

North Carolina State University
The Wolfpack
Communicator

APRIL 2004

A publication of the North Carolina State University Department of Communication

CommUnion 2004: Embrace Opportunity, Inspire Change, and Shape Identity

**Mass
Communication**

Theater

**Public and
Interpersonal**

**Public Relations/
Organizational
Communication**

Speech Disorders

CommUnion, an academic conference for students studying humanities and social sciences, sponsored by Lambda Pi Eta, will be taking place on April 23, 2004; at Talley Student Center from 8 a.m. until 5 p.m. Students are invited to present qualitative and quantitative academic research, participate in discussion panels, and exhibit their creative media products. Participants will be placed in panels of five to six students who will present their research in a private room with attendees and a faculty respondent. Panels last an hour and a half and presentations are 10 to 15 minutes. Invitations have been extended to more than 40 schools including the University of North Carolina, Duke University, Meredith College, Davidson College, and Wake Forest University.

The goal of CommUnion is to provide an interactive learning environment where students and professors from across disciplines can engage one another as peers. The conference will provide students with an in-depth opportunity to share their knowledge and experiences in a supportive, academic environment. Presenters are not required to be members of Lambda Pi Eta, and students from outside the Department of Communication are highly encouraged to participate.

Lambda Pi Eta is currently accepting abstracts, completed papers, panel proposals, and finished media products for consideration in the following areas: Computer Mediated Communication & Information Technology, Social Psychology, Mass Communication & Journalism, History, Public Relations, Film Studies, Interpersonal & Public Communication, Political Science & Public Affairs, Rhetoric, Design Studies, Organizational Communication, Foreign Languages & Literatures, Cultural Studies & Sociology and Speech Pathology & Communication Disorders.

Proposals should be submitted by April 2, 2004 via email to Jo-Anne Chase, the CommUnion conference coordinator, at jachase@unity.ncsu.edu. Submission forms and additional information on Lambda Pi Eta and CommUnion are available at: http://www.ncsu.edu/stud_org/frat_sor/lambda_pi_eta/index.htm.

Exciting New Scholarship for Public Relations Students
Contributed by Gail Rosenberg

Established in 1968 by Joe S. Epley, APR, Epley Associates is one of the oldest, most experienced independent public relations and marketing communication firms in the Southeast. With offices in Charlotte and Raleigh, the firm serves a broad spectrum of businesses and organizations throughout the Carolinas and the world. As a full-service public relations firm, Epley Associates provides strategic counseling and develops and implements a variety of services-community, government and employee relations; media and event promotion activities; marketing communications; management audits; creative services; research; and spokesperson training.

To commemorate the 35th anniversary of the founding of Epley Associates /Public Relations, a scholarship foundation has been established in the name of the firm's founder and chairman, Joe S. Epley, to award exceptional students preparing for a career in public relations. The Joe S. Epley Scholarship Foundation for Public Relations plans to endow several universities in the North Carolina System, including Appalachian State University, North Carolina State University, University of North Carolina at Charlotte and the University of North Carolina at Chapel Hill. In turn, the universities will award scholarships annually to junior or senior public relations majors who meet established criteria set by each university. Epley Associates and friends of the firm have already established endowments at Appalachian State University and N.C. State University, and awards will be made to students in the spring. Additional funds raised will be used to fulfill endowments at UNC and UNCC.

"The establishment of the scholarship foundation is a wonderful way for the firm and friends of the firm to recognize the contributions Joe has made to the practice of public relations and to further the profession," said Epley Associates President Mike Herman. Although Epley never received a college degree, he has always been an ardent supporter of education and of advancing the public relations profession through strong educational development. Having built his company and his career through hard work and long days, Epley has also been a strong supporter of professional development. The Joe S. Epley Scholarship Foundation provides a lasting legacy to Epley and the firm, supporting outstanding institutions and in turn worth students who have chosen the practice of public relations as their career path.

***Information for students interested in applying for any Communication Department scholarships will be forthcoming from the Department of Communication's office.**

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APRIL 2004

SUN	MON	TUE	WED	THU	FRI	SAT
				1 PRSSA Winston 029 6 p.m.	2	3
4	5	6 BRT Thompson Theatre 7 p.m.	7	8	9 <i>Easter Break</i> <i>Good Friday</i>	10
11 <i>Easter</i>	12	13	14	15 Lambda Pi Eta Caldwell Lounge 7:30 p.m. PRSSA Winston 029 6 p.m.	16	17
18	19	20 BRT Thompson Theatre 7 p.m. NSSLHA Meeting Picnic at Pullen Park	21	22	23 CommUnion Talley Student Center 8-5:00 p.m.	24
25	26	27 BRT Thompson Theatre 7 p.m.	28	29 PRSSA's Spring Induction Ceremony	30	

Next University Theater Production: *Another Antigone*, by A.R. Gurney, will be presented on April 2, 3, and 4, 2004 in Thompson Theater. Showtimes are as follows: Friday and Saturday at 8:00 p.m. and Sunday at 3:00 p.m. For tickets and/or any additional information please call Ticket Central at 515-1100.

Colloquia Schedule: Deanna Dannels will be presenting her talk titled, "Performing Tribal Rituals: A Genre Analysis of "Crits" in Design Studios," on April 21. This lecture will be held in Caldwell M-8 from 12:30-2:00 p.m.

"The basic building block of good communications is the feeling that every human being is unique and of value." *Unknown Author*

The Wolfpack Communicator

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Faculty Advisor....Dr. Kiwanuka-Tondo

If you have published or are currently working on research that you would like featured in *The Wolfpack Communicator*, please contact Amanda Faulk at 919-858-9441 or email: abfaulk@unity.ncsu.edu.



Faculty News

- **Bob Larson** will be teaching 3 new courses during Summer Session One!

Visual Public Relations, 1 Credit, M-F 9:50-11:20, May 24 to June 3, Sec 001

As PR practitioners in complex organizations, we use visualization to support words and communicate ethically.

- Learn the basics of color, design, packaging, paper, processes
- Learn how to work efficiently with professional designers, photographers, printers and audio/visual producers
- Learn how to reinforce core positioning and branding
- Understand words and symbols in the context of adopter perceptions and social system norms.
- Learn how to think creatively, get and hold attention and understand publics

Branding and Public Relations, 1 Credit, M-F 9:50-11:20, June 4-15, Sec 002

Virtually all PR practitioners are involved in an organization's brand identity by working with marketing, advertising, direct mail, or employees delivering the brand promise.

- Learn the communication linkage between business strategy and employee brand support
- Learn how to cultivate brand ambassadors
- Learn how communication is the critical enabler in an organization's reputation management efforts.

Employee Communication, 1 Credit, M-F 9:50-11:20, June 16-25, Sec 003

Organizational trends such as downsizing and delayering increase the demands on those left behind, the employees who can impact the organization's ability to succeed. Evidence suggests that the quality of employee communication can help or hurt the effectiveness of an organization's business strategy.

- Learn the best practices of employee communication
- Learn how to help align people, processes, and technology with the organization's business strategy
- Learn how to help rebuild eroded trust in the modern organization
- Learn why many recent graduates begin their PR careers in employee communication

***Each class will feature lectures, visiting experts, role-playing and case studies. No text is required for any of the three classes. The instructor will provide notes. You may enroll for one, two or all three sections! For more information contact Bob Larson, rb-larson@nc.rr.com.**

- **Dean Phillips** will be teaching two new courses this fall, Broadcast Performance (298D), 3 Credits, T 1:00-3:30, Sec 001 and Ethics in the Newsroom (298F), 3 Credits, MWF 10:15-11:05, Sec 002.
- **Dr. Juliette Storr** presented a paper titled, "Representations of African Athletes in Western Media: An Investigation of the Images of African Culture and Sports in U.S. Media," at the first annual Sports, Youth and African Symposium, February 20-21, 2004 at Ohio University, Athens, OH.



Student Organization Updates

Black Repertory Theatre will hold three meetings this month-April 6, April 20 and April 27. All meetings will be held at 7:00 p.m. in the Thompson Theatre Boardroom.

Lambda Pi Eta will hold one meeting this month on April 15 at 7:30 p.m. in Caldwell Lounge.

NSSHLA will hold one meeting this month on April 20. This will be the final meeting of the year and will be a picnic at Pullen Park.

PRSSA will hold two meetings this month on April 1 and April 15 at 6:00 p.m. in Winston 029.

*Six of eight PRSSA officers are graduating this semester, opening up the opportunity for interested PRSSA members to get even more involved in their chapter by running for an officer position. All interested members should contact PRSSA President Greg Brainos at gabrainos@hotmail.com.

Alumni News



- **Michael Charbonneau** ('01), works as a reporter for WRAL-TV, in Raleigh, NC.
- **Danielle Stanfield-Caspar** ('00) is currently the editor of Cary Magazine, a new regional lifestyles magazine covering Cary and western Wake County.
- **Thomas Young** ('82) owns a production company, T. Gordon Productions, Inc. Film, Video and Multimedia, <http://www.t-gordon.com>.

“The way we communicate with others and with ourselves ultimately determines the quality of our lives.”

Anthony Robbins