Dr. David McLennan delivered the keynote address to begin COM Week to a packed Caldwell Lounge on March 31.

Dr. McLennan, a department head and professor of communication and political science at William Peace University in Raleigh, centered his address on the sad state of current political communication on local, state and national levels, with a special focus on North Carolina.

In his speech, Dr. McLennan addressed the importance of “focusing on the message,” rather than the political fanfare and propaganda that has become the main message strategy for most modern politicians. He cited examples of how digital technology is quickly replacing print, though the negative content of these advertisements needs to be updated. He listed advertising and public relations examples from the campaigns of Senator Kay Hagan to President Obama, saying, “The world is positioned to us in terms of winners and losers.”

Though much of his speech focused on several negative trends in communication that could affect students and professionals, he made sure to highlight the fact that there is hope for the future in a “4th Age of Communication,” free from “horserace journalism.” Dr. McLennan noted the public’s increasing discontent with political advertising and how this discontent will usher in a new age of more honest, less aggressive advertising.

After completing his speech, Dr. McLennan responded to several comments and questions from students and professors. Though his speech focused heavily on the negative trends in political communication, the event ended on a hopeful note for future political communicators.

Dr. McLennan’s address was a great kick off to an exciting week. Read more about COM Week on pages 6-9.
MESSAGE FROM THE DEPARTMENT HEAD

IS THERE A NEW INSTITUTE ON THE HORIZON?

Emerging issues in science and technology, such as alternative energy sources, climate change and sea level rise, agriculture/GMOs, clean water and air, and food/animal treatment will significantly shape public discussion over the next several decades in North Carolina and influence the economic well-being and health of the state’s citizens.

Not only do public audiences need to participate in controversial decision making about these issues, but scientists must be able to communicate their work to those audiences in clear, understandable terms. Moreover, the scientific community itself is increasingly recognizing the need for scientists to become more skilled at communicating with public stakeholders in the scientific process and in conveying how their scientific findings affect daily life. As a result of more effective communication with scientists, public audiences (not to mention their political representatives) would themselves be better able to make informed decisions about science policy.

To help address these issues, faculty in the Department of Communication have been at the forefront of conversations about the creation of an Institute for Science and Society. NC State has many other assets that could contribute to an institute including our pre-eminence as a STEM-intensive research university; exceptional faculty and graduate programs in humanities and social science disciplines that engage cutting-edge scholarship and research on public understanding of science and technology; and extensive partnerships with organizations outside our campus committed to promoting public understanding of science and technology.

Combining these assets the institute would 1) provide practical, professional education to scientists, fellows, and students in how to effectively communicate their work to public audiences including important constituencies such as potential philanthropists, government officials, media representatives, and policy makers; 2) serve as a catalyst and focal point for gathering national and international scholars, science writers, and policy analysts to expand and extend our understanding of the intersection between science and society; and 3) provide a forum to bring together scientists and science communicators with leaders in government, business and industry to enhance public understanding of and response to scientific discoveries and technical innovations.

NC State’s proximity to Research Triangle Park, with its wealth of scientists, nonprofit organizations, technology centers, and government agencies — not to mention the state of North Carolina’s push to invest in high tech companies — makes an Institute for Science and Society a logical move for the university. An institute would also bring together prominent leaders from government, industry and business with NC State faculty and students to engage in high impact discussions, forums, public lectures, documentary films, science cafes, and other events concerning the future of science and technology in North Carolina and beyond. Eventually, an Institute for Science and Society would attract support at many levels such as endowed lectureships, funded professorships, graduate assistantships, postdocs, legislative internships, student project scholarships, and business council memberships for science and technology companies.

Ultimately, in addition to expanding the capacity and commitment of our campus constituencies to help public audiences understand science and technology, I believe the Department of Communication should help NC State stake out a leading role in future scholarship and research and be seen as a “convener” in assisting public audiences understand and apply science and technology so that it maximizes human welfare and well-being. An Institute for Science and Society that draws upon the wealth of existing intellectual and other expert resources in our department and at NC State would provide a vital mechanism for achieving these goals.

— Ken Zagacki

PLEASE SEE RELATED STORY BY SARAH NILSON ON THE NEXT PAGE...
NEW INSTITUTE TO LINK SCIENCE, TECHNOLOGY, COMMUNICATION

By Sarah Nilson

When someone mentions the Department of Communication, science and technology are not exactly the first things that come to mind, but Department Head Ken Zagacki and others at NC State are working to change that.

Dr. Zagacki has proposed an innovative new program that will close the gaps between communication and important science and technology issues that our society is currently facing.

The initiative, tentatively called “The Institute for Science and Society,” is intended to provide practical, professional education to scientists, fellows, and science students on how to effectively communicate their work to important public audiences, such as potential philanthropists, government officials, media representatives, and policy makers.

“We want to train people in science-based fields on ways to engage public audiences in emerging issues that are of great concern in the science community,” said Dr. Zagacki.

These emerging issues that Dr. Zagacki is referencing include topics such as bioengineering, genetically-modified organisms, stem cell research, space exploration, nuclear power, hydraulic fracturing (fracking), climate change and more. All of these issues will significantly shape public discussions over the next several decades.

According to Dr. Zagacki, The Institute for Science and Society “would bring together prominent leaders from government, industry and business with NC State faculty and students to engage in high impact discussions concerning the future of science and technology in North Carolina and beyond.”

The new institute recently co-sponsored a screening and panel discussion of the film “Shored Up,” on February 5 in the Hunt Library Auditorium. The film tells the story of the east coast shoreline, where life on the edge of a rising ocean has placed towns and cities up against the scary realities of climate change. The film examines the conflicts that are erupting from New Jersey to North Carolina about the rising ocean and what to do when challenged by Mother Nature.

Following the screening, a panel discussion took place featuring highly informed speakers such as Ben Kalina, director and producer of the film, as well as NC State professors Dr. Andy Binder in the Department of Communication and Dr. David Kroll in Journalism.

Dr. Zagacki said this successful film screening and panel discussion is the sort of signature event this new institute would sponsor, along with workshops, guest speaker series and symposiums.

STUDENT FILM, VIDEO FESTIVAL SHOWCASES EFFORT, IMAGINATION

By Emily Huang

There’s a world out there many explore but few create. It’s a world where you can be anyone, anywhere, at any time. For production students at NC State, that world is film and video, and creation is only the beginning.

This February marked the 4th annual Student Short Film & Video Showcase, a film and video festival dedicated to screening the best short films created by NC State students. With sponsorship by Friends of the Library and the hard work of Marian Fragola, NCSU Libraries Director of Program Planning and Outreach, the festival was a success that spanned two days.

With one screening held in D.H. Hill’s Erdahl-Cloyd auditorium and the second in Hunt Library, the festival included animations by students of Mark Russo and short films and videos by students of Dr. Sarah Stein and Jim Alchediak. Digital works are easily uploaded via websites such as YouTube, so what makes an opportunity such as this unique?

For starters, “Films are made to be seen on the big screen,” said Dr. Stein, professor of one of the production classes. “When you watch a film on a laptop or even worse, a phone, the aspect ratio is removed. You don’t see the quality, contrast, filters, or focusing. You miss what makes a film work.” Additionally, it’s the concept of having a live audience. As Russo, an animation instructor in Art & Design, puts it, “The greatest reward is being able to sit in an audience and watch other people enjoy and react to something you’ve created.”

The process of artistic expression whether through art or film is an attempt to create ideas that move audiences. It’s hard work that not only requires dedication, effort, and imagination but knowledge as well. Alchediak’s interest in his work stems from helping students learn the medium of filmmaking from visual language to video production. “When students have learned the basics, they set out to create works of their own, and in the end, the film and video festival serves as a milestone in their college careers, establishing a connection between concept and reality, bringing them closer to their passion,” he said.
DEAN FOR A DAY MARKS RICH EXPERIENCE BEYOND CLASSROOM

By Casey Story

To NC State students and staff, cancellations caused by snow storms have felt like a weekly occurrence this semester. What is not seen every week, however, is a student acting as the dean of CHASS. On February 12, CHASS Dean Jeff Braden and Tiffany Johnson, senior in political science and communication, traded places as part of CHASS’s annual Dean for a Day.

Dean Braden and Johnson began their experience by attending the NC State vs. Wake Forest basketball game, where Dean Braden introduced Johnson to trustees, Board of Governors members, and university leadership, including the chancellor, provost and athletic director. The next morning, Johnson and Dean Braden began their day as “Student Braden” and “Dean Johnson.” Johnson learned what technicalities and procedures to take during adverse weather. She also attended meetings with the administrative team, the Department of Communication and the CHASS communication director.

Johnson especially enjoyed speaking with Dr. Richard Mahoney, the director of the School of Public and International Affairs. “One thing I will take away from this meeting is something he said to me: ‘Ask people for things you want and need that they can do,’” said Johnson.

Dean Braden started the morning by sleeping in, performing Johnson’s daily workout and greeting employees at the Atrium. In his first class of the day, he worked with a group where fellow classmates discussed a movie in ways that surprised him.

“The most meaningful takeaway for me was the reminder that the disciplines in our college are those engaged in meaning,” said Dean Braden. “The richness and depth that just one film studies class adds to my understanding of what the humanities and the social sciences bring to our college, our campus and our community.”

Because of the snow, the day was cut short for both the student and dean. However, they debriefed the events of the day before heading to lunch with Johnson’s friends. The students shared their experiences of being African-American at a predominantly white institution.

“I reflect on how easy it is for an unimpaired, well-educated white male to be oblivious to these issues and how much I appreciate their trust in sharing with me their candid and honest thoughts and feelings,” said Dean Braden. “Once again, I appreciate how much the Dean for a Day experience opens my eyes to what it's like to be a student on our campus.”

STUDENTS, FACULTY TO PRESENT JOINT RESEARCH AT CONFERENCE

By Hannah Thigpen

An NC State University professor and her student assistants will present research at the 2014 International Communication Association Conference May 23-26 in Seattle, Wash.

Research conducted by Dr. Lynsey K. Romo will be presented at the international conference this year. Dr. Romo co-authored the study with two NC State students and a former student of the University of Texas at Austin, where Dr. Romo earned her Ph.D.

Their paper, “Neither Shaken Nor Stirred: How Professionals Who Abstain From Alcohol Communicatively Negotiate Their Nondrinking Identity,” will be exhibited as part of a panel and before an audience of peers in the communication research field.

“This paper looks at the challenges nondrinking professionals face in maintaining their professional relationships and strategies they use to maintain both their abstinence and their relationships,” said Tara Connolly, a first-year graduate student and one of two students assisting Dr. Romo at the conference this year.

Connolly is looking forward to this opportunity. “I will be able to network with researchers and hear more about the research I am interested in,” she said. Howard Giles, the professor who developed Communication Accommodation Theory, will be one of many notable researchers in attendance.

Christine Davis, a junior majoring in interpersonal communication, will be one of the few undergraduate students presenting research. “It is really rare that an undergraduate student will present research,” she said.

Both Davis and Connolly urge other students to volunteer for similar opportunities. “I am doing whatever it takes to get there — I'll sleep on the floor, I don't care,” Davis said. “This trip to Seattle means so much to me. Who wouldn't take this opportunity?”
NC State’s College of Veterinary Medicine (CVM) is ranked third among the nation’s 28 veterinary programs. April Kedrowicz is one of the 149 faculty members employed by the CVM, but here’s the catch: Her expertise is communication.

Why would NC State’s veterinary college — one of the top veterinary programs in the country — have a communication expert on staff?

“The mission of the vet school is to provide a state-of-the-art education for the DVM (Doctor of Veterinary Medicine) students and to prepare them for professional success in the workplace,” said Dr. Kedrowicz. “One of the things that is paramount to that success is their ability to communicate with clients and colleagues.”

Dr. Kedrowicz, who received her Ph.D. in communication from the University of Utah, was hired by the CVM to develop a three-year integrated communication curriculum that will prepare the DVM students to communicate effectively as professionals.

“I am engaging in curriculum design, teaching DVM students, leading seminar presentations, and pursuing an active research agenda in the areas of communication education and organizational communication,” she said. The new curriculum Dr. Kedrowicz has been developing will be implemented incrementally beginning in the fall.

Although Dr. Kedrowicz’s relationship with the Department of Communication on NC State’s main campus has not been formalized yet, she said she does maintain a relationship with the department chair and a few key faculty members.

Before joining NC State, she spent 10 years as the founding director of the CLEAR (Communication, Leadership, Ethics, and Research) program, a four-year integrated communication program in the College of Engineering at the University of Utah.

Dr. Kedrowicz said that she believes that teaching across disciplines enhances communication scholarship and that in the future we will see an increase in interdisciplinary collaboration in both teaching and research.

Study finds online gaming augments players’ social lives

By Matt Shipman, NC State News Services

New research finds that online social behavior isn’t replacing offline social behavior in the gaming community. Instead, online gaming is expanding players’ social lives. The study was done by researchers at NC State University, York University and the University of Ontario Institute of Technology.

“Gamers aren’t the antisocial basement-dwellers we see in pop culture stereotypes, they’re highly social people,” says Dr. Nick Taylor, an assistant professor of communication at NC State and lead author of a paper on the study. “This won’t be a surprise to the gaming community, but it’s worth telling everyone else. Loners are the outliers in gaming, not the norm.”

Researchers traveled to more than 20 public gaming events in Canada and the United Kingdom, from 2,500-player events held in convention centers to 20-player events held in bars. The researchers observed the behavior of thousands of players and had 378 players take a survey, with a focus on players of massively multiplayer online role-playing games such as EVE Online and World of Warcraft.

The researchers were interested in tracking the online and offline behavior of gamers, focusing on how they communicated with each other. They found that gaming was only one aspect of social behavior at the gaming events.

“We found that gamers were often exhibiting many social behaviors at once: watching games, talking, drinking, and chatting online,” Taylor says. “Gaming didn’t eliminate social interaction, it supplemented it.” This was true regardless of which games players were playing, and whether a player’s behavior in the online game was altruistic. For example, a player could be utterly ruthless in the game and still socialize normally offline.”

The researchers also found that gamers didn’t distinguish between the time they spent playing games and the time they spent watching other people play games. “It all fell under the category of gaming, which they view as a social activity,” Taylor says. He notes that this work focused on Western gaming communities, and he’s interested in studying the relationship between social behaviors and gaming in other cultures.

The paper, “Public Displays of Play: Studying Online Games in Physical Settings,” is published online in the Journal of Computer-Mediated Communication. The paper was co-authored by Dr. Jennifer Jenson and Barry Dilouya of York University, and Dr. Suzanne de Castell of the University of Ontario Institute of Technology. The work was supported by the U.S. Air Force Research Laboratory.
YOUNG NONPROFIT LEADERS PANEL A HIT

By Daniel Neal

On March 31, First Year College Advisor and Department Lecturer Mindy Sopher hosted the Young Nonprofit Leaders panel with six panelists — all dynamic and diverse young leaders for local nonprofits — and 42 participants.

The panelists, representing different factions of the nonprofit scene, addressed questions about how to become a successful nonprofit staff member, board member or community partner.

Sopher, who teaches COM 466, Nonprofit Leadership and Development, was pleased with the big turnout.

“It was the best one that we’ve had,” she said. “Not just kids from my class came. We had guests. The questions were better. The breadth of the background of the panelists was so different. It was good. Their experience was broad and that helped us a lot.”

The panelists included department alumnus Pete Smith, who is a financial services coordinator for Triangle Family Services; alumna Camille Smith, an AmeriCorps VISTA intern with The Raleigh Promise; alumna Linda Battaglia, a resource development and volunteer specialist with the Haven House; Tiffany Tyler, volunteer coordinator at The Salvation Army; Jeanne Allen, Duke Nonprofit Program coordinator; and Ryan Miller, founder and executive director at North Carolina Building Performance Association.

Sopher designed the panel to include diversity within the nonprofit industry. She wanted to show the participants the different possibilities that nonprofits offer.

Senior Sarah Nilson, who is a teaching assistant for COM 466, especially enjoyed the session.

“There were some really great discussions,” said Nilson. “Everyone’s experience and advice was diverse and you heard a lot of different perspectives.”

PUBLIC AFFAIRS TOPIC FOCUSES ON CREDIBILITY

By Emily Huang

David Kalbacker, the NC Board of Nursing’s director of public information, held a discussion on April 1 on public affairs and public policy communication.

Kalbacker’s relaxed style along with his real-world knowledge led to one realization: you’d be remiss to not see the importance of communication in today’s world.

Kalbacker’s discussion touched on numerous topics, but one point stood out most: credibility. We live in a world that requires constant contact, and such a truth holds even more weight in an organization.

If an organization doesn’t acknowledge its publics, it leaves a lasting negative impression. This makes the communicator’s role particularly important.

“If you don’t respond to your publics, it leaves a big void,” said Kalbacker.

“You need to be responsive to inquiry and realize what it is people are looking for because you’re not only a resource for your organization but for media outlets as well.”

Why is being responsive so important? Aside from the obvious — communicators are required to communicate often and effectively and not doing so can leave a bad impression — it’s also about using these spotlights to benefit your organization and to increase credibility.

He said that responding to inquiry builds relationships, and what others say about your organization can be utilized to shed positive light.

As Kalbacker explained, “I need to paint a picture of my organization with other people’s opinions. It creates credibility. Whenever I’m responding to people, I’m thinking, ‘Where am I going to use this information? Who’s going to see this?’”

Kalbacker concluded his lecture with a reminder of the importance of being ethical in the business of public relations and marketing because credibility matters.

It’s the difference between success and failure, he noted.

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 9.
RENFROE TAKES 1st PLACE IN WOLFPACK SPEAKS COMPETITION

By Bailey Woodling

The finalists kept their composure as dozens of their peers eagerly waited to hear their messages and open their minds to unfamiliar topics.

Six students from COM 301, Advanced Presentational Speaking, were chosen to compete in the 7th Annual Wolfpack Speaks competition held April 1 in the Williams Hall Auditorium as part of COM Week. The students competed by presenting speeches that centered around the civic persuasive appeal and challenged the audience to take action towards issues that directly affect NC State and/or the Triangle community.

All six finalists presented captivating speeches, but it was Senior Amanda Renfroe who took home first place. In her speech titled: “Nasser’s Story: Addressing Homelessness and Poverty at NCSU,” Renfroe focused her attention on the issue of homelessness and how it impacted one of her classmates. “I think we can do so much more for students in need at NC State,” said Renfroe, who closed out her speech with ideas to help raise awareness on this issue.

Rachel James-Beverly, a political science and communication student, was runner-up with her speech on voting rights in North Carolina and policy changes that she proposes to be implemented.

In third place was Lauren Coats, freshman in communication media, who presented on "Same Sex Marriage in North Carolina."

Other finalists included: 4th place, Beverly Benitez, senior in public and interpersonal communication, who spoke on sex trafficking; 5th place, David B. Thompson, junior in business administration and public and interpersonal communication who discussed the importance of critical thinking; and 6th place, Robin Collis, junior in public and interpersonal communication, who spoke on whether believing in God is rational.

This event was sponsored by Pearson Higher Education and David Young of Edward Jones Investments. Prior to the competition, Young offered the finalists advice, saying, “The most important thing isn’t to sell a product; it’s changing the way people feel.” Dr. Elizabeth Nelson, Dean Phillips and Clodagh Lyons-Bastian coordinated the event. The judges were Dr. Andrew Binder, Dr. Ryan Hurley, Dr. Kami Kosenko, and Dr. Matthew May.

‘BEFORE I’LL HIRE YOU’ PANEL PACKS ROOM, OFFERS SOUND ADVICE

By Kristen Esposito

A packed room greeted the 2nd annual “Before I’ll Hire You” panel that featured six successful communication professionals who offered candid and powerful advice on how students should present themselves to potential employers. It was organized by the Communication Alumni Society and Senior Lecturer Dean Phillips, who said this panel “was so successful last year, we wanted to do it again.”

One of the first topics discussed by the panel was how to construct an appropriate, yet effective resume. The panelists agreed that a resume should be concise as possible, while still containing all of the essential information. One of the panelists, Rod Frankel, founder and president of Frankel Staffing Partners, said, “What a recent college grad needs to show on a resume is progression.” It was suggested that if recent college graduates don’t have the experience needed, they should at least tailor their resumes to the applied positions as best as possible. The panelists also discussed interview tips. It was emphasized that nonverbal behavior is just as important in an interview as what is actually said. Following-up after the interview is vital to making a positive lasting impression to employers.

Advice from professionals in related communication fields is invaluable to students and exemplifies what many employers are looking for in potential employees. The panelists were:

- Doug Warf, vice president of marketing, Carolina Hurricanes
- Chuck Norman, owner/principal, S&A Cherokee Communications
- Shelli Dallacqua, president, Shelton Media
- Mike Charbonneau, deputy secretary of communication, NC Dept. of Transportation; and former director of public relations, Wake County School System;
- Ashley Young, Educational Talent Search Program coordinator, NCSU TRiO Programs
- Rod Frankel, president, Frankel Executive Staffing

Moderator: Amanda Smith, associate sales representative, Cisco Systems, and board member, Communication Alumni Society.
ANNIVERSARY OF GETTYSBURG ADDRESS PROMPTS PANEL

By Caitlyn West

On Tuesday, April 1, the Caldwell lounge was transformed into a scene at Gettysburg in 1863, when Department of Communication alumnus Danny Gallagher began reciting one of the most studied speeches in U.S. history. The performance lasted only 120 seconds, but the faculty and students were engaged, just as we can imagine the audience was on that cold November day in Pennsylvania. Following the roaring applause, four scholars from across CHASS jumped into a deep and enduring presentation on the historical, political and rhetorical context of the speech.

“This is one of the most important speeches and yet it is the least understood,” remarked the head of the Department of Communication, Dr. Ken Zagacki.

Dr. Susanna Lee, associate professor and director of the graduate program in the History Department, started the panel discussion on the context of Lincoln’s political career and his thoughts on freedom. “Lincoln operated in a time period we call the historical paradox,” she explained, recounting a time in our country where there were four million slaves and yet we called ourselves a “free” nation.

Next, Dr. Sandy Kessler, associate professor of public and international affairs, discussed the political ideals of the Gettysburg Address. “Lincoln engaged in the Civil War because of the Declaration of Independence and his belief that ‘all men are created equal,’” said Dr. Kessler, diving further into his explanation on the real reasons behind the war.

Dr. Vicki Gallagher, associate dean of academic affairs in CHASS and professor of communication, led the panel on the rhetoric of Lincoln’s speeches. “Lincoln brings ‘the twos’ and through ‘the threes’ he leads this transcending principle and that is so enduring,” explained Dr. Gallagher upon clarifying a rhetorical trajectory dualism still practiced in speeches today.

Dr. Matt May, assistant professor of rhetoric, concluded the panel with a deconstruction analysis of the Gettysburg Address. “So what?” Dr. May asked causing raised eyebrows around the crowd, when he questioned the legitimacy of the Gettysburg Address and communal fear of the word ‘democracy.’

This COM Week panel discussion commemorated the 150th anniversary of the Gettysburg Address. “By bringing together just the right speaker with just the right people and just the right words brings about transformation at just the right moment,” said Dr. Gallagher.

GAME SHOW TESTS KNOWLEDGE

By Laura Oldham

The students of Dr. Ed Funkhouser’s COM 230 class, members of Lambda Pi Eta Communication Honor Society, and other spectators joined Dr. Funkhouser in Kilgore Hall April 2 as he facilitated this year’s Game Show event for COM Week.

"Well What Do You Know?" began with an introduction of the three competing teams. Team A consisted of sophomore Ashley Wilkat and junior Alyssa Fea,

Team B included senior Katie Liguori and junior Nicole Benson while sophomore Alejandra Rodriguez and junior Elise Wilder competed as Team C.

The game consisted of 33 questions, 11 rounds of 3 questions each, with 15 seconds to answer each question.

As the teams competed, the crowd provided claps of approval and shouts of encouragement.

The competition remained neck and neck until the tenth round when Team A took the event by storm and received their sixth point.

Once the eleventh and final round was complete, Team A had finished with 7 points to take the first place title. Team C came in second with 4 points, and Team B came in third with 3 points.

STUDY ABROAD FOCUSES ON UGANDA

By Elise Camus

Students interested in learning about study abroad opportunities received a first-hand look at a recent study abroad trip organized by Dr. James Kiwanuka-Tondo, an associate professor in the Department of Communication.

From December 26 to January 6, four students from NC State embarked on an exciting expedition to Uganda. One of the goals was to examine the water resources in the country. Dr. Kiwanuka-Tondo explained Uganda is a small country with many lakes. The second goal was to expose the travellers to the Ugandan culture. He wanted them to interact and look at the issues the country has, such as HIV AIDS. They had the opportunity to interview women who talked about their experiences.

The last goal was to discover the nature of the country. He confided an anecdote that seems humorous now, but wasn’t during the trip. The car broke down, and fortunately it wasn’t inside the savannah where it would have been really disturbing!

Students interacted with the community and learned a lot about life, especially after meeting people who told moving stories about living through a war.

Another session is planned for next December. Dr. Kiwanuka-Tondo expects this to become an annual trip.
PR DAY INFORMATIONAL PANELS COVER DIVERSE TOPICS

By Casey Story

On Thursday, April 3, communication students joined professionals in NC State’s Senate Chambers in Talley Student Union to learn about the field of public relations. PR Day, hosted by the PRSSA chapter at NC State, consisted of informational panels, a keynote speech and a networking opportunity for students and professionals.

In the morning, representatives from a diverse set of local organizations, from Butterball Turkey to the Raleigh Transportation Office, shared knowledge and advice for aspiring public relations professionals in a series of four panels that were titled: “Startups/Entrepreneurs,” “Media Relations/Corporate Communication,” “Nonprofits/Activism,” and “Government.”

The first panel consisted of entrepreneurs. An NC State engineering student and creator of Book of Bobs, TJ Roux, joined PR professionals in discussing the importance of public relations in startup companies from “day one.”

During the “Media Relations/Corporate Communication” panel, a favorite of several attendees, panelists represented both corporations and PR agencies and examined the differences between the two. The professionals also gave advice on how to build relationships with the media.

“Working with the media is a numbers game, but there is a strategy behind everything,” said Jo-Anne Chase from Bolt Public Relations.

The “Nonprofits/Activism” panel gave insight into another career option for PR students. Panelists discussed how social media has changed nonprofits, as well as the significant differences between nonprofits and for profit organizations. Byrttany Curran from HydroXphere told students that nonprofits are emotion driven rather than product driven.

The last panel was about public relations in government. The professionals from city, state and federal government discussed the importance of consistently being aware of what is being reported in the media. They also discussed the diverse backgrounds they came from.

“You don’t have to have been a political science major to work in government,” said Lindsay Hamilton from US Congressman George Holding’s Office. “It’s a fluid field.”

After a catered lunch, the keynote speaker was North Carolina State Auditor Beth Wood. She gives speeches in order to communicate what the state is doing for citizens and how her office ensures that tax money is being used correctly. For PR Day, she discussed what she looks for in a communication director.

“The person that speaks for me is important,” said Wood. “I do my work non-partisan, and I need to be portrayed that way.”

In addition, Wood shared the impact of reputation on a career. She hired her current communication director based on his reputation in the community as a fair reporter. Reputation also affects her own career because she holds an elected position.

“Don’t compromise your ethics or integrity for a job,” said Wood. “It could come back to haunt you.”

Following the keynote speech, an informal networking session took place with local professionals and members of the PRSSA chapters from NC State and East Carolina University.

After professionals throughout the day emphasized the importance of both networking and interning, students were enthusiastic about exploring opportunities with practicing communicators.

“There is so much value in talking to people as you grow through your career,” said Curran. “There’s no shortcut for experience.”
This semester, Elise Camus from France and Jade Chapman from Australia are studying abroad at NC State University. They are taking communication courses because both students wanted to use their opportunity to learn, travel and embrace different cultures.

Camus was not a proficient English speaker before she arrived. “Since English is not my main language, it is really important for me to take a writing class,” Camus said. “It helps me to improve my English.”

Camus hopes to be a traveling reporter, and she is using her weekends and breaks to travel. Over spring break, the Soissons native took a road trip to Key West and Panama City with her friends. They also went on a cruise to the Bahamas.

When she is not traveling, Camus enjoys spending time with her friends and attending NC State basketball games. She was also able to learn a lot about different cultures. “I think it makes me more open minded,” Camus said. “I have learned a lot of American culture. With hanging out with a lot of different internationals, I have learned a lot of their culture, too. I will go back more open minded for sure.”

Chapman has also learned a lot about American culture. “It is actually really cool to be in the South. We have an image of Americans which is not correct — especially Southern Americans. Everyone is really friendly.”

Chapman has noticed how different American universities are compared to those in Australia. The Canberra native enjoys the community created by the many groups and clubs at NC State as well as attending athletic events.

Chapman traveled to San Diego and Las Vegas for spring break. After exams, she plans on traveling to Toronto, Miami, Chicago and San Francisco before she returns to Australia.

When Jacqueline Geerlings walks into Target she sees more than just a myriad of clothes, groceries and gadgets. She sees her own handwriting on brands like Kashi and Fresh Produce clothing.

Geerlings was approached by her typographer neighbor, John Bomparte, to create a type font based on her own natural handwriting. After months of negotiation, the Jackie Sue font package was created and sold for $19.95 through Bomparte Fonts.

“I never really thought there was anything special about me,” said Geerlings. “But I have to admit, it is pretty gratifying to see my handwriting on products.”

The process of creating a font is more elaborate than one would think. Over the course of several months, Geerlings hand wrote the full alphabet creating the backbone of the font as well as several writing samples. Bomparte encouraged her not to think too hard about it so the font was natural and flowing. Next, a distinct name had to be chosen that truly encompassed the look of her handwriting. The obvious choice was her birth name, Jackie Sue. But Bomparte worried the font Jackie Sue wasn’t unique enough to sell until one day he stumbled across a Kashi granola bar label that was undoubtedly Jackie Sue. Following that, there was a steady stream of sales. Fresh Produce Clothing, Bissell Vacuum and a famous Australian chef picked up the free-spirited handwriting to represent their brands. It is becoming a best seller.

The only thing that left Geerlings wanting more was the incentive. At the beginning of the process, Geerlings and Bomparte decided that a one-time commission would be sufficient, but Geerlings may argue otherwise now.

“I was very naive at the beginning,” said Geerlings. “But this next time around I’ll be much smarter.” And there will be a next time. Geerlings is in the process of creating a bolder face of Jackie Sue for sale, as well as another font for Bomparte. It’s safe to say, the typeface world is much brighter with Jackie Sue!
COM STUDENTS HELP BRING ‘CHICAGO’ TO CAMPUS

By Karley St. Pierre

The curtains rose as a tall, thin flapper sauntered onstage. Trumpets blared as jazz music filled the building. The woman began to sing as an ensemble of dancers and singers joined her. Together, their presence said it all — “All That Jazz,” that is.

This spring, University Theatre presented “Chicago, A Musical Vaudeville” based on the play “Chicago” by Maurine Dallas Watkins. Set in the 1920s, the well-renowned musical revolves around two femme-fatale convicts, Roxie and Thelma, as they form a bond only an all-women’s prison could cultivate.

Each member of the all-student cast dazzled in their performances of the show’s seductively edgy characters, but there was something special in the performances made by six communication students.

Diana Quetti, a senior in communication media who was an ensemble back up dancer, chose to minor in theatre. “It has been an honor to be a part of University Theatre the past four years,” Quetti said. “I’ve worked with wonderful teachers and received an amazing education through this program.” Using her free electives to obtain a minor in theatre allowed Quetti to gain education which transcended classrooms and stages alike — appearing in 10 University Theatre performances over the course of four years.

Fellow communication media student and theatre minor Zachary Francis said that his time with the university’s program has given him another home. The cast put in countless hours of choreography, costuming and rehearsal, creating an inseparable bond similar to that in the story — except with a more laughs and a lot less crime. “Overall, everyone was overjoyed with the finished product,” Francis said. “Show regulars said it was one of the best shows we have done in recent memory.”

Joining Francis and Quetti from the Department of Communication were Destiny Diamond McNeill, a junior in interpersonal communication; Matthew Tucker, a junior in public relations; Kyle Bullins, a junior in communication media; and Andrew Enloe, a senior in communication media.

COM RUNNERS SWEET ON KRISPY KREME CHALLENGE

By Andrew Marbrey

February 10 was an appropriate date for this year's 10th annual Krispy Kreme Challenge. About 7,700 participants made it out to the NC State Bell Tower to start the race.

Although the “Hot Now” Krispy Kreme light may have described the doughnuts, it was a far cry from the weather the runners faced. The cold was not the biggest challenge, however, because the eager runners would have a five-mile loop broken in the middle by a dozen doughnuts.

Most runners take the race in good fun with little concern for what place they finish or the tummy ache they may incur. Participants dress in costumes and brave the elements to support the North Carolina Children's Hospital.

This year broke previous records for donations to the hospital with the race generating $200,000.

Over 1,300 NC State students participated this year. One was Jake Lange, a junior in public relations, who said, “The race was a lot of fun, and I liked the costumes and the first three doughnuts. After that, he said, the running got hard and seeing the doughnuts the other runners couldn’t keep down was discouraging.”

Margaret Walter, a public relations junior, said, "Participating in the Krispy Kreme Challenge was a great way to experience one of NC State's traditions. Crossing the finish line was a great feeling, and it felt even better knowing that the race benefited a good cause."

This race was started by a group of NC State students in 2004 and has grown into a huge Raleigh event. In total $750,000 has been raised for the Children's Hospital. The 2,400 calories can be a little daunting and may leave participants taking a short break from the sweet treat, but knowing that they helped someone in need is priceless.
ALUMNI SOCIETY HOSTS FOOTBALL TAILGATE TO BUILD CONNECTIONS

By Kristen Esposito

The Communication Alumni Society held its first tailgate on Saturday, November 23, before the NC State vs. East Carolina football game. The tailgate took place in conjunction with the NC State Alumni Association, which organizes a tailgate for all NC State alumni before every football game. In total, around 200 people attended the event.

This tailgate is one of many new and innovative ideas and events being tried by the Communication Alumni Society, which is organized and managed by five board members and a facility liaison, Dean Phillips, who said, “It was a good start, but we’re going to make it bigger next year.”

The alumni society intends to host another one this year during football season. In order to make the next tailgate an even bigger success, Phillips said, “We are going to broadcast to the world earlier and begin promoting a lot sooner than last year.”

The goal of this alumni group is to keep the NC State community connected beyond graduation, and this fun and exciting event, one of several being planned by the alumni society, will likely be an important part of the effort for many years.

ALUMNUS RUSSELL WILSON — A GREAT REPRESENTATIVE OF NC STATE

By Cameron Younts

There might not be a person who has represented our university recently better than Seattle Seahawks quarterback Russell Wilson.

Wilson graduated from NC State in 2010 with a B.A. in communication, and the way that he carries himself and communicates with other people demonstrates he learned his lessons well.

Wilson earned some attention from the nation in his first NFL season with the Seahawks two years ago, when he won the starting position as a rookie and took the team to the playoffs. Then in the following season, only his second year as an NFL quarterback, he led his team to the Super Bowl and beat the Denver Broncos. Of course, after this happened, Wilson was in the public eye and has thrived with the attention.

After the Super Bowl, Wilson was a guest on Late Night with David Letterman, and presented himself with presence and confidence as he answered Letterman’s questions. Wilson was charismatic, comical, charming, and entertaining.

Further, Wilson was feted during the 2014 Kay Yow Spring Football Game on April 12 when his No. 16 jersey was honored.

“My experience at NC State was an amazing one playing football and baseball but also accomplishing my goal of graduating in three years. My memories of playing as the quarterback for the Wolfpack are never ending and the roar of the Wolfpack Nation still rings in my ear from memorable wins against FSU and UNC!

“I learned the value of great leadership, ultimate sacrifice, and the relentless belief that hard work pays off. I am grateful for all of my amazing teammates and players past, present, and future. I can still taste and sense the blood, sweat, and tears we all sacrificed to be successful,” the quarterback said.

Wilson’s No. 16 will continue to be worn by standout Wolfpack players. In the future, any player designated by the head coach to wear that number will also wear a patch honoring Wilson.

Head Football Coach Dave Doeren said that he, along with “our passionate Wolfpack fans,” are so proud of Wilson and his accomplishments.
A lot can happen in a New York minute and for Chelsea Creech that minute was full of spiritual growth, private hip-hop concerts and major celebrities.

Creech, a junior in communication-public relations, spent her fall break learning how to lead her church’s youth group more effectively at the first Hillsong Conference in New York City. The Hillsong Conference is a meeting of leaders from local churches across the country, and seeks to provide leadership advice for newer, smaller churches.

“Bridgepointe, the church I’m part of, is new and pretty small, so this event was perfect for us,” Creech said.

But an opportunity to visit the set of ABC’s Good Morning America changed the tone of the entire trip when Nelly, a top-40 hip-hop artist, treated the group to a private concert.

“Everyone can name at least one Nelly song,” Creech said. “We got to hear three songs in total, two new ones and, of course, ‘It’s Getting Hot in Here.’ I was standing, like, three feet below his microphone. It was the best.”

Creech, who was recently named a CHASS Merit Scholar, said that ultimately Nelly’s exclusive performance was easily one-upped by GMA’s guest of the day, Scandal star Kerry Washington.

“Never in my life had I been more excited than when I found out that Kerry Washington was going to be the guest for the day,” Creech said. “Well, that is until I got there and she gave me a hug and I got to say, ‘I am your biggest fan!’ To get to be that close to someone you hold so dear is the coolest opportunity.”

GRADUATION FOR COM STUDENTS PLANNED FOR MAY 10

CONGRATULATIONS MAY COMMUNICATION GRADUATES!

The Department of Communication’s graduation ceremony will be held at 1 p.m. on May 10 in Reynolds Coliseum.

There will be 139 undergraduate students walking the stage, including 53 students from the Communication Media concentration, 47 students from the Public Relations and Organizational Communication concentration, and 39 students from the Public and Interpersonal Communication concentration.

The ceremony will honor the 12 graduate students who completed their M.S. degree this spring.

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

What’s so special about Jackie Sue?

See page 10 to find out.

Based on the free-spirited handwriting style of Jackie Sue, this font features automatic ligatures, alternate character substitutions and swashes in applications that are OpenType-savvy.