

North Carolina State University

The Wolfpack Communicator

November 2003

A publication of the North Carolina State University Department of Communication

**Mass
Communication**

Theatre

**Public and
Interpersonal**

**Public Relations/
Organizational
Communication**

**Communication
Disorders**

The State of the Department

Dr. Craig Allen Smith became head of the Communication Department in 2002. Immediately after his appointment Smith interviewed key individuals to discover the best things about the department as well as the things that needed improvement. The sessions revealed many reasons to be proud, but suggested that the time had come to evolve and restructure the Department to better serve the general interest of the university and accommodate the diverse faculty and students of the Department. Smith's vision addressed many aspects of the department. His goals were more long-term in scope than immediate, most taking several years to come to fruition. Some changes have already been instituted within the department, while others are still in the development and planning stages.

Smith first wanted to address the faculty-to-majors ratio because the popularity of the Communication major makes it difficult for the Department to give each major the time and attention they deserve. Although he hopes to add new faculty each year to achieve a more satisfactory ratio in the near future, the popularity of the major has forced the Department to increase the minimum GPA for acceptance into the major.

One of Smith's major initiatives to date has been the streamlining of the advising system. The department has concentrated advising efforts while simultaneously maintaining an efficient and informative advising program under the professional leadership of Sandy Stallings, the Assistant Head for Advising, and her associates Dr. Karrie Dixon and Melinda Sopher. Ms. Stallings meets with every incoming major and advises all freshmen. Then sophomores and juniors are advised in the new advising center, Winston 231, staffed by Dr. Dixon and Ms. Sopher.

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Reflections

A Look Back: PRSSA National Conference 2003

Greg Brainos, Holly Bard and Jennifer Miller attended the PRSSA National Conference in October. The theme of this year's conference was "Where Opportunity Meets Excellence," and the conference certainly embodied this theme. In the city known as the "Big Easy" highly motivated, eager and experienced future practitioners gathered to learn, share and experience the true essence of the PR profession. The conference provided a balance between informative sessions, remarkable speakers, networking socials and a taste of New Orleans culture. Greg Brainos, chapter president, provides an attendee's perspective of the conference. The following entries are summarized excerpts from the journal Greg kept during the conference.

Day 1 - Thursday, 10-23 - Embarked on Trip. Short lay-over in Houston where we met PRSSA members from the Iowa State chapter. Arrived in New Orleans late.

Day 2 - Friday, 10-24 - Tour of New Orleans. Stroll down Bourbon Street. Registration at 2:00. Attended session for chapter presidents. Aaron Brown spoke and gave a frank, down-to earth presentation entitled, "Passion, Patience & PRSA."

Day 3 - Saturday, 10-25 - Attended early session entitled, "Generating News Coverage That Counts." Attended second session of the day which was awesome! Ron Roecker, the Senior Director of Communications for the Recording Academy gave us a behind-the-scenes look at the GRAMMYS. Not only was he as entertaining as the annual show that he helps to produce, but he also provided attendees with a list of the 10 most important tools in PR. Went downtown for the night.

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Faculty News



-**Victoria Gallagher** has been appointed to serve on the steering committee for the North Carolina Freedom Monument Project, a grass roots movement directed toward siting a significant piece of public art near the state capitol dedicated to honoring the experiences of African Americans in our state. She is working on a book examining the rhetoric of civil rights-related museums and memorials and has presented her research to several town meetings sponsored by the Freedom Monument Project. Gallagher is also the respondent for a competitively selected panel titled, "Racial Imagery and the Construction of White Space," sponsored by the Visual Communication commission of the National Communication Association. She will also serve as a presenter on a panel titled, "Working Toward the Elimination of Racism in the Classroom." Both of these panels will be presented at the NCA annual conference in Miami, Florida, November 19-23.

-**John T. "Jack" Hall, JD**, Visiting Lecturer in COM 110, will participate in a continuing legal education seminar on "Logic and Legal Reasoning" presented by the North Carolina Bar Association on November 7. A practicing criminal appellate lawyer, Hall makes use of examples from his legal experience and this seminar to instruct COM 110 students on deductive syllogisms and inductive reasoning.

- **Jessica Jameson** has been asked to serve on the Editorial Board for the International Journal of Conflict Management, the journal of the International Association for Conflict Management, on which she serves as the Communications Officer. Jameson and co-author Bob Entman have had their paper titled "Journalism in the democratic management of policy conflict: Narrating the New York budget crisis after 9/11" accepted for publication in the Harvard International Journal of Press/Politics. Jameson will also be presenting her papers "Do men and women have different orientation to managing organizational conflict? An examination of strategy selection based on gender, status, and conflict type" and "Negotiating autonomy and connection through politeness: A dialectical approach to organizational conflict management" at the National Communication Association Conference in Miami, November 19-23. Additionally, she will conduct a workshop on Mediation for the Leadership Development Series of the Center for Student Leadership, Ethics and Public Service on November 10. Finally, Jameson has been elected Program Chair for the Peace and Conflict Communication Commission for the 2004 Conference in Chicago.

- **Julie Mayberry** attended DiversityFest, a conference at Kutztown Univeristy in Pennsylvania, in late September. At the conference she performed excerpts from a Lee Smith story called "Life on the Moon" that dealt with gender roles and identity.

Alumni News

- **Erin Murphy** ('01) earned her B.A. degrees in Mass Communication and Arts Application. Since graduation, Erin has worked on films in the Triangle area. Most recently, she was a wardrobe and script supervisor for a short, independent film called "Love Scene," which was shot in Cary.

- **Mindy Stroupe** ('00) has come a long way since her internship at Alltel Pavillion. After graduating she was hired as marketing coordinator for Smith Debnam Narron Wyche Saintsing & Myers, a Raleigh law firm. Stroupe's responsibilities include: writing the internal company newsletters, editing the external client newsletter, maintaining the Web site, creating and placing marketing collateral and planning the firm's events. She is also heavily involved with the firm's recruiting of both staff and attorneys. Despite her busy schedule, Stroupe still finds time to play disc golf and serves as an active member of the Communication Alumni Association. She recently helped plan and execute the organization's Alumni Homecoming Tailgate. The Department of Communication is pleased to have her support and wishes her luck with her plans to attend graduate school next fall.





Student Organizations Updates

Lambda Pi Eta

Lambda Pi Eta will hold one meeting this month on November 20 at 7:30 p.m. in Caldwell Lounge. Looking ahead, new member inductions will be held on December 7. It is also time to start planning for Comm Union. If you would like to help with the planning committee please contact Jo Anne Chase at jechase@unity.ncsu.edu.

PRSSA

PRSSA will hold two meetings this month - November 6 and November 20 at 6:00 p.m. in Winston 29. The November 6 meeting will feature guest speaker Kristen Burnette of SKY Communications. The November 20 meeting will feature guest speaker Chuck Norman of Smith & Associates.

PRSSA is also in the process of organizing a student-run PR firm here on campus. Current clients for the firm include the N.C. State Study Abroad program and N.C. State Achieve. If you are interested in gaining hands-on experience by working with the firm, please contact Greg Brainos at gabrainos@hotmail.com.

“Do it for the Pack” football t-shirts are now available through PRSSA. They are \$10. If interested, contact one of the officers for more information.

NSSLHA

NSSLHA will have one meeting this month on November 18 at 7:00 p.m. in Winson 114. The ASHA (American Speech-Language-Hearing Association) will be held November 13-15 in Chicago. Several students are planning to attend.

Department, from page 1

Here, students can seek and find explanations and advice at any time alleviating advisor/advisee appointment and scheduling logistics. Ms. Stallings personally advises all senior majors and clears them for graduation. The new advising system is a benefit to the entire department because it increases students' access to well-prepared advisors.


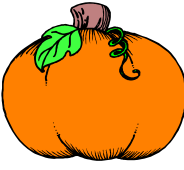
Looking ahead, Smith is excited about the future of the Master of Science in Organizational Communication that began in 2001. The program graduated its first eleven students last May and will graduate approximately the same number this spring. Smith hopes this graduate program will pave the way for others in the near future. The UNC Graduate Council recently recommended that the Board of Trustees grant NC State's Communication and English departments permission to plan an interdisciplinary Ph.D. in Rhetoric, Communication and Digital Media. At the undergraduate level, Smith would also like to see a senior capstone-type course created and required for all communication majors. He envisions this course as a rigorous application course to bring together all knowledge acquired by students during the four-year undergraduate curriculum. The course would focus on a specific topic (for which the professor is noted) and engage students in theory and application while placing their study of human communication in context with the faculty member's research interests.

It is clear that there are many new and exiting things happening within the Communication Department. Dr. Smith's vision is founded upon improving the educational opportunities of both students and faculty now and in the years to come, creating a more engaging forum for the exchange of knowledge here at N.C. State.

“The two words information and communication are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

-Sydney J. Harris, American Journalist

NOVEMBER 2003

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	1
2	3	4	5	6 PRSSA Winston 29 6:00 p.m.	7	8
9	10	11	12	13	14	15
16	17	18 NSSLHA Winston 114 7:00 p.m.	19	20 PRSSA Winston 29 6:00 p.m. Lambda Pi Eta Caldwell Lounge 7:30 p.m.	21	22
23 30	24	25	26	27	28	29
Thanksgiving Break - <i>No Class!</i>						



University Theatre presents **King Hedley II**

November 6-9, 12-16, Thompson Theatre

Evening performances begin at 8:00 p.m. and Sunday matinees at 3:00 p.m.

Conference, from page 1

Day 4 - October 26, 2003 - Attended session on student-run PR firms in order to gather information to aid the creation of N.C. State's first student-run PR firm. Freshened up for the chapter president's reception. Nearly 150 chapter president's were in attendance. This was a great opportunity to socialize and share ideas. I realized then that the future of PR is in great hands with all the great minds and potential that will be entering the field over the next few years. Night ended with a masquerade social.

Day 5 - October 27, 2003 - I can honestly say that after hearing Joshua Reynold's motivational speaking, I felt more prepared as an on-the-rise professional and considerably less nervous about my future in the PR field. Attended afternoon career fair and picked up information from a lot of different companies. At the evening awards dinner our chapter was recognized for hosting a regional activity (PR Day) in the upcoming spring semester. A late social capped off the night.

Day 6 - October 28, 2003 - Attended farewell brunch and said our goodbyes to the new friends we made these past few days. Spent our last hours in the city in the French Quarter eating poboys, gumbo and bread pudding while enjoying the smooth sounds of a live jazz band. We then said goodbye to the city, but took with us all that we had learned and the memories we had made.

The Wolfpack Communicator

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If you have published or are currently working on research that you would like featured in *The Wolfpack Communicator*, please contact Kate Bowman at kmbowma3@unity.ncsu.edu.