short films and videos shown. Five of these were created by COM 357 students and 12 were from COM 344 students. All of the film and video productions showed extraordinary talent and creativity.

The first section of the festival showcased the digital video productions of COM 357. Alchediak spoke about the use of visual language in video production. This was exemplified by a film titled “Holiday Homicide” by Jack Hathaway and Otto Evans, which took the grim subject of murder and made it humorous.

Alchediak said, “Humor can be a good bridge to reach an audience.”

The idea of a visual story is also relevant in Dr. Stein’s COM 344 class. “Everything is shot silently and then they (the students) can add one audio track,” Dr. Stein said. “This puts pressure on them to tell a visual story.”

The fact that film is more expensive than digital causes the director to be extremely accurate when beginning to shoot, since you cannot reshoot on film. This means that when faced with a tight budget, you may just need to work with what you have. A short film titled “Subterfuge” by Kristin Purvis, a senior student in COM 344, is a wonderful example of this.

During filming, an actress accidentally cut herself and Purvis filmed her washing her bloody hand. The film was not meant to involve murder, but another shot did not come out as hoped, so the director used the hand-washing shot instead.

Purvis said, “I had to just reorder things and put the bloody sink scene at the end, leaving the meaning open for interpretation.” The films ranged from humorous like “Feeding Time,” created by Brantley Atkinson and Michael Britt, to much more serious and meaningful films, such as “One Day Without Shoes,” created by Ben Sommerville and Mike Trautman.

PR Day

There’s more to COM Week! A special 6-hour event during COM Week was devoted to Public Relations. For more, go to page 13.
Nerves were out of the question for the five finalists chosen by their peers to demonstrate their public speaking skills on Tuesday, April 9, at the 6th Annual Wolfpack Speaks competition held in Burns Auditorium of Kamphoefner Hall. The students competed with persuasive speeches that called the audience to take action towards helping support different social values around the world.

All five finalists possessed the finer qualities of public speaking — pace, volume, confidence, and organization. Peter Borden took home the first place prize of $300 after giving his speech titled: “Experience Other Cultures and Change Your Perspective.” “Gaining perspective allows you to enjoy what you already have,” explains Borden, a junior in Poole College of Management.

Glen Edwards, senior in international politics, won second place and $200. His speech was called, “Funding the Final Frontier.” Edwards asked the question, “Why worry about problems on another planet when we can’t even handle problems on this planet?” However, he went into great depth discussing all of the products and projects NASA is credited for that have contributed to our society.

Other finalists include: 3rd place, Nick Gresock, junior in public and interpersonal communication, taking home $100; 4th place, Grayson Furlough, junior in public and interpersonal communication; and 5th place, Robert Brackner, senior in public relations. Furlough and Brackner both received $50.

The speakers are students in COM 301 — Advanced Presentational Skills, where they learned how to present in the required format, Pecha Kucha, in which each speaker had 20 slides and was limited to 20 seconds of comment per slide.

Lecturers Sherry O’Neal and Dean Phillips coordinated the event with the help of O’Neal's COM 301 students. Sponsors were David Young of Edward Jones Investments and Pearson Higher Education. The judges were Young, Dr. Andrew Binder and Dr. Matthew May. "This contest will help you be successful in the real world," explained Young, one of the top certified financial planners of Edward Jones in the U.S. "Communication is one of the most important things...being able to build a bridge between people who understand and people who don’t is critical to your educational experience."

STUDENTS RECEIVE PERSPECTIVES ABOUT NONPROFIT EMPLOYMENT

By Mackenzie Macksood

In the midst of Communication Week, 37 students from Ms. Mindy Sopher’s COM 466 class and nine guest students attended a session to meet with a panel of nine representatives from various nonprofit organizations. She conducted a basic question and answer session with the panelists before separating the students into groups to meet with each of the panelists individually. The small group discussions allowed students to ask questions about the benefits and possible issues of working for a nonprofit.

Organizations such as Teach for America, Step Up Ministry, Haven House Services and the NC Center for Nonprofits, among others, had a member present on the panel. The variety among the organizations represented at the session illustrated how expansive nonprofit work is and allowed students to better understand how different organizations work together regardless of their cause.

"I wanted students to have the chance to have an individual experience and to talk one-on-one to get different perspectives from a variety of agencies," Ms. Sopher said. The interactive atmosphere of the session provided students with the opportunity to get involved in discussions and seek information from the panelists based on their personal interests in nonprofit organizations.

Ms. Sopher was pleased with the outcome. "The light and brightness on the faces of the students is what was really great to me," she said. "How often do you get to have students meet with such a great variety of people from different organizations?"
Dr. Steve May, an organizational communication professor at the University of North Carolina at Chapel Hill, discussed corporate social responsibility on April 10 as a part of COM Week.

Professor May, who is the co-editor of The Handbook of Communication Ethics, reviewed current social responsibility within corporations as an effect of today’s financial crises. He stated that there is without a doubt a growing expectation on businesses to reach out to local communities.

Dr. May stated that in the early 1900s, a trend emerged promoting new corporate relationships with increased pressure on corporations to not only be more responsible, but to also promote community efforts to measure this responsibility. He said, “We as industrialists needed a different way of imagining and acting in our community.”

Professor May said that in the 1950s, this social responsibility evolved into a more literal term — one that actually improves the standard of living for consumers. He also emphasized the importance of shareholder value, which leads to promoting the responsibility of organizational outreach and social ties.

Dr. May noted several best practices for corporate use, including corporate philanthropy and volunteering. He said, "It can be competitive to be reasonable and ethical," which is seen with enhanced reputation and reduced business risks for companies. Corporations like Nike, who in the past have been under fire for poor practices, have been able to improve their reputation through philanthropy. The growing similarity between corporate and non-profit motives shows how corporate responsibility is continuously changing, perhaps more now than ever.

"It was informative and interesting — I learned something new about corporate ethics and responsibility," said communication media senior Moses Ifamose.

A panel of experts organized by Internship Director Dean Phillips held a discussion April 11 on how new graduates can distinguish themselves in a competitive job market.

The panel included Doug Warf, vice president of marketing for the Carolina Hurricanes; Chuck Norman, owner of S&A Cherokee; Natalie Best, executive vice president at French-West-Vaughan; Mike Charbonneau, director of communications for the North Carolina Department of Transportation; Rod Frankel, president of Frankel Staffing; and Jessica Ekstrom, the founder of Headbands of Hope.

The panelists reiterated the importance of having a perfect resume and good interviewing skills. To stand out in a stack of resumes, the panelists suggested removing the objective and replacing it with a summary of accomplishments. Also, they agreed, make sure there are no spelling or grammar errors in your resume. Another tip they offered is to include all of your technical capabilities.

“Get it into a simple language; you will stand out if you can tell your story quickly,” said Mike Charbonneau, when asked about resumes. “If it’s a competitive job, make sure your resume fits the job description. Sometimes that’s just rewording or reorganizing your resume for that application.”

To ace your interviews, the panelists said to make sure you stick to work or school topics. No personal stories should be told during the interview. Make sure you come to the interview prepared; have at least two questions for your interviewer about the company.

“Be prepared for situational questions. Understand the culture of the company so you know how they want you to answer questions,” said Jessica Ekstrom.

The panelists also emphasized the importance of how you project yourself online. Every panelist said they Google a candidate and stressed the significance of your image on the Internet. Companies will not hire you if they think you will have a negative impact on their company’s image.
Junior Alex Sanchez spent his spring break on the third floor of Witherspoon. “It was weird. I don’t pull all-nighters ever, but I was in the zone.”

From Monday, March 4 until Tuesday, March 12, Sanchez worked day and night to reach the final deadline for completing NC State’s yearbook Agromeck. As editor in chief of the yearbook, it was Sanchez’s important job to get everything completed for the final deadline.

As this year’s editor, Sanchez said, “It was an awesome experience, but it is a nice feeling to be done.” After a year of compiling the yearbook, it comes as no surprise that Sanchez is looking forward to giving his talents a rest. He took off the first weekend of spring break and worked Monday through Saturday from about 9 a.m. to 7 p.m. From Sunday to Monday he stayed from 9 a.m. to 3 a.m., and from Monday to Tuesday he stayed up until 7 a.m.

The NC State yearbook Agromeck chronologically covers from March of the previous year to March of the current year. There are five deadlines throughout the year. This last deadline was a mix of tasks: the senior portraits, the index, staff pages, the cover, the dust jacket, and any stories covered in February and half of March. The final printed copies will be delivered in April.

This huge feat obviously came with challenges. Sanchez quickly discovered that, “It is incredibly difficult to get college kids to do anything. That’s the biggest challenge of my job. It’s like herding cats.” After all the stress and responsibility of being editor in chief his junior year, Sanchez said, “I’m looking forward to doing nothing next year.”

This is Sanchez’s third year on the Agromeck yearbook staff. His freshman year, he was a photographer for the yearbook and the school newspaper, The Technician. His sophomore year he was the photo editor of the newspaper.

“I’m very happy with how it came out,” Sanchez said. “It will be cool to see a real book in my hands instead of on a computer screen like I have all year. Above all, I’d like to thank my staff, especially my managing and design editor Chelsea Brown. Without their hard work, completing this year-long project would not have been possible.”

DON’T FORGET TO PICK UP YOUR COPY OF 2013 AGROMECK YEARBOOK

2013 Dust Jacket

The dust jacket for the 2013 Agromeck is a stylized map of both main and Centennial Campus. Designed by Chelsea Brown. Copyright 2013 NC State Student Media.

Holi Festival

Jordan Moore, the 2011-2012 Agromeck photo editor, took portraits of more than 25 students at NC State’s Holi festival for a two-spread package we did on the event. Holi is a Hindu spring festival best known for the colorful powder participants throw at each other. Photos by Jordan Moore. Designed by Chelsea Brown. Copyright 2013 NC State Student Media.

Old Agromecks

When Sanchez and the staff began planning the 2013 edition last March, they wanted to create a book that honored the school’s rich history. The archives were a big part of that, inspiring many elements of the book’s design and ideas for coverage. Photo by Alex Sanchez.

www.ncsu.edu/agromeck
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SPRING BREAK POLLSTER MEETS PROS IN D.C.

By Joseph Bond

It was windy in the tunnels of the D.C. underground. The metro was pulling up, and the orange route was supposed to get us to the Pew Research Center. Strangely, though, I felt like the national-capital hustle was an ideal way to spend my spring break. With five other people, I pushed past the drones in black suits to slip onto the sub-street train before the doors retracted.

Standing in a bubble, the Pack Poll team chatted between the stops and starts of the conductor and his announcements. During the fall and spring semesters, five NC State undergraduate students worked with Dr. Michael Cobb, an associate professor of political science, to produce representative surveys that create a researched image of the NC State community — the Pack Poll. Every spring we take a trip to our nation’s capital to meet with professional pollsters and public opinion researchers.

We were starting to blend in with D.C.’s commuters when Dr. Cobb gave us a nod to get moving. With a brisk stride, we were on our way to the headline event of our trip. Michael Dimock, the director of the Pew Research Center for the People and the Press, was our contact into the national polling titan.

The Pew Research Center for years has been the gold standard that pollsters aspire to, and we were right in the thick of it.

A couple of hours later, with big questions thoroughly answered, we stepped out of Pew’s offices with new ideas and more ambitious goals for NC State University’s student polling firm. With our curiosity piqued, the trip continued.

Mark Blumenthal, the editor of Pollster for the Huffington Post, was our final speaker — after having visited the national headquarters of Rock the Vote and an election micro-targeter. The reluctantly self-identified Nate Silver (a well-respected statistician who correctly predicted the winner of all 50 states in the last presidential election) of the 2008 presidential race set the stage for "big data's" entrance into the public spectacle. Per Blumenthal's conversation, each of us purged all assumptions we had of the polling process and left feeling quite smaller in the world of public opinion research.

Snowy roads marked our way back to Raleigh the next day, but the Pack Poll team had a new fire. Loud thoughts echoed through a silent minivan and signified the beginning of an intellectual liberation.

To learn more about the Pack Poll, read analyses, and examine data visit www.packpoll.com.

COM STUDENT SURPRISED WITH TRIP OF A LIFETIME

By Samantha Tate

Junior Alex Price had come to terms with the fact that he would be spending his spring break working and visiting with his family. Little did he know that his parents were about to surprise him with the trip of a lifetime.

He was shocked when he found out he would be spending his break in Istanbul, Turkey. His parents planned the 10-day surprise trip to visit his friend Sam Wurst.

According to Price, his friend was in on the surprise the entire time. Wurst is currently studying abroad in Istanbul. After spending hours on the phone and Internet telling Price about the Turkish culture, he was excited for Alex to experience it himself.

“It was difficult to keep the surprise from him,” Wurst said. “All I wanted to do was tell him and start planning all the activities we would do while he was here. That was probably the hardest part.”

However, once Price arrived, they spent a lot of time exploring the city and taking advantage of all it has to offer.

Alex Price con’t on page 14
On Thursday, April 11, approximately 80 communication students and professionals gathered in NC State’s McKimmon Center to learn about the diverse field of public relations. More than 20 local companies were represented, and many of the professionals were eager to meet NC State students.

NC State’s Public Relations Student Society of America chapter sponsored the event. Ashley Sayers, a sophomore in communication and PRSSA’s event coordinator, said that she hoped students had learned more about life in public relations after college.

“If a few students came away from the event more knowledgeable than they were before going, it served its purpose,” Sayers said.

Panelists representing a diverse set of companies, from UNC Healthcare to NBC 17, helped shed light on the field of public relations in a series of four panels that were titled: “The Ideal Job Candidate,” “Strategic Communication,” “Community Relations,” and “Crisis Management.”

“The Ideal Job Candidate” panel, in which panelists offered tips for resume building and interviewing, was especially relevant. Many of the attending students were juniors and seniors in the middle of applying for jobs and internships.

During the “Crisis Management” panel, a favorite of several attendees, panelists discussed various crises they had helped solve. Mindy Hamlin, director of communication at RDU, told students about a man that had climbed over the airport’s fence and gotten into a plane.

“This was in 2003,” Hamlin said during the panel. “With Sept. 11 still on everyone’s minds, we were dealing with an emotional crisis.”

In addition to learning more about the field of public relations, students also got to network with local professionals during a catered social after the panels. Sayers said this new addition to PR Day was her favorite part of the event.

“It exceeded my expectations,” Sayers said. “The attendance we had from professionals was outstanding.”

In the end, though, every part of PR Day was a success.

LPH WELCOMES NEW MEMBERS

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. Ryan Hurley, chapter advisor, 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.”

Congratulations to All Lambda Pi Eta Members

Aaron Thomas
Alex Carrasquillo
Alexa Merrill
Alisha Self
Alyssa Riddle
Amber Jones
Bayley Brummet
Blake Shelton
Brittany Waddell
Caroline Allen
Caroline Funkhouser
Cassandra Miller
Chelsea Richardson
Chloe’ Shorter
Crystal Stroman
Ed Scanlan
Elisabeth Chambers
Ellen Lafferty
Emily Ford
Emma (Jane) Rankin
Grant Buckner
Jacob Moser
Johnson (Alex) Price
Jordan Miller
Kailey Miller
Katherine Jordan
Kathleen Maness
Kelly Davis
Kimberly Green
Kyle Adams
Laura Orland
Laurel McPherson
Lauren Wrenn
Leesa Moore
Leslie Romano
Loftin Farmer
Molly Graham
Nathan Schoch
Nicole Hollingsworth
Nissa Harrell
Paige Darden
Rhonda Andrews
Victoria Loveland

New members of Lambda Pi Eta inducted on February 1. Front row (left to right): Leslie Romano, Crystal Stroman, Nissa Harrell, Caroline Funkhouser, Amber Jones, Alexa Merrill, Dr. Ryan Hurley (chapter advisor). Back row (left to right): Emily Ford (chapter president), Grant Buckner, Caroline Allen, Nathan Schoch, Jacob Moser, and Katherine Jordan. Photo by Ed Funkhouser.
COMMUNICATION ALUMNA FOCUSES ON PUBLIC POLICY IN D.C.

By Meredith Holliday

As a thriving public policy leader in Washington, D.C., department alumna Faith Leach is making her mark on the world and living her dream. Recently, Leach was accepted into the Center for American Progress’ (CAP) class of Leadership Fellows.

The CAP Leadership Institute aims to identify and equip the next generation of progressive public policy leaders from diverse backgrounds and communities. Leach is part of a 10-person group of mid-career professionals who are interested in public policy issues. During the leadership program, fellows are offered the opportunity to define and develop skills necessary to create and advocate policy ideas to diverse constituencies.

“This is a great opportunity for me to continue my passion for public policy and service on a broader scale with a leading progressive policy organization in Washington, D.C.,” said Leach. “This has been a lifelong dream of mine and my personal experiences growing up have shaped me to pursue a career in public policy.”

As an active student leader during her time at NC State, it is no wonder Leach has been able to successfully follow her passion for public policy and advocacy. Leach graduated in 2005 with a degree in communication and a concentration in public relations.

During her four years here she was the African American Student Advisory Chair and she was a member of Student Government, the Chancellor’s Roundtable and Delta Sigma Theta Sorority.

Leach then continued her education at N.C. Central University where she received her master’s degree in public administration and was awarded an academic fellowship from the U.S. Department of Housing and Urban Development.

She has received several awards and recognitions including being honored as the Viola “Vi” Liles Young Administrator of 2009 for the Southern Piedmont Chapter of the National Forum for Black Public Administrators.

As a successful public policy leader in Washington, D.C., Leach has been able to look back positively on her education in the Department of Communication. “My communication background from State has equipped me with the tools to effectively communicate the impact of policies to diverse groups,” she noted.

ALEX PRICE TRIP TO TURKEY continued from page 12

Istanbul, a predominately Muslim city, was a culture shock to Price. “There were a lot of stray animals and the city was very crowded,” said Price. “It was completely different from America. If anything, it was a great cultural experience.”

Price noticed a difference in Turkish food compared to American food. However, this difference was one he will miss. “The food was amazing,” he said. “I did not eat one thing I did not like.”

Some of these differences include bread and hot black tea served with every meal. Similar to Americans, meat is an important part of the Turkish diet. One of Price’s favorite Turkish foods was the simit. The ring-shaped bread, topped with toasted sesame seeds, is reminiscent of a bagel, but its inside and outer crust is crisper and crunchier. Price said he enjoyed a simit on a daily basis with a hot cup of Turkish tea.

Although Price enjoyed the Turkish food, there were certain aspects of the Istanbul lifestyle he did not enjoy. “The city is dirty and you can tell none of the locals care to clean it up,” he said. “Most people there smoke cigarettes, so the smell is probably the worst part.”

Other activities Price enjoyed during his visit to Istanbul included watching a local soccer game, touring the city, and spending time with Wurst and his friends. According to Price, he left Turkey with a new friend — Beno of Germany.

“It was great meeting Alex,” said Beno. “The three of us had a lot of fun during his visit and we are already planning a trip together. Alex and I are keeping in touch through Facebook.”

Price says the trip was one he will always remember. Not only did he get to experience the Turkish culture, he also was able to spend time with best friend, as well as gain a new friend. “The trip was unbelievable. I must have thanked my parents a million times for giving me a trip that I will never forget.”
TIMELINE HONORS CHASS GOLDEN JUBILEE

In addition to Alchediak, other timeline group members are:

— Jeremy Gibson, graduate teaching assistant, Department of History
— Jameson Hogan, graduate student, Communication, Rhetoric, and Digital Media doctoral program
— Dr. Craig Friend, Director of Public History, Department of History
— Dr. Ken Zagacki, Head of the Department of Communication
— Lauren Kirkpatrick, CHASS Director of Communication

The timeline traces the location and reorganization of humanities and social science programs at NC State in the early and middle parts of the 20th century, well before these programs began to come together in the 1960s. It examines the impact of historical events, like the Great Depression, as well as contentious political debates in the NC legislature.

A major theme emerged from the project: the transformation of CHASS from primarily a service-oriented college in the 1960s and 1970s to a consolidated, more research-intensive college in the 1980s, a focus that continues today. The timeline reflects the college’s rich history, provides insight about who we are and points to future directions.

“We see it as a living document,” said Alchediak. “We see it as something that will be added to as the years pass. In fact, the first update will come later this spring.”

Please visit the timeline at www.chass.ncsu.edu/timeline/

GRADUATION FOR COM STUDENTS PLANNED FOR MAY 11

CONGRATULATIONS COMMUNICATION GRADUATES!

The Department of Communication’s graduation ceremony will be held at 1 p.m. on May 11 in Reynolds Coliseum with 134 undergraduate students walking the stage, including 49 students from the Communication Media concentration, 42 students from the Public Relations and Organizational Communication concentration, and 43 students from the Public and Interpersonal Communication concentration.

The ceremony will honor the 13 graduate students who completed their M.S. degree this spring. CRDM will graduate three doctoral students, Dr. Chris Cummings, Dr. Kevin M. Brock and Dr. Dana Gierdowski.

Students graduating Cum Laude, Magna Cum Laude and Summa Cum Laude as well as students with memberships in honors societies and the “Outstanding Graduate” will be recognized.