

S.O.C TALK

Radford University School of Communication

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Where Are They Now?

Ashurst's Career Keeps on Rolling

It's just another day at the office for James Ashurst. He is settling into his new position as vice president of advertising and public relations at the Recreation Vehicle Industry Association. Until November 2010, Ashurst spent eight years as vice president of communications at the Travel Channel.

As part of his responsibilities, Ashurst leads the team that manages all internal and external communications, media relations and social media. Additionally, he manages a diverse coalition responsible for creating consumer marketing and advertising for the Go RVing brand (www.gorving.com).

Having graduated in 1995 from Radford University with a major in communication, Ashurst believes that "Radford gave me a foundation, through the coursework and teaching, to be a critical thinker, and shaped the way I approach situations from multiple sides." Two of the professors who helped create the basis for Ashurst's career are Dr. Bill Kennan and Dr. Vince Hazleton, both of whom are still teaching at Radford.

Ashurst finds himself applying many of the skills he acquired from his time at Radford University to his current job. Being able to effectively translate executive goals to the team keeps everyone informed and helps keep up morale and an overall positive work environment. "Every audience has different motivators, so getting into their heads is most important," said Ashurst.

Putting himself in the shoes of the audience is a proactive strategy that he uses to anticipate any questions or concerns that could arise from the public,



enabling the organizations he works for to better prepare for the unexpected.

"I remember working for this PR agency before the Internet had really kicked off. Every Monday morning we had to go to the newsstand a few blocks up and pick up all the Sunday papers. It would be the middle of summer and we'd be sweating head to toe in our suits, flipping through papers. Situations like that taught me to never underestimate the lessons you can learn from a situation, and always be willing to do whatever is asked of you."

Through Ashurst's dedication, strong work ethic, and drive he is pleased that he continues to grow his skill-set and take on new challenges in his career.

Now 38, Ashurst strongly believes that education is a base to build on, and that every student should acquire as much hands-on experience as possible before entering the workforce.

"You're not entitled to anything," he says. Education is what you make of it. Every ounce of hard work counts and will eventually take you where you want to go. #

Kyle McCarthy, '11, contributed to this article.

Did you Know?

605

Number of undergraduate students with a declared communication or media studies major

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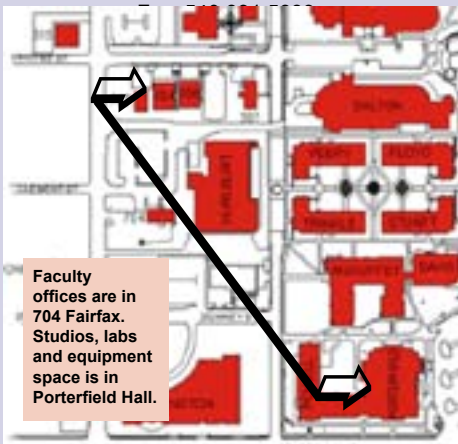
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Do you have an interesting story or know alumni who do? Send ideas for stories or profiles to: comm@radford.edu

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From the Director

Moving Forward, Making Plans

Greetings to friends and alumni of the School of Communication at Radford University. This is my second and last letter as interim director. For me it has been a good year. Our enrollments have grown. Several curriculum proposals that will benefit our students are in progress and we are working to develop an online news presence that will serve as our “theater” for media studies students. Details about these efforts may be found in future newsletters. We are becoming a better School of Communication.

Becoming a better school is a group effort, and we would like to invite you to join us. You can help us become better through gifts of time or money.

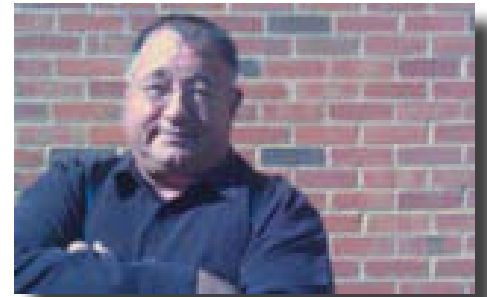
The simplest and easiest way to give of your time is by becoming a public advocate for the School of Communication. Make sure that your friends, colleagues and employers know that you are a graduate of the School of Communication at Radford University. Your success will help us grow our reputation, and as our reputation grows it may also help you in your career.

Second, you may volunteer your time to help us as a guest speaker in classrooms or during Communication Week. Alumni explaining the connection between their classroom experiences and their professional lives can be a compelling and transformative experience for students. We enjoyed the stories of a number of alumni during Communication Week this year.

Third, you can support us and our students through participating in our internship program. Contact coordinator Betty Kennan (blkennan@radford.edu) for more information.

Finally, you can simply keep in touch with us and inform us about your life and career. We are currently developing an alumni recognition program as part of Communication Week, and for it to be successful we need to know about you. You can keep in touch with us through the University Alumni Association, joining the Radford University Communication Graduates facebook group, or directly communicating with faculty.

The economy continues to challenge



“Becoming a better school is a group effort.”

the University and the School of Communication. Declining support for higher education at state and federal levels means high tuition, fewer faculty, and stagnant operating budgets. You can help us become better in this difficult time through two different types of financial gifts to the Radford University Foundation.

First, you can help make higher education more accessible and affordable for deserving students through gifts to our School of Communication scholarship funds. Click on my name below and send an email; I'll contact you with details about how you can help.

Second, you can make a gift to the School of Communication account, which supports our operating budget. We are using money from this account to support Communication Week activities, including a new student recognition program that provides book scholarship awards to outstanding students in each of our academic programs. Your gifts — no matter the size — give us the flexibility to do small things that make a big difference in the lives of students and faculty.

[Vincent Hazleton, PhD](#)

*Professor of Communication
APR, Fellow PRSA
Interim Director
School of Communication*

Communication Week

Students Get a Glimpse of the Profession During a Week of Speakers, Special Events

March brought a number of communication professionals and alumni to campus to better prepare students for what lies ahead. Award-winning professionals in public relations, social media, sports marketing and daily journalism were among featured speakers March 28 through April 1 at the second annual Communication Week.

Mark Raper, CEO of CRT/Tanaka agency, spoke on “The Life and Times of a PR Guy” to kick off the week at Bonnie Hurlburt Student Center Auditorium. With him was Priya Ramesh, a Radford School of Communication alumna and social media director at CRT/Tanaka. She spoke on “How to Embrace Social Media as a PR Pro” and told students that to get a job in social media they needed to “walk the talk.” Get a blog, she said, and comment on others’ blogs in order to get better search traffic.

Dennis Robarge, director of sales for the Salem Red Sox and owner of More Than a Game consulting talked about his career in sports marketing with the NBA, MLB and Nascar. In “Say Yes To Opportunity,” he shared ideas on landing and keeping a job and being open to new experiences.

Beth Macy, a 2010 Nieman fellow and Roanoke Times feature writer (see her Haiti stories and Intrepid Paper Girl blog) talked about her coverage of the

cholera epidemic in Haiti in a talk titled “Gangsters and Global Journalism.” The last of the topic speakers was Frank Ovaitt, executive vice president at Makovsky & Co. and past CEO of the Institute for PR. He spoke on “Corporate Communication and the ‘So What?’ Factor.”

Career-focused panel discussions with alumni from advertising, public relations and journalism wrapped up the week’s events on Friday. Chris Hollomon, marketing specialist for Sheltering Arms Physical Rehabilitation Center, told students he wished he had taken more design classes. He was part of the Ad/PR Alumni Panel on Friday, along with Chris Dodd, a promotion and community relations specialist at The Roanoke Times, and Christy Jackson, assistant director of University Relations at RU.

“Don’t go looking for the best paying job you can find,” said Ralph Berrier. The Roanoke Times journalist was joined by Jenny Slaughter, ’07, a web developer for NewCity Media in Blacksburg, and Justin Ward, ’10, who is reporting on Danville for WDBJ 7. “If you find the job you want to do and it is fulfilling to you,” Berrier told them, “the money and the career part of it will happen.”

Look for more in-depth coverage of Communication Week 2011 in the next S.O.C Talk newsletter. #



Dennis Robarge, sales director of the Salem Red Sox and sports marketing expert, told students to take risks. He said they should take advantage of the opportunity that comes with being early in their careers.



katealexislee Kate Lee
Great speech from Mark Raper. CRT/Tanaka whatcanbe: Goodness. Genius. Greatness. Now Priya Ramesh takes the stage ...



Blong152 Brittney Long
“I love it and I want to share that love with others,” said Robarge about communication



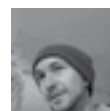
Itbrown23 Laura
Beth Macy said the best way to have people open up to you is to be genuinely curious and caring. #comsweek



hillstwitts Hillary Pitts
I really enjoyed the presentation given by @newpr. Great suggestions & definitely my favorite presentation



mttyner89 Morgan Tyner
The auditorium at McGuffey is packed! Students taking notes, asking q’s & learning tips about how to take on corporate america!



TravisHandy Travis Handy
@wondermart I enjoyed hearing you speak today! Thanks for sharing ... The panel was my favorite part of #comsweek



jc0leman Jason Coleman
Thanks, Ralph, for calming our fears ...



johnvertising John K. McRae
Thanks to all the faculty and students that helped with #comsweek. I think we all learned a thing or two!



aretting Arielle Retting
Thank you @chollomon and @wondermart for coming down to Radford today for the alumni panel! We loved having you.



lkelley10 Leigh Kelley
Berrier: a lot of people try to do journalism on their backsides sitting in front of a computer instead of out talking to people



RUcomm RU Communications
RT @whollyboston06 Social media is not a fad ... thank you



bobstep bob stepno
Even feature writer Berrier emphasizes that the watchdog role of journalism has never been needed more than today. #comsweek

Where Are They Now?

RU Experience got Career Underway

By Katie Kingen, '10

Bryan Moore, a 1988 Radford University graduate who majored in media studies with a concentration in production, has lent his radio-worthy voice to commercials and business “on-hold” phone recordings.

However, these were just hobbies. His real passion is for radio and television.

Moore knew he wanted to pursue a career in radio and television since he was young. As a child, he was a “ham” who loved to be in front of the camera.

While many students struggle to decide where to go to make their dreams a reality, Moore said he knew right away that Radford University was right for him. He says that it was in fact the educational offerings that drew him to Radford. Moore saw that the department was “more advanced and hands-on than most communication departments at other schools.”

“RU gave me the chance to get a head start in the radio and television business by offering me opportunities at the campus radio and TV station,” he said.

After graduation, Moore’s calling led him to become a news reporter for WAAV Radio in Wilmington, N.C. He went on to be a senior producer and reporter for News 14 Carolina, an affiliate of CNN, where he produced special award-winning documentary programming.

Frustrations with the inconsistency of television caused Moore to steer his career in a different direction. He found “the best of both worlds” in the area of public and media relations.

In 2000, Moore went to work for ElectriCities in Raleigh, N.C., as a strategic communication specialist, and then was promoted to communication manager.

Currently, Moore has found additional success as a public relations manager at Northrop Grumman, a leading global security company, in Newport News, Va. As public relations manager, he coordinates major events that range from ship christenings to groundbreaking ceremonies. Moore also is responsible for the television coverage of the events.



Bryan Moore’s work in special events has allowed him to meet people such as former President George H.W. Bush. Bush was at the christening of an aircraft carrier named for him in October 2006.

Moore says he enjoys the fact that he can still be involved with the television and production aspect of the events. Moore coordinates and plans trade shows, produces special video news reports for online delivery, and coordinates media visits, interviews and any other outside interactions. As manager, he oversees employees in public relations and media relations.

His work in special events has allowed Moore to meet some exciting people, such as former President George H.W.

“RU gave me ... a head start in the radio and television business.”

— Bryan Moore, '88

Bush at the christening of the aircraft carrier George H.W. Bush in October 2006. His job also will give him the chance to meet the first lady, Michelle Obama.

Radford was a perfect fit for Moore from the very beginning, and the hands-on experience in the then media studies department undoubtedly helped him achieve the success he has now.

“Radford helped me grow up. As a smaller school, it helped me

develop relationships with friends and professors that allowed me to get the experience that has gotten me where I am today,” he said. #

Where Are They Now?

Thompson Says It's a New Ballgame

Technology brings challenges as athletes' private lives enter public forums

By Kate McDonald, '10

While studying to get his degree in communication, Rick Thompson showed his love for sports while working in the athletic department here at Radford University.

Today he is working as the national sales director for Learfield Sports. Helping with media relations within the RU Athletic department, Thompson had no idea how much technology one day was going to change the way he worked.

Over the years he has had to evolve with the change in technology; things today are different from when he was in school.

While discussing what Radford was like while he was attending, Thompson talked fondly of the great friends he had made and how many of those people are still his great friends today. He realized early the importance of holding onto relationships with his classmates.

Keeping in contact with a good friend helped Thompson decide to attend graduate school at the University of Western Illinois and get his master's degree in sports management, all without having to pay tuition.

From there Thompson began his career in sports at Marshall University as associate vice president of development. Thompson was in charge of fundraising for athletics at Marshall, which he said enabled him to have a bond with the fan base and community.

He was able to meet a lot of people and create great networking opportunities for future careers because his job required him to be involved with the fans.

While working at Marshall, Thompson also had the opportunity to teach classes and he discovered he "wanted to challenge his students to set goals and learn more about life."



Rick Thompson turned his love of sports and skill with communication into a career.

Upon leaving Marshall, Thompson went on to work as associate athletic director at the University of Kentucky, and general manager at both Oregon State and TCU.

During his time at each of these schools Thompson had to deal with the fact that student athletes were revealing themselves online, and because of that the job became a little more tough.

Thompson had to not only worry about what was happening on the field, he also had to worry about what was happening off the field. Thompson discussed how he had to "evolve with the change in sports management," because athletes were creating a whole other playing field, portraying themselves in an unprofessional manner.

Having to deal with new changes in the sports arena, Thompson was able to build upon his knowledge and further his career.

Thompson is currently living in Atlanta, Ga. He is the national sales director for Learfield Sports, which is a leader in collegiate sports marketing.

As national sales director, working with

more than 50 of the top collegiate athletic programs in the United States, Thompson manages accounts in sales and spends a lot of his time getting to know key clients and building relationships.

Thompson also sells collegiate athletics to Fortune 500 companies; sells signage for more than 50 college football stadiums; and helps with official athletic websites.

Learfield Sports has given Thompson the opportunity to expand his experience in college sports and also enabled him to be involved with influential people. Talking with Thompson it is easy to see how much he enjoys the opportunities and job experiences that have come his way.

Thompson has shown how much he has gained from his experience at Radford with all of the lifelong friendships he has created.

Because of those relationships, Thompson taught others about how important it is to maintain friendships, challenge yourself in life, while also being able to adapt. #

Where Are They Now?

Brick by Brick

Legos Lead to Business Venture

By Dayna Lester, '10

It's amazing what a simple childhood passion can do for your career. Just ask Brian Korte. He is a pro at playing with Legos. Well, not so much playing as designing. Korte, founder and owner of Richmond, Va.-based Brickworkz LLC, designs and builds Lego mosaics. Send him a picture of anything and he can make you an exceptional, one-of-a-kind Lego mosaic.

But before all of his Lego creations began, he graduated from Radford University in 2000, majoring in media studies, with a concentration in advertising.

Because he has always been tech savvy, Brian went into business in Reston, Va., as a webmaster after graduation. Brickworkz, before it was actually a company, was just a hobby. It got started when friends of his were getting married. Brian wanted to give them something unique to celebrate their union. He decided on a Lego portrait of the couple. Little did he know he would soon have a thriving, one-of-a-kind business on his hands. Later that summer, an art gallery in Richmond approached Brian about designing some new mosaics for an upcoming showcase. He left business cards next to his art at the showcase and by January of the following year, he had enough commissions to launch Brickworkz LLC. He started his business out of a "creative incubator" space called C3 in Richmond. They eventually began

showcasing his artwork, and that is how the art gallery in Richmond "discovered" him.

It didn't become the Brickworkz it is today, he says, until he designed his website, www.brickworkz.com.

Brickworkz.com was made and designed in Las Vegas on a short trip with his brother. "I was taking a vacation with my brother, who was scheduled to fly to Iraq from Las Vegas.

... Once we arrived in Las Vegas, I had a clear picture of what I wanted to do with the web site. I started drafting it on paper and decided that day to just forgo the Vegas experience and work on the site design instead." Who says only bad and crazy things happen in Vegas?

Since the creation of Brickworkz LLC in 2006, Brian has been doing some pretty amazing things. He travels all over the country with his Lego artwork. He even designed a Guinness World Record-breaking Lego image. It was 542 pages of design work. The design had 1.2 million Lego pieces and took well



For more of Brian Korte's Lego creations, click on the photo for a link to his website and photo gallery.

I had a clear picture of what I wanted to do."

over 400 man-hours of building. Brian's artwork has even been displayed at Disney conventions in Anaheim and Orlando.

Brian lives in Richmond, Va.,

where Brickworkz is based, although he grew up in Great Falls, playing with his Legos while the rest of his family was watching football. "I have great memories of building a Lego castle upstairs in my house, while hearing the rest of my family screaming 'GO! GO!' from the living room."

Brian Korte has done and is still doing some tremendous things. Not only has he broken records with his business, but he has also raised money for some great charities including the Muscular Dystrophy Association. It doesn't look like he's slowing down anytime soon. #

Pulaski County Chamber Remembers Claudia Cervantes

On Jan. 17, Radford University School of Communication graduate Claudia Cervantes was killed in an accident on Interstate 81. She graduated from in 2008 with a degree in media studies and was working at the Pulaski Chamber of Commerce.

In 2008 Cervantes was an intern at the chamber. Cervantes did such

exceptional work that the chamber offered her a full-time position as communication director.

Dr. Thomas Brewster, assistant superintendent of Pulaski County Schools, suggested the idea of creating a scholarship in her name. Cervantes conceived the idea of a Youth Excel Program, which gave high-school

juniors the opportunity to shadow a chamber employee.

The first scholarship will be given to a graduating Pulaski County High School senior this spring and will be given out annually after that. For more information, contact the Pulaski County Chamber office, (540) 674-1991, or info@pulaskichamber.info.

Faculty Spotlight

Brown Retires After 22 Years at Radford

By Christina Moore, '10

Dr. Gwen Brown left Radford University in 2010 after 22 years as an associate professor of communication. At RU since 1988, Brown has many memories and will miss much about her time here.

Brown is thankful to RU, not only for her professional growth, but also because she met her husband, Dr. Matt Franck, professor and chairman of the political science department, during her second year here. They married in 1992, and during the past 18 years have collaborated on various projects. Those include papers for academic conventions and a book chapter, all of which focused on political issues and rhetoric. Together they also wrote “35 suggestions for college students,” for use by their students.

Last year, because of an opportunity they could not pass up, Franck took a job offer in Princeton, N.J., at The Witherspoon Institute, an independent research center that focuses on the moral foundations of free and democratic societies. Among his duties, he has been the director of the Simon Center on Religion and the Constitution since July 2010. “I am very proud of my husband,” Brown said.

While Brown retired and is now “a lady

of leisure,” she will also be serving as a visiting professor at Rider University and spending time training their newly rescued Sheltie, Roxie. “We rescued her and she rescued us,” Brown said about their new dog.

While at RU, Brown taught many courses to both undergraduates and graduates. Courses included crisis management and communication, political communication, politics and the media, and her favorite class — communication theory.

“What I most enjoy is walking into the classroom,” Brown said.

Brown was called “tough, exciting and fair” by Dr. Sandy French, who once was a student of Brown’s and now teaches at Radford. French said that many students will miss Brown’s completely engaging and knowledgeable lectures. By using clips from the Simpsons and South Park, Brown was able to grab her students’ attention and help them understand

“What I most enjoy is walking into the classroom.”

— Dr. Gwen Brown



concepts in an interesting and fun environment.

Brown not only “consistently earns the respect of students while motivating them to do the best work they can do,” French said, but earns respect from the faculty of RU as well. “Brown is a wonderful colleague,” French said. “She speaks her mind and looks out for junior faculty.”

Brown said she will never forget the “quiet beauty of Radford,” colleagues, good friends, neighbors, students and fellow members of St. Jude’s Catholic Church. “Her wisdom and knowledge of communication will be missed by many,” French said. #

Webster Enjoys Connection with Students



Students find Dr. Lisa Baker Webster’s classes “are always informative and interesting.”

Dr. Lisa Baker Webster is an assistant professor of communication at Radford University and the Public Relations Student Society of America chapter advisor. She primarily concentrates in the area of public relations, but also enjoys the areas of interpersonal communication, integrated marketing communication, and communication pedagogy.

Webster has been teaching at Radford for five years. Her students say “[She] is unlike any other professor.” Webster’s favorite parts about being at Radford University are the special connection she has with her students, her interactions in the classroom, and watching her students graduate. Students say “she truly cares about my success and her classes are always informative and

interesting. I look forward to going to her class every day.”

In her free time she enjoys being with her family, taking care of her two dogs and cat, going to the movies and traveling to conferences to learn new information.

Webster is originally from Clintwood, Va., and is a graduate of UVA-Wise. She earned two master’s degrees from The University of Alabama and a doctorate from Bowling Green State University. She has taught at Huntingdon College, Auburn University-Montgomery, and Bowling Green State University. She has also worked in higher education administration at UVA-Wise, the University of Alabama, and Huntingdon College in Montgomery, Ala. She is a member of PRSA, NCA, AEJMC, DMA and SSCA. #

Meet Our Students

Journalism Student with a Coffee Shop in the Future

Alix John, 21, aspires to work in interactive journalism. She has experience in the field working for the student online magazine called *Whim*. Informing people is her favorite part of the job, and she looks up to Diane Sawyer as a role model. "Journalists kind of get a bad rap because they're always so ... persistent about their story. ... Journalists need to find a happy medium," she says.



After graduating in May 2012, she wants to work as a writer in the online industry. If she cannot make it work in the journalism field, John wants to pursue a career in public relations. John also wants to live in California and eventually write a book.

The most interesting thing that John wants to pursue in her life is opening a coffee shop. Having worked in coffee shops for three years, she has decided she would love to own her own one day.

— *B.L.*

McRae Working Toward a Career in Advertising

Not yet graduated, this Radford student is starting to make a name for himself in the real world. Senior John McRae is currently interning for a local radio station, 105.3 The Bear. The popular station broadcasts modern tunes including alternative and classic rock.

McRae's official title is sales assistant and account executive, which has landed him an office with "a perfect view of the mountains," he says. He will intern at the station a total of 160 hours, which will give him plenty of time to network with local professionals and learn even more about the field of communication.



While attending Radford, he's had experience in all aspects of advertising. In different courses he worked on campaigns for JC Penney, International Hospital for Children, and Radford University. With that background, the Chesapeake, Va., resident should have no problem landing a job.

McRae, also president of the Radford Advertising Club, can't wait to get his career going after his 2011 graduation. He is highly motivated. He has polished his resume, compiled a portfolio and is ready to go. "I'm going to start applying for jobs next week."

— *S.M.*

Tartan Article Sparked Interest in Journalism

Rachael Smith, a sophomore, learned her calling after having an article published in *The Tartan*, Radford University's student newspaper. "The feeling was so amazing to see my piece get published," Smith, 19, recalled.

After her experience, she immediately changed from an English major to a journalism major. "My dream job is to go into southern homes and just write about their lives and homes," she said.

The Lynchburg native came to Radford from E.C. Glass High School.

Smith is a Phi Sigma Sigma sister and the public relations committee head. She also works at the post office on campus. She says she loves campus life. "I'm obsessed!" she exclaimed.

Although she is only a sophomore, Smith has her future goals in order. She plans to intern at the local paper in her hometown this summer. "I see myself writing for a magazine. That is my goal," Smith said, "And I can't wait to learn more."

— *M.T.*

A Would-be Anchor?

Jodie Bell hopes to one day take over Brian Williams' job as a famous news

anchor, but for right now she plans to finish out her junior year and graduate in May 2013. Bell was born in Virginia Beach in 1991. She is the middle child of her family with two brothers and one sister.

Bell is double concentrating in both production technology and journalism. Her ambition has led her to a position on *The Tartan's* staff, writing for their news section. She even got the opportunity to ride along with Radford University's EMS and report about it.

"This was one of the best stories I did," said Bell. "We had the most stuff happen in one night."

In her spare time you can find her hanging out with her friends, getting sun on the beach, or watching her favorite football team, the Colts. She first discovered her interest in media when she attended a public speaking course in high school. She found that she loved to inform people.

Before Bell becomes a famous anchor she plans to either attend graduate school in Missouri or at Cornell.

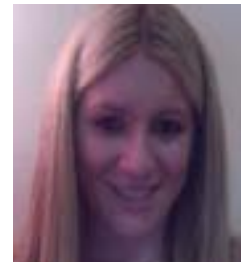
— *P.M.*

Student Hopes PR Skills Will Lead to HR Position

Although still a junior, Courtney Collado is already working to ensure her success after graduation. A communication major with a concentration in public relations and minor in marketing, Collado, 20, stays busy on campus as the marketing and PR co-chair for RU's Relay for Life, and a member of PRSSA, AMA and AASIS.

It's the experience she's gathering off campus, however, that Collado hopes to translate into a career in another year-and-a-half.

Since her freshman year, Collado has been interning during breaks for the human resources department of Maersk Line Ltd. in Norfolk. Collado has steadily built



Meet Our Students

her reputation with the company and is now heavily involved in planning events and programs, as well as heading their internship program.

“The internship is a great fit for me because I really enjoy working with people,” explained Collado. “It makes me want to pursue a career in human resources.”

Collado also credits RU with helping her find confidence in the future. Although she grew up in Chesapeake and arrived on campus undecided about a major, Collado found the university to be just the right size, while her PR classes provided the spark to start thinking about a career in a customer-related field.

Until she can get officially started on her career, Collado plans to continue building her credentials both on and off campus.

—*B.W.*

John Enjoys Working with Local Businesses

When talking to Laura John, it becomes clear why she chose Radford University. “I like the small class sizes at Radford because I am able to gain a

personal relationship with my peers and professors.”

John is a senior communication major from Woodbridge, Va., with a concentration in public relations.

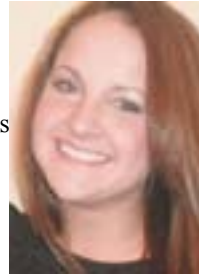
John also noted that another reason Radford was right for her was “to get away from the hustle and bustle of northern Virginia.”

John is the historian for the Public Relations Student Society of America, along with being a member of the National Society of Leadership and Success, and The Firm. The Firm is a branch of PRSSA that helps local nonprofits with their public relations.

When asked how Radford University has helped her with her communication and public-relations skills, John was quick to respond by saying “PRSSA gave me a great opportunity to gain invaluable experience in public relations.”

Set to graduate in December 2011, John plans to start applying for jobs this summer.

—*K.M.*



Student Shoots for Career as Coach, Teacher

Kensuke Shibata’s passion is soccer. During his high school years in Shinjuku in Tokyo, Japan, he played at the national level. He was one of 16 players chosen from among 3,000 applicants. After graduation he hopes to return to the field in Japan as a high school soccer coach. He also hopes to become a teacher.

Shibata came to the United States after graduating from Kokugakuin University in Japan in March 2010. His undergraduate degree was in literature with a concentration in sacred arts. He transferred to Radford after spending a semester at Liberty University. He hopes Radford’s programs will provide him a well-rounded education. “I believe that the program here will be able to fulfill my academic interest because of the interdisciplinary nature of the program” Shibata said. “I believe that both communication skills and knowledge will be very helpful when I teach and coach.”

When not in class or on the field, Shibata enjoys playing piano. He also enjoys playing the recorder.

—*K.B.*

A Taste of Student Media

Radford University has seven student media organizations, giving students ample opportunities to get involved. The organizations include The Beehive, Exit 109, SMADS, ROC TV, The Tartan, Whim, and Radio Free Radford.

The Beehive is the student-run yearbook that is the oldest publication on campus. It started in 1914 as The Radnor. In 1925 the Beehive got the name we all know from the University school seal.

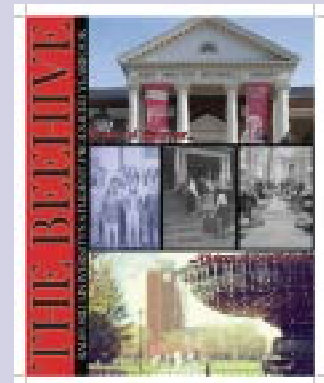
Exit 109 is published every spring and is a student-run literary and arts magazine. The magazine is distributed to student for free and gives student artist, writers and photographers experience.

SMADS stands for **Student**

Media Advertising Group, which was created in 2001. The objective of this organization is to provide advertising sales and design services for all student media organizations. SMADS has a sales manager, sales representatives and graphic designers.

ROC TV is an acronym for **Radford on Camera**. It is a weekly broadcast on the University’s Reslife channel. The broadcast features a variety of genres including comedy, news, talk shows and short documentaries. Members gain experience in videography, writing, public relations, advertising and others.

Whim is Radford’s student-run online magazine. Updated weekly, Whim focuses on opinion articles along with investigations on a broad range of topics that affect the 21st century student.



The Tartan is a weekly newspaper run by the students on campus. The paper is distributed 22 times a year and once during the summer.

Radio Free Radford is the Internet radio station for Radford University. The student-run organization has positions available both on and off-air and no experience is necessary.

Meet Our Students

Ceremony Honors Top Achievers

By Travis Handy, '12

As part of the annual celebration of Communication Week, the school honored its outstanding students and inducted this year's members to the Lambda Pi Eta Honor Society. Radford University is home to LPH's Lambda Mu chapter.

Interim Dean of the College of Humanities and Behavioral Sciences Lynn Zoch was there to welcome attendees.

"I would like to thank all of those who have been my students and who will be my students," said Vince Hazleton, interim director of the School of Communication. "You are what floats our boat." Hazleton's remarks were followed by the induction ceremony, which was conducted by the LPH faculty advisor and SOC assistant professor, Dr. Sandra French. French warmly welcomed and congratulated the honorees, who were asked to stand and be recognized.

French also expressed her excitement for the members of LPH to become involved and make the organization what they want it to be. This year's group of 25 is the largest group of inductees the Lambda Mu chapter has had so far.

To be invited to join LPH, students were required to have completed at least 12 hours of communication courses and to

have earned a cumulative GPA of 3.00. They must also have earned a 3.25 GPA for communication courses, be currently enrolled RU students in good standing and, quite importantly, display a commitment to the field of communication.

All students inducted received a certificate and a pin in recognition of their achievement. Graduating seniors also received graduation honor cords of red and blue.

Other students honored at the event were students of the year from both communication and media studies, as well as dean's scholars within each area.

The communication students of the year are sophomore Vanessa Quesenberry and junior Lauren Miller. The dean's scholar is Katie Frank. The students of the year in media studies are sophomore Robert Quillen and junior Arielle Retting. The media studies dean's scholar is senior Michael Andrews.

"Every year we have good students," said Dr. Hazleton. "I've been here for 17 years, and I think we're getting better and we've grown a lot. We truly have some exceptional students, and these are some of them."

Dr. Zoch was happy the event went well

and so many people attended.

"I think it's great that we're honoring students along the way," Zoch said.

"It was a nice event, especially for the first time we've done it."

Junior Taylor Bikowski was one of this year's LPH inductees. She is a PR major and is active in multiple ways around

campus. Bikowski is now serving as president of the Radford chapter of the Public Relations Student Society of America, and expressed an interest in serving as an LPH officer.

"I've wanted to be in it [LPH] since freshman year," said Bikowski. "I was worried that I wouldn't get it, so I'm really excited to be inducted, because I was waiting for it."

Everyone in attendance was invited to a catered reception after the ceremony.

Hazleton said that all book awards and plaques given to the students honored at the event were made possible by gifts from alumni and friends of the university through the Alumni Foundation. #

We truly have some exceptional students.

— Vince Hazleton,
Interim Director



Around Campus

Students Tackle Service Learning

By Kyle McCarthy, '11

Dr. Lisa Baker Webster's Diversity in the Workplace class is offered both to graduate students as well as undergraduate students. This semester Webster's graduate students were required to participate in service learning projects.

"All of the projects went so well that we are now going to be doing it in the undergraduate classes as well," Webster said. In the past Webster's classes would donate various items to children's hospitals, but this year she decided to try something more in-depth.

Were there any constraints to the assignment? "The students had the freedom to do whatever they were interested in," Webster said.

One student from Germany was able to connect with a family near Radford whose sons had lost their father. He was able to help tutor the kids in school and ended up becoming very close with the family. Another international student helped an adopted girl from the same country learn more about her native culture. One was able to work with a group of autistic children. Webster said the experience was greatly appreciated by all of the parents.

Brent Wood McConnell and Holly Keener were two of Webster's students who talked about their experiences and what they were able to gain from them.

With April being Environmental Awareness month, McConnell was motivated by Radford University's going green. McConnell received his undergraduate degree from James Madison University in media arts and design and is pursuing his master's degree in corporate and professional communication.

McConnell wrote and edited a screenplay over the summer to inform Radford students about going green. His video included the Highlander helping students go green with helpful tips, along with President Penelope Kyle endorsing the initiative. McConnell promoted his video on YouTube and Facebook, and the video was part of the Campus



Click on the picture above to see Brent Wood McConnell's video on Going Green, which was entered in the Campus Conservation Nationals competition.

Conservation Nationals competition in 2010.

The competition took place over the course of three weeks in November. Schools were judged by how much electricity and water usage was reduced in dorms on campus. Among the 40 universities that participated from around the country, Radford University finished in third place.

McConnell's video was supported by organizations on campus including the SGA, PRSSA, Athletic Department, The Environmental Club, ROC TV, and RU Sustainability.

When asked what he gained most from the experience McConnell responded that he "learned how to be a liaison between different organizations, while effectively managing people and holding them accountable."

McConnell said of the video: "It's just a simple idea." The idea is a simple one, but the impact is significant.

Holly Keener received her undergraduate degree in communication with a concentration in public relations from Radford University. Keener did a variety of service learning projects,

including giving blood for the first time, donating Christmas gifts to the women's resource center in Radford, and participating in a 5k turkey trot through Mary Washington Hospital.

This was Keener's first time giving blood. She admitted it was a little nerve-racking, but said "it wasn't as bad as I thought it would be." Keener went on to say that she would be willing to give blood again. Keener noted how simple some of Christmas present wishes were at the women's resource center. She was surprised when one woman at the center wished for a journal.

Keener also participated in the Mary Washington Healthcare Turkey Trot 5k run/walk, which is an event held every Thanksgiving in Fredericksburg. Keener said that about 5,000 people participated in the run/walk this past year.

Webster's graduate students have left their footprint around Radford University and the community with the experience. With Webster planning to expand the projects to her undergraduate class, RU students will continue to become an active part of the New River Valley community. #

News Roundup

French Publishes Research on Gender, Business

Dr. Sandra French recently had two articles published in academic journals. French was the first author of “It’s all Your Fault: Kenneth Burke, Symbolic Action, and the Assigning of Guilt and Blame to Women.” The article talks about sexual assault and obesity.

It was the lead article in the highly selective Southern Communication Journal.

French also had an article published in the Journal of Business Communication. “Food fight! Gigante Grocery versus the city of Anaheim: The Battle for Legitimacy” looks at the struggle of a Hispanic/Latin grocery store with the City of Anaheim. The article talks about the conflicts legitimate businesses face in trying to serve growing ethnic populations as the nation struggles with immigration, economics, and competing notions of identity.

Hazleton Receives Honors

Interim director of the School of Communication, Dr. Vincent Hazleton, received top honors from the Blue Ridge Chapter of the Public Relations Society of America.

In December Hazleton was given the Compass Award, which is earned by providing leadership and direction to the profession of public relations. He is the first PR professional from academia to receive the prestigious award that is normally presented to a CEO who is supportive and understanding of the public relations function.

“Hazleton is well-known not just throughout the region – he has worked for years to promote public relations on a national level, advocate public relations in our area and shape the way public relations is taught in the classroom,” said Blue Ridge Chapter President Thomas Becher. “Vince is an established figure in our national organization and his work has helped to elevate our regional chapter’s profile while establishing Radford University as a leading institution to train future professionals.”

When asked about the honor Hazleton said he “was surprised and pleased to receive the award.”

Brummette Examines Corporate Values

Dr. John Brummette recently had research papers accepted at communication conferences in Miami, Boston, and London. Brummette worked with Dr. Lynn Zoch on, “Do Fortune 500 Companies Communicate their Values?” The paper presented in Miami looked at Fortune 500 Websites and their organizational values with web content.

When asked what was most rewarding about the writing the papers Brummette said, “Conducting research allows me to contribute to the scholarly body of research in my field, and presenting my work at conferences allows me to provide visibility for Radford and the School of Communication.”

Student Shares Findings at Research Conference

Stephanie Cashwell, a senior public relations student, recently presented her research at the National Conference on Undergraduate Research in Ithaca, N.Y. Her faculty mentor on the project was Betty Kennan; the research began in Kennan’s Interpersonal Communication class in fall 2010.

Cashwell’s abstract was chosen from among 3,500 submissions at the 25th national conference for undergraduates. The focus of Stephanie’s research was identity management trends in the social media site Twitter — specifically, perceived and presented selves in profiles of celebrities, organizations and average users. Stephanie surveyed approximately 200 students to analyze the trends of average Twitter users. She supported her research through case studies and brief, contemporary video.

Cashwell’s abstract was also selected for the 2011 Big South Undergraduate Research Conference held at Virginia Military Institute within weeks of NCUR, and she showcased a portion of her presentation at a student recognition reception during Communication Week. Cashwell is graduating in May as a LEAD Scholar (Leadership

through Experience, Academics, and Development) and is preparing for a career in corporate public relations. She is from Charlottesville, Va.

Webster Elected Secretary of Educator’s Academy

Dr. Lisa Baker Webster was recently elected secretary of the PRSA Educator’s Academy. The PRSA Educator’s Academy has more than 300 professional and academic members.

It offers online teaching resources, online discussions, and a website that provides useful information and resources for those teaching public relations. The Educator’s Academy also provides special education-focused sessions at the PRSA and PRSSA Conferences, as well as the most cutting-edge research. Webster will serve a two-year term.

Online News Producer Accepts Website Award

Holly Hunter in April accepted an award for Virginia Beach’s WTKR NewsChannel 3 for Best TV Station Website. The award was given by the VA Associated Press Broadcasters. Hunter graduated from Radford in December 2008 with a media studies major, with a concentration in journalism.

She joined NewsChannel 3 in October 2009 as nightside online producer. She switched to dayside in May 2010. “I became really interested in web design at Radford and took classes in digital imaging and web production,” she writes in her bio. She was taught by Sam Jennings. She was an intern at the station in the summer of 2008. #



Stephanie Cashwell, Photo by Morgan Tyrer, '12