WOLFPACK SPEAKS COMPETITION SPARKS COM WEEK

— Read More about COM Week on Pages 9-12 —

By Kaitlyn Pisano

In the weeks leading up to COM Week, five students prepared speeches about diversity and inclusion to share with their peers and members of the NC State and surrounding communities.

Three students from COM 301, presentational speaking, and two other students were chosen to compete in the 8th annual Wolfpack Speaks competition held March 26 in Talley Student Center as part of COM Week. The students competed by presenting persuasive speeches about diversity and inclusion and challenged audience members to take action towards different issues that affect NC State and the surrounding communities.

All five students presented motivating speeches, but junior Moriah Barrow won first place. Her speech, titled “A Wolfpack Call to Action,” focused on racism on NC State’s campus while also honoring one of her friends who fights against social injustice.

“Diversity is a beautiful thing that we should embrace,” said Barrow, who closed her speech with encouraging members of the audience to talk to their friends, listen to peers, and speak up when they feel it’s necessary.

Desmond Sellman, a communication media major and journalism minor, was runner-up with his speech about bringing recently deceased 2013 NC State alumnus Deah Barakat’s dream of an accepting nation to life. In third place was Hannah Blum, a junior in communication media, who presented a speech on “Mental Health on College Campuses: Misconception and Opportunities.”

The other speakers included Tiffany Johnson, senior in law and justice communication with a second concentration in mass media, who spoke about becoming more aware of social injustice; and Will Mespelt, junior in public and interpersonal communication and a minor in religious studies, who focused his speech on making lasting friendships rather than just talking about diversity.

This event was sponsored by David Young of Edward Jones Investments. Prior to the competition, Young offered the audience advice, saying, “Build trust, listen more, and talk less.” Dr. Elizabeth Nelson, Dean Phillips, Marisa Linton, and Carly Fleming coordinated the event. The judges were Dr. Jessica Jameson, Dr. Fredessa Cobb and Aaron Thompson.

FULBRIGHT SCHOLAR PREPARES FOR HER JOURNEY IN ECUADOR

By Monica Albuere

Megan Hornbeck, a senior double majoring in Spanish and communication with a media concentration, is beginning her graduate career with a once-in-a-lifetime experience. This rare opportunity will take her over two thousand miles away from North Carolina to Ecuador, where she will be teaching as a Fulbright Scholar.

The Fulbright Program, created by former Senator J. William Fulbright, is a highly competitive scholarship program that involves sending students and professionals on international educational exchanges. “I studied abroad sophomore year, which gave me the travel bug,” said Hornbeck. “I wanted to figure out a way to study abroad again after graduation.” Her positive experiences in Santander, Spain, drove her to attend an information session about the Fulbright Program, where she decided to undergo the yearlong application process.

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MESSAGE FROM THE DEPARTMENT HEAD

NEW FACULTY SET TO JOIN DEPARTMENT OF COMMUNICATION IN FALL SEMESTER

Running a department like our own affords me an opportunity to participate in the hiring of many exciting communication faculty. Some of these faculty are fresh out of their doctoral programs and a few are already greatly accomplished scholars and teachers. This year our department was fortunate to hire two new assistant professors: Chris Ingraham and Emily Winderman, from the University of Colorado-Boulder and the University of Georgia, respectively. They will be joining our department in the fall.

Chris Ingraham will complete his Ph.D. at the University of Colorado, Boulder, in May. In addition to a strong training in rhetorical theory and criticism, his scholarly and teaching emphases include examination of digital media and other powerful forms of public engagement and communication technologies. He is especially interested in how scientific and technological innovations are communicated to, and understood by, different public audiences. He has three publications/proceedings that are published or in press in journals such as Philosophy and Rhetoric, POROI, and Text and Performance Quarterly.

Emily Winderman will be an assistant professor in our department as well. She is completing her Ph.D. in May from the University of Georgia, and she also possesses strong training in rhetorical theory and criticism. Her scholarly and teaching emphases include a focus on feminist science studies, women’s reproductive health, the function of public emotions in crafting collective identity, and the ways in which medical and technological practices relate to gender equality and women’s access to reproductive care. She has three publications in journals such as Communication Quarterly, Rhetoric and Public Affairs, and Public Understanding of Science.

Even as we build our department with new scholars and teachers like Chris Ingraham and Emily Winderman, we inevitably lose some faculty who find professional opportunities elsewhere. We are sad to be losing Dr. Jeremy Packer, who over the course of his successful career at NC State taught classes in communication media, helped to lead the Communication, Rhetoric, and Digital Media doctoral program to prominence, and established himself as an internationally respected scholar. We will certainly miss Dr. Packer, but we wish him all the success as he takes the next step in his career.

As we wind down another semester, one marked by exciting student and faculty accomplishments and a highly successful COM Week and PR Day (please refer to pages 9-12 of this newsletter issue), I am already looking forward to the fall semester with great interest. New faculty, new students and new challenges facing our department and university have me ready to go. In the meantime, enjoy a productive and safe summer.

— Ken Zagacki
COM STUDENTS EXCEL IN ORIENTATION LEADER ROLE

By Allie Johnson

New Student Orientation at NC State is a one-of-a-kind program, requiring orientation leaders to exemplify a smorgasbord of skills, with a focus on one of utmost importance: communication. Communication is essential when the orientation staff is comprised of more than 40 undergraduate leaders and serves more than 11,000 guests throughout the course of summer orientation programming.

Five communication students served as 2014 Orientation Leaders: sophomores Ellis Clary, Peyton Holmquist, Hiral Patel, Alayna Veasey and Sydney Wingate. The orientation leader role involves serving on panels, leading campus tours, public speaking, small group facilitation and building relationships with students and family members.

Each communication student has a different take on the position, including what she took away from their summer working with New Student Programs as orientation leaders.

Clary pointed out the networking opportunities that come along with the nature of the position.

"Working with so many university staff members was awesome because we were able to put faces with names," said Clary. "Now if we need something, we have personal contacts on campus. In communication, having connections is so important and helpful."

Patel agreed, while also citing personal development gains while serving as an orientation leader. "In the beginning, I was really introverted and shy," said Patel. "Now having been an orientation leader and a new communication major, I am much more willing to put myself out there and get to know people."

Veasey discussed the value of her communication coursework while serving as an orientation leader. "I was able to use my skills as a communication major to communicate and bond with incoming students from all walks of life," said Veasey. "Being able to understand these students' concerns and set their minds at ease made me so grateful to be a communication major."

Wingate commented on her improvements in public speaking, another skill gained while studying communication. "I didn’t necessarily have a huge problem with public speaking, but being in that role, I was able to really perfect my skills," said Wingate.

Holmquist noted the value of the program holistically. "The position prepared me for any future endeavors," said Holmquist. "And I wholeheartedly recommend anyone and everyone to take advantage of such an awesome opportunity."

In Memoriam ─ Michael Herman
March 25, 1947 to January 3, 2015

Mike Herman, known by business and academic leaders as an ambassador and influential spokesperson of the public relations profession, died unexpectedly January 3, 2015. He served as an adjunct professor of communication at NC State from 1986 to 2000.

A resident of Raleigh, NC, he was founder and chief executive officer of Communication Sciences International (CSI), a strategic business consulting, counseling, coaching, and training firm specializing in services to public relations, marketing and communication agencies.

Herman also served as chairman and chief executive officer of Epley Associates Public Relations. He was author of more than 70 articles, speeches and presentations. In 2009 he was awarded the Public Relations Society of America's highest individual award, the Gold Anvil.

"Mike Herman’s enormous contributions are of a caliber and scope that deserve nothing short of the Gold Anvil, which is considered PRSA’s lifetime achievement award," said PRSA Chair and CEO Michael Cherenson.

More about Herman's illustrious career can be found at: https://www.linkedin.com/in/michaelhermancsi

Mike Herman's family and friends have set up a scholarship fund — the Michael Lee Herman Memorial Award — in support of communication students with the NC State Foundation to receive gifts in memory of Herman.

To contribute, please visit: go.ncsu.edu/mikehermanfund or send a check payable to the NC State Foundation, Inc., to the attention of Brandi Orbin, College of Humanities and Social Sciences, NC State, Campus Box 7016, Raleigh, NC 27695-7016.
FACULTY, STUDENTS HELP LABORATORY FOR ANALYTIC SCIENCES

By Emylee Connally

In August of 2013 NC State partnered with the National Security Agency to create the Laboratory for Analytic Sciences (LAS) located on Centennial Campus. The laboratory aims to create innovative thinking in the world of big data while promoting collaboration among all involved.

LAS focuses on the science of big data analytics and intelligence analysis that will advance the NSA’s abilities to collect, understand, and interpret foreign communications, radar, and other electronic systems. Analysts are working with faculty and students from multiple disciplines to tackle this problem.

This is the first time NSA has done something like this ─ inviting government researchers and analysts, industry and academia to work together.

“This has the potential to really be quite important, to position NC State as a real leader,” said Dr. Jessica Jameson, associate professor and interim associate head of undergraduate studies in the Department of Communication.

A focus of the laboratory is bringing students and faculty together in research. “It’s creating a lot of different opportunities for students at all levels,” said Dr. Jameson. Students are given the opportunity to work hand-in-hand with faculty and LAS analysts to create tools to make communication between disciplines easier.

“Our goals are to facilitate meetings to help groups with their communication processes and to observe the groups and conduct research to make those processes better so that ultimately a facilitator isn’t needed,” Dr. Jameson said.

Siri Smits is among several communication students who work with Dr. Jameson on the LAS project. “I see how this applies to the real world, and I’m working with a team, so that’s given me a sense of what it means to collaborate with people,” said Smits, senior in communication with a media focus.

ICA CONFERENCE TO FEATURE STUDENT, FACULTY RESEARCH

By Kaitlyn Pisano

Dr. Lynsey K. Romo, assistant professor in the department, and Meredith Foulke, junior in the media concentration, will be presenting their co-authored research article at the International Communication Association (ICA) Annual Conference.

The article, titled “Chewing the Fat: How Formerly Overweight and Obese Individuals Negotiate Disclosure of Their Weight Loss,” examined how 30 participants determined whether to reveal or conceal their weight loss to others.

Dr. Romo chose to explore this topic because she had previously researched weight management and wanted to know if residual stigma existed after weight loss.

Foulke was drawn to assisting with the article because of her interest in health communication and because of her respect for Dr. Romo. Foulke considers the professor as a mentor and someone who “takes everyone into consideration.”

The other co-authors are seniors Christine N. Davis, Haley Gilroy and Melissa Hoffman. The ICA Conference will take place in Puerto Rico in May this year. For more information, visit http://www.icahdq.org/.

READ ABOUT COM WEEK AND PR DAY ON PAGES 9-12. IT WAS ONE OF THE MOST EXCITING AND WELL ATTENDED COM WEEKS EVER!

• 41 Speakers participated in 12 unique events over four days
• 20 COM alumni returned to interact with us and our students
• 30 students from East Carolina University traveled to Raleigh for PR Day
• 3 Lambda Pi Eta students and 4 graduate students presented their research
When Kyle Lowers arrives at work, she enters a fresh, modern facility filled with open and collaborative spaces that surpass the conventional idea of the workplace. On the way to her desk, Lowers passes employees riding on scooters, playing pool, and brewing coffee from the hi-tech coffeemaker in the break room.

Last May, Lowers, a current master’s student in communication studies, earned an opportunity to intern for the software company Citrix at their downtown Raleigh office. Citrix is an innovative company that centers on using technology to “mobilize the workplace.”

Citrix believes in creating a unique workplace setting for its employees to work together and collaborate with one another.

“I love the environment in which I work, but more importantly, I love the mobility and the people,” said Lowers.

After beginning her internship with Citrix in the human resources department, Lowers decided to transition to become a project manager last September, where she found her niche. On a typical day, she attends meetings, conducts research and qualitative studies, and organizes projects. Lowers credits her background in communication for equipping her with the skills she needs to successfully manage her projects.

Lowers said, “Communication is everything ─ it’s in every facet of a business.”

Over the course of the past year at Citrix, Lowers said she has acquired a lot of knowledge about the business and software through training sessions and her fellow employees.

Through her positive experience with Citrix, Lowers has become passionate about the products they offer, and believes their software is going to continue to transform modern business.

MOLLY DONOVAN HELPED DAD’S ELECTION CAMPAIGN

By Haley Anhut

Molly Donovan, a 19-year-old sophomore communication major, has already formed an impressive resume. Along with her public relations major and journalism minor, Donovan is the design editor for the Agromeck, NC State’s yearbook, and a member of Phi Sigma Pi National Honor Fraternity, where she is the co-chair of the public relations committee. Further, Molly is a resident in the Impact Leadership Village.

Her mother, Melissa Donovan, is a paralegal at Cranfill Sumner & Hartzog LLP and a member of the North Carolina Appellate Rules Committee, and J. Brad Donovan, Molly’s father, is a deputy commissioner for the NC Industrial Commission.

Growing up in such a hard-working family, it’s not surprising that Donovan chose to help run her father’s campaign for Judge of the North Carolina Court of Appeals.

“My parents mean more to me than anything else, and I couldn’t imagine them taking on this huge workload without helping them,” said Donovan.

During the campaign, Donovan was the public relations coordinator. Her duties consisted of designing yard signs, postcards, information cards, buttons, car magnets and event invitations. She also created and managed the website and social media accounts. Donovan was in charge of photography and keeping record of events and speeches while advising on how to approach and relate to the voters.

Unfortunately for the family, they did not win the election.

When asked if her father would ever run again, Donovan said, “Definitely not. It was a great opportunity, and I am so proud of him for taking the chance.”
ZOOFUSE IS UNFORGETTABLE STUDENT INTERNSHIP

By Monica Albuerne

Jackson Roberts, a senior communication major concentrating in media with a film studies minor, is one of the few individuals who can say that his internship involved everything from press releases to hand modeling.

In the summer of 2012, he began his two-year internship with ZooFuze, a graphic design and media production company located in Charlotte, North Carolina. Roberts had the opportunity of tackling public relations and media initiatives for a variety of companies through ZooFuze, including international superglue company, Gorilla Glue.

With aspirations to enter advertising post graduation, Roberts felt like ZooFuze gave him insight and experience as to daily roles he will take on as a communication professional. While involved with the production of press releases and script writing, he took on independent projects in areas that he has developed a passion for during his three years at NC State. Roberts created and upheld ZooFuze’s social media sites, allowing him to gain experience with networking and consumer communication.

His favorite independent project was a video series that he recorded in the office and on studio locations. “The series contained personalized content, which allowed our customers and potential customers to see what goes into graphic design, branding and media production,” said Roberts. His internship even gave him experience in an unexpected field: hand modeling. “My hand was actually the hand holding Gorilla Glue during their production shoot. I had to model it different ways, which is really more difficult than it seems,” said Roberts.

This multidiscipline internship allowed him to discover both the content and infrastructure he hopes to find as a communication professional. “I highly recommend interning for any business that can increase your perspective on your major. It truly showed me what I want to do after graduation and for the rest of my life,” Roberts said.

MEGAN HORNBECK NAMED FULBRIGHT SCHOLAR — Continued from Page 1

As a result of her Spanish major and experience as the lead student mentor at the Intensive English Program at NC State, Hornbeck decided that she would pursue a Fulbright Scholarship in Ecuador. After months of interviews and rounding down candidates, Hornbeck received an email stating that she was one of the few individuals selected to represent the Fulbright Program in that particular region. With fewer than five individuals selected for a Fulbright Scholarship to Ecuador each year, Hornbeck was in shock and disbelief.

“I guess they saw something in me,” she stated. “I think my work with the Intensive English Program over the past two years put a little gold star on my application. I teach American culture classes to international students, which is what I will be doing abroad.”

During her 10 months in Ecuador, Hornbeck will be teaching American culture classes to college students, while constructing a community enrichment project. Her community enrichment project will involve building a butterfly garden, which she hopes will help improve an elementary school’s science curriculum.

“I’m most excited for learning about a whole different culture. I honestly don’t feel like I know much about Ecuador or the people,” said Hornbeck.

She hopes to have a positive impact on the community, while developing her knowledge of language, culture and the lives of everyday Ecuadorians.
STUDENT SPOTLIGHT

STUDENT ENTREPRENEUR ZAC HARRIS DOES IT NOW

By Janna Sasser

Sophomore Zac Harris is unlike any student you have ever met on this campus.

Calmingly sitting in his tweed blazer, leather briefcase by the chair, his presence can make one feel the need for composure, a professional tone, a degree of seriousness.

“I hate thinking and not doing,” he said. “I want to be able to take the resources around me and apply them now — to start doing something now.” And that is exactly what he did.

Harris is the founder and executive content producer of JesusThoughts, an online nonprofit ministry with the objective of “Equipping People to Encounter God.”

Since going corporate in June 2014, JesusThoughts has a board of three, a staff of six, and an outreach of 3,000.

Harris grew up in Cary, NC, in an affluent home with a close-knit family — until family problems surfaced.

“These things I had been putting stock in started to fall away,” Harris said. “John 10:10 really stuck with me — ‘I have come that they may have life, and have it to the full.’ I wanted to live life to the fullest now, not wait for something in the future.” From that point, Harris said God took his life in many different directions.

“As a 15-year-old, I loved to talk about God but didn’t have an outlet to share those thoughts. I was left doing monologues at my church’s small-group study, or going on tangents to my friends, ending with ‘all right, Jesus thought!’”

Whether it’s an article, video clip, or dubstep “sermon-jam,” Harris and his team of fellow NC State University students are playing with their strengths and generating an avenue for college students to share their faith.

If waiting is the plan for pursuing a dream, when will that dream materialize? Harris had no exclusive advantage — just the mindset of using this opportune environment to start pursuing his dreams now.

TOMLINSON FINDS FUTURE AS INTERN IN NEWSROOM

By Mariah Hamil

For 11 years Hayley Tomlinson committed over 20 hours a week to swimming competitively. Her dedication and passion earned her a scholarship to swim for NC State’s nationally ranked program. So when a medical issue caused her to step away from the sport her junior year, she was faced with a serious question: How would she fill the time she once devoted to achieving excellence in the pool?

The answer came easily — she would pursue a passion she had long set aside: broadcast journalism.

Tomlinson, a junior double majoring in Spanish and communication, is currently interning with local news station WNCN (NBC-17) working closely with the anchors, reporters and hosts.

“I always knew that one day swimming would end,” Tomlinson said. “But I’ve found my internship to be more fulfilling than swimming, I like that I can bring light to certain stories, keeping the public informed — it’s my way of helping and serving the community.”

Twice a week, Tomlinson spends much of her day working to help report- ers shoot stories and assist producers. She does, however, get to spend time working on her own portfolio. WNCN gives each of the five current interns access to equipment in order to write, edit and shoot stories for their résumé reels.

Tomlinson’s most memorable day came when she assisted the coverage of the Tarboro shootings. “That was a pretty big story for an intern to take on — really heavy information,” Tomlinson said. As they prepared for live coverage for the 6, 7 and 11 p.m. news, breaking information caused them to re-write scripts and move locations. “It was very fast paced, which I love,” Tomlinson said.

Through this internship, Tomlinson, whose childhood idol was Katie Couric, has realized, “There’s nothing else I want to do.”
MARRIED STUDENTS SAY ‘I DO’ IN CLASSROOM

By Makeda Bell

College is a roller coaster experience filled with mountaintop highs and rock bottom lows. When talking about typical university lifestyles, some of the main thoughts that tumble into students’ heads are endless amounts of coffee, all nighters, office hours, and the beloved spring break. During this experience, you rarely hear terms like marriage or engagement, but this has started to change tremendously in recent years. Only about seven percent of all college undergraduates are married, but as more and more adults return to college, the number of married college students increases as well.

Married college students have many different responsibilities than traditional students, with increased financial pressures, differing social experiences and a partner with whom they must plan their future.

Two married couples at North Carolina State University have taken on marital duties — all while completing their degrees and balancing one of the most demanding times of their lives. Lee Velez, a junior communication major concentrating in public and interpersonal communication, has been married to Anne-Lise Velez, a Ph.D. student in public administration, for almost seven years. Jessica Endiso, a recent communication graduate, has been married to Mark Willis for almost two years.

As Velez and Endiso explained, there are several benefits to being married in college. They agreed that one of the main advantages is having a relationship that offers consistent encouragement.

"Having a partner that gives stable support is so helpful," Endiso said. "We (students) go through a lot with exams and meeting deadlines. It can be stressful, but having a person that encourages you and pushes you to keep going is the best thing to have."

Along with those benefits, these couples encounter a unique set of challenges as they progress through college.

"Time is definitely limited," Velez said. "Life can get in the way with school, and it can keep you busy, but you have to find that balance for you and your partner. It can be challenging, but it is something that you know you are going to have to deal with when you make that decision to get married."

"Many students worry about missing out on college experiences. I’m older, so it doesn’t affect me as much," said Endiso. "One of my hardest challenges was trying to do online homework and not get on Pinterest to look up wedding ideas. It was so hard."

These NC State students show that being married in college can help rather than hinder individuals in achieving their academic goals.

COM FOURSOME SHINES AS STUDENT ATHLETES IN GYM

By Daniel Askew

College is a balancing act. Sometimes the balance can be simple, with fewer things on the plate. But sometimes the complexity of keeping the balance with an overflowing plate can bring satisfaction in achieving it all. The members of the NC State Women’s Gymnastics team know how to keep it balanced.

Sometimes people can forget the rigorous schedules student athletes have with trying to balance school commitments and athletic duties. The NC State Gymnastics team day usually starts with morning classes, lunch, practice from 2 p.m. to 6 p.m., dinner, and finally homework for the rest of the night. While this demanding schedule for the students and their teammates is tiring, they look at participating in this sport as a fundamental part of their lifestyle.

Sophomore Meghan Quinn, junior Aubrey Hine, and seniors Lane Jarred and Stephanie Oulette are all pursuing a communication degree with different concentrations. Quinn is concentrating in media, Hine is concentrating in public relations, while Jarred and Oulette are concentrating in public and interpersonal communication. Being competitive gymnasts has impacted their daily lives since the time they started participating in gymnastics at an early age. According to Oulette, she started gymnastics at age 3 as a way to release energy and make new friends. She’s stuck with the sport since.

"Gymnastics is part of me, so I wanted to do it as long as I can, and I love being a part of something bigger than myself," Quinn said.

Continued on Page 13
COM Week is an annual event organized by the Department of Communication faculty and students. This year’s activities offered speeches and panels or presentations on subjects of interest to communication students, from nonprofit communication to health communication to successful job hunting. COM Week also included a special five-hour session devoted to Public Relations known as PR Day. The following stories highlight some of the COM Week sessions.

KEYNOTE SPEECH COVERS ‘DISCOURSES OF EXCLUSION’

By Mariah Hamil

Dr. Michael Waltman delivered the keynote speech on March 23 to begin a series of events offered to NC State students and the public during COM Week.

Dr. Waltman, an associate professor at UNC-Chapel Hill, specializes in interpersonal and organizational communication; although his address focused specifically on the diverse functions of hate speech.

Through his speech, titled Hate Speech and Discourses of Exclusion, Dr. Waltman explained the impact of hate speech, noting it “is designed to politicize social differences, seeks to intimidate an outgroup and is often directed at a group that has been historically oppressed.”

Dr. Waltman concentrated mainly on politics, examining many negative comments made by politicians aimed toward Barack Obama during his run for presidency in 2008, pointing out that hate speech is often used to pursue social and personal goals.

He concluded his speech on an abrupt note, joking, “I probably should have come up with a stronger ending, but I didn’t.” Hate Speech and Discourses of Exclusion was an interesting start to COM Week.

KICKOFF SPEAKER MAKES BUSINESS CASE FOR DIVERSITY

By Janna Sasser

Dr. Damion Waymer spoke to an eager and excited crowd gathered in Caldwell Lounge on March 23, kicking off the department’s COM Week activities.

Dr. Waymer challenged the familiar “business case for diversity” and its relevance in the public relations workforce.

“I’d like to say that it’s more than just talent, more than just requisite variety, and more than just matching apples to apples and oranges to oranges,” Dr. Waymer said.

He argued that pigeonholing practitioners could have unanticipated and undesirable consequences on both organizations and practitioners.

Dr. Waymer also debunked common messages about the business case for diversity in public relations.

He stated that differences are not separate concepts relevant in only certain circumstances, something to be identified and managed to improve organization performance, nor that discrimination is a function of personal bias, unrelated to systemic issues.

“My challenge is for you to be vigilant,” he said. “I hope you remember that the difference matters, everyday and everywhere.”

Dr. Waymer’s address was a lively start to COM Week, and students and faculty were enthusiastic listeners.

DEPARTMENT RESEARCHERS HOLD PANEL DISCUSSION ON HEALTH COMMUNICATION

By Olivia Lassiter

On March 25, four Department of Communication researchers conducted a panel discussion to offer advice to students interested in health communication research.

Panel members took turns presenting their past research in health communication and provided students with helpful advice. They described the processes they used to conduct their research and the lessons they learned along the way.

Johanne Laboy, a graduate teaching assistant in Communication, Rhetoric and Digital Media, described her research on the communicative behaviors of Hispanics diagnosed with diabetes.

She stressed the importance of forming an immediate connection with interviewees during an interview.

Tara Watterson, a Ph.D student in communication, presented her thesis on sensitive alcohol intervention conversations between providers and patients, as well as the challenges providers face.

Dr. Kami Kosenko, associate professor, entertained the audience with anecdotes about her experience with sex communication research.

She focused on four lessons that she has learned, including how to deal with awkward conversations during interviews.

Assistant Communication Professor Dr. Lynsey Romo ended the panel by discussing her interesting research on how people communicate in uncomfortable health situations.
**‘BEFORE I’LL HIRE YOU’ PANEL BIG HIT WITH STUDENTS**

By Matthew Tucker

The crowd gathered in front of the closed doors eager to be admitted to the 3rd annual “Before I’ll Hire You” panel. The panel featured six successful communication professionals prepared to answer students’ questions and give them information about resumes, interviews and post-interview follow ups.

Panelists stressed the importance of being concise in both the resume and cover letter to focus on what the applicant can do for the company.

The panelists agreed that intelligence is important, but being sociable is also important. Olalah Njenga, CEO of YellowWood Group, said, “If I can’t imagine eating a sandwich with you, in my own home, then I can’t imagine signing a paycheck for you.”

“There is always a place for someone who can master the art of communication,” Rod Frankel, president of Frankel Staffing Partners, told the audience.

Amanda Smith, virtual sales account manager at Cisco and moderator of the panel for the last three years, said that she loves how raw it always is and how the panelists never sugarcoat their message. The panelists were:

- Jessica Ekstrom, founder, Headbands of Hope
- Rod Frankel, president, Frankel Staffing Partners
- Chuck Norman, APR owner/principal, S&A Communications
- Kelly Propst, director of strategic accounts, Largemouth Communications
- Doug Warf, VP of marketing, Carolina Hurricanes
- Olalah Njenga, CEO, YellowWood Group

**COMMUNICATION GRAD STUDENTS PARTICIPATE IN RESEARCH SYMPOSIUM**

By Anastasia Applewhite

Graduate students in the Masters of Science and Communication program not only excel in the classroom, but they take their academic achievements to a new level.

Matt Abele, Tara Watterson, and Vladimir Gritsenko presented at the 10th Annual NC State University Graduate Student Research Symposium held on March 25 in the McKimmon Center. While representing the Department of Communication, they presented their research projects they have spent hours perfecting.

Abele, 23, graduated from Appalachian State University before continuing his education at NC State. He presented his thesis, “Environmental Advocacy in the Wake of an Environmental Crisis: The Dan River Coal Ash Spill and the NC Coal Ash Management Act.”

He found that environmental organizations not only focused on local citizens, but advocacy strategists bring in contracted science and technology expertise to reach more of the population.

Watterson, 26, completed her undergraduate studies at NC State as an art studies major before continuing with her master’s. She presented her thesis, “University Health Service Providers Perspective on the Communicative Aspects of Conducting Brief Alcohol Interventions.”

She found interest in her topic after assisting in research with assistant professor Dr. Lynsey Romo. Watterson said, “I want to see how health communication plays a larger role to create positive outcomes in the community.”

Gritsenko, 25, presented a paper he wrote on a non-governmental organization (NGO) in Russia called the Anti-Corruption Foundation (ACF). He chose this topic because the PR practices that were involved with ACF led to public support, which does not happen often with these kinds of organizations. After being published in the Russian Journal of Communication in regard to PR practices of an IT start-up company, focusing on PR practices of ACF caught his interest.
EXPERTS DISCUSS VIOLENCE, HEALING

By Andrew Balamoun

Many students and faculty members attended a gender panel session that focused on different perspectives about gender violence and healing.

Chelsea Hampton, the first of four guest speakers, is currently completing her third year in the Communication Rhetoric and Digital Media program. Her research interest is global issues of social justice and dealing with dichotomies in gender studies.

One of the main objectives of her presentation was defining how she sees "identity" and the importance of gender as one of the primary ways that we construct identity not only for ourselves, but also for understanding other people.

The next speaker to take the podium was Dr. Sarah Stein, an associate professor in the Department of Communication. Her presentation examined the communication dimensions of military and college sexual assault, in which she emphasized that "violence does not have to be only physical or sexual," it can be a combination of the two as well as psychological.

Dr. Mark Gremitt, who teaches a graduate course on gender issues and counseling, discussed his research on R.A.D.I.C.A.L. — an acronym he uses for Research Activism to Deconstruct Institutionalized Cultures and Advocate for Liberation.

His research focused on four areas of concentration and corresponding goals: transforming contextual and systematic factors to promote the healthy development of African American boys; facilitating access to mental health counseling using a counselor education, program-based community mental health clinic; creating social justice counselor education teaching methods; and preventing power-based violence through education, activism, and community partnerships.

The final panel presentation by Dr. Elizabeth Craig, an associate professor in the Department of Communication, focused on healing through her research in interpersonal communication, face-to-face and computer-mediated relational maintenance, family communication, and social aggression within social cliques.

LPH MEMBERS PRESENT AT RESEARCH FORUM

By Andrew Balamoun

This year’s Lambda Pi Eta, Communication Honors Society, research forum consisted of three guest speakers, each discussing different topics that are relevant to society.

Lambda Pi Eta’s secretary, Haley Gilroy, communication senior with a public and interpersonal communication concentration, presented a brief overview of a qualitative study designed to evaluate the impression management strategy of individuals who have lost weight, and the justifications for such strategies through the lens of communication privacy management theory.

Sara Awad, communication senior with a media concentration, who is studying Arabic language, questioned whether communication is being enhanced or impeded as she examined why a new form of written Arabic is gaining increasing popularity, especially on social media and in texting, and the effect this is having on Arabic speakers.

Deja Williams, senior with a concentration in public relations, discussed the sources of political knowledge and its direct influence on voters. Along with her fellow classmates from COM 386, Quantitative Communication Research Methods, Williams conducted a research study to get a better understanding of voters in the United States to find out how likely people were to vote based on their prior political knowledge, the source of that information, and whether age, background, and access to a variety of media outlets influenced voters’ choices during election season.

NONPROFIT PANEL PROVIDES INSIGHTS

By Camille Uzel

On the first night of Communication Week, Mindy Sopher’s COM 466 Nonprofit Leadership and Development class and approximately 18 guest students had the opportunity to learn from a panel of representatives who have worked for nonprofit organizations.

The panel included three women, Sarah Nilson, Tia Bethea and Taylor Rankin. Their experience came from nonprofit organizations such as The Boys and Girls Club of America, Marbles Kids Museum, Leadership North Carolina, Habitat for Humanity, and State’s Kenan Fellows Program.

Sopher led the discussion by asking several career and educational background questions to the panel. The representatives offered their tips and tricks for finding success in the nonprofit world and stressed the importance of networking. The floor was then opened up for students to ask questions.

The different experiences of the panel members provided attendees with more knowledge of the many skills used within nonprofit public relations, from creating various media messages to managing technology to working within cultural implications.

Interacting with the panelists and asking their own questions allowed the students to apply the knowledge they were learning in Sopher’s class. “I really enjoyed how students were able to ask specific questions and engage with the panel members. It really helped me gain insight as to how nonprofits and corporations are similar and different,” said senior business administration student Molly Sink.

“When students ask questions and get a lot from this event, I’m always thrilled,” said Sopher. "I think hearing professionals and volunteers in the field of PR gives students role models, real life experience, and additional perspectives that they wouldn’t get from the course readings and from my lectures," she said.
On Thursday, March 26, communication students joined professionals in NC State’s Talley Student Union to experience an in-depth view of the world of public relations.

PR Day is hosted annually by PRSSA (Public Relations Student Society of America). Representatives from local organizations shared knowledge and advice for aspiring public relations practitioners in three panels: “Branding,” “Digital Media in Analytics,” and “PR in Context.”

The first panel consisted of branding professionals who gave insight on how to be professional in the branding world. “One of the most important parts of branding is understanding the fact that brand is human. You have to understand the audience, what they value, and what they aspire to be,” said Lauren Brown, a branding specialist at R+M Agency.

During the “Digital Media in Analytics” panel, five different panelists represented PR agencies on how digital media is such a dominant part of PR because of social media. Panelists stressed the importance of keeping relevant content and engaging with consumers via social media.

The last panel was “PR in Context,” which featured professionals from both corporations and PR agencies. They examined the differences between the two. This panel also featured a professional in the nonprofit sector of PR.

“Going from nonprofit to corporations is very different. Nonprofits usually focus on one cause whereas with corporations you quickly learn that you must wear a lot of hats in order to stay versatile for many different clients,” said Marketing Specialist Susan Knowles from Cree.

After a catered lunch, the keynote speaker was Dana Hughens, CEO of Clairemont Communications, who discussed how to “sparkle” in the PR world.

Hughens used the word “sparkle” as an acronym for how to be successful in public relations.

“S represents standout, selfie and self evaluation,” said Hughens. She asked attendees to pull out their phone and take a selfie. She told students to print the selfie and create a self-evaluation chart. She stressed that it’s important to have self-evaluation in PR to figure out what you’re good at in the field.

The P represents pen and paper and productivity; be prepared when talking to your boss about duties while having productivity in both down time and busy times.

The A represents attire. “Always overdress for an interview,” said Hughens.

The R represents respect. She explained the importance of having respect for people in your organization.

K and L were linked to each. The K represents kittens because PR is not kittens and rainbows, and the L represents love. It’s important to remember that you must love what you do.

The E represents example. She said to find examples of people doing what you want to do, so you can be successful.

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.
Glover, a graduating senior with a double major in communication and business administration, was nominated to be the president of the organization for the 2014-2015 academic year. She then ran for the position and won.

“Being in this leadership role has forced me to be very engaged and keep up with everything going on in the organization and department,” said Glover.

But Glover was shaping the organization even before she took on the presidential role. Glover served as the Public Relations Chair for the 2013-2014 academic year, a position she created. As the PR chair, Glover developed and maintained a website, Facebook and Twitter account for Lambda Pi Eta. She also established a Gmail account specifically for the organization, which she said helped contribute to its newfound success, streamlining communications.

Once in the presidential role, Glover continually improved the organization, ultimately boosting membership. She digitalized the application process, moving from a cumbersome paper application to a simple online Google form.

Glover also credits faculty advisor Dr. Ryan Hurley for the growth of the chapter. “Dr. Hurley has been really supportive and almost like a cheerleader throughout the process,” said Glover. “He wanted to see it grow just as much as I did.”

As president, Glover has had the immediate opportunity to grow and network in the field of communication at NC State and beyond. In November, she attended the 100th annual National Communication Association in Chicago, Illinois.

At the national level, Glover also serves on the National Student Advisory for LPH, using her experience to advise chapters on how they can grow and succeed. On campus, Glover also serves as the vice president of NC State’s PRSSA chapter and as a career ambassador through the Career Development Center.

Recently LPH was nominated for two campus-wide awards: "Outstanding Student Organization" and "Outstanding Online Presence of a Student Organization." They were recognized for these achievements at a Student Leadership, Engagement and Development Awards ceremony in April.

Gymnasts — Continued from Page 8

Quinn is not the only teammate who is proud of being a part of such a supportive team. Hine said that the sport has allowed her to gain leadership and teamwork skills.

“Gymnastics has become a part of who I am because I have so much love for the sport. I’m forever thankful because it gave me the opportunity to go to college,” Hine said.

The importance of having time management when balancing academics and gymnastics is key in being disciplined to get everything done, they agreed.

Jarred elaborated on how she manages to stay disciplined with her schoolwork by staying on a set schedule every day so she does not fall behind in any classes.

“We have such a great support system from our coaches who encourage us and make sure we are keeping a steady balance with athletics and schoolwork by checking in on us often,” said Jarred.

College can be a stressful place for any student, but people sometimes discount the stress student athletes can face with their hectic schedules.

“I represent NC State. I want to do my school proud and this is what keeps me motivated every day,” said Jarred.
NC State alumnus Michael Steadman has an impressive history working with nonprofit organizations, but he has never had an opportunity to advise — until now.

Applying to NC State as a science education major, the thought of graduating with a degree in communication never crossed Steadman’s mind. However, last May, as he received his diploma, he knew he was about to embark on a journey where his efforts were sure to be rewarded. While looking for job opportunities, he searched the university’s website and stumbled upon a promising prospect: a position with the nonprofit organization College Advising Corps.

College Advising Corps places recent graduates from partnering universities in high schools containing a majority of low-income, underrepresented, first-generation college-going students. Once assigned a location, advisers work with these students to promote and encourage a college-bound environment by providing assistance with applications and securing financial aid.

Since the start of his position as an adviser at North Moore High School in Robbins, NC, in September 2014, Steadman’s daily routine has been far from consistent. Requiring an exchange of data between NC State and the high school, planning and facilitating events, and meeting with students to record their progress with applications, he is always adapting his schedule to the needs of the school and students.

Steadman supports his students’ efforts and has found their success stories to be the most motivating part of his job. Due to a lower socioeconomic background, these young adults have been enveloped in an environment of mediocrity throughout their lives. However, Steadman works diligently to push his students out of that bare minimum mindset.

“I feel like we forget we have passions, and we need to do something with our passions. This is something you can do, and something you can do well,” he said.

Rebekah Dunstan, a graduate of the Department of Communication with a bubbly personality and strong work ethic, sat at her desk 40 hours a week wondering how the rest of her career would unfold.

Dunstan worked in the finance and human relations department for a great company; however, she longed for more human interaction and the ability to utilize the skills developed during her time at NC State studying public and interpersonal communication.

Little did she know, returning to NC State as an employee would allow her to accomplish these goals. Upon reading a job description for a position within the university’s sustainability office, Dunstan knew she had found the perfect job.

Today, Dunstan leads two programs through the NC State Sustainability Office. The first is Change Your State, a sustainability awareness campaign that works to show how everyday actions can make a big impact on the environment. Dunstan works with more than a dozen campus partners to plan events that relate to different sustainability themes each month. The second is the NC State Stewards program.

“It has become my greatest achievement while working in the sustainability office,” Dunstan said. She started the program upon her arrival as an employee with the goal of using students as role models to spread knowledge to their peers about sustainability.

Returning to her alma mater allowed Dunstan to find the perfect job for both her skill set and personality. “There are really no two days that are the same. Soon I will lead an alternative service group in Costa Rica for my second year,” said Dunstan. Her overarching goal for the future is to make sustainability the norm at NC State so students don’t need to be told to recycle or turn off the lights when they leave a room.
CAITLYN WEST FINDS HER PASSION IN NONPROFIT WORK

By Andrew Balamoun

Caitlyn West, a 2014 graduate of the department with a concentration in public relations, had the audacity to find employment in a factory — sort of.

She is currently the marketing manager of a Raleigh-based start-up nonprofit called Audacity Factory, an incubator and accelerator for social impact nonprofit ventures. The Factory’s first venture is a crowdfunding website focused on fighting human slavery: www.endcrowd.com.

West is responsible for running ENDcrowd’s social media accounts, working with public relations agencies and the media, and managing their online blog and other content for their ever-growing website. She also works with the anti-slavery nonprofits to promote their crowdfunding campaigns featured on ENDcrowd.com.

What factors played a role in choosing her career path? “I took several marketing classes in high school and even competed in national competitions for marketing and business, but once I got to college and started on the communication track, I wasn’t sure what I wanted to do. I always knew I wanted to work for a nonprofit though.”

West has been working for Audacity Factory since February 2014, where she started as an intern. In May 2014 (after graduating from NC State), she began working for Audacity full-time as the marketing manager. “I have been with Audacity since the very beginning, when it was just a dream in our founder’s head. I have been able to watch it grow and develop into an organization that is truly changing the world.”

In April, West returned to her alma mater. Audacity Factory and NC State’s Institute for Nonprofits have partnered together in providing a physical space for students to drop-in and meet other social entrepreneurs. Audacity Factory will function as a campus site for intentional “creative collisions” and a practice lab for social innovations.

She added, "We strive towards the audacious dream of being the answer to 10,000,000 people's prayers in the next 10 years. I can't believe I will get to work on and watch this dream be achieved at a university I love."

CONGRATULATIONS MAY COM GRADUATES!

The Department of Communication’s graduation ceremony will be held at 1 p.m. on May 9 in Talley Student Center State Ballroom on the third floor. There will be 151 undergraduate students walking the stage, including 54 students from the Communication Media concentration, 61 students from the Public Relations and Organizational Communication concentration, and 36 students from the Public and Interpersonal Communication concentration.

The ceremony will honor one Ph.D. student and the 13 graduate students who completed their M.S. degree this spring.

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

IN THE SPIRIT OF ALUMNI GIVING

After attending NC State University and entering the real world, there is a little piece of your soul that is left on campus. With a donation to the Communication Department Enhancement Fund, more than your spirit will continue to provide for today’s students.

Donations to the enhancement fund help the department say “yes” to many opportunities that otherwise may go unfunded. Your contributions help students travel across the country and abroad to present their research at conferences and seminars.

You also help us bring speakers and guest lecturers to campus. And you help us recruit, retain, and support world-class faculty who produce exciting research and raise the bar of exceptional teaching.

Make your gift to the Communication Department Enhancement Fund, and help us say “Yes!” to a new opportunity today.  http://go.ncsu.edu/CHASSGive