

# SOCTALK

RADFORD UNIVERSITY SCHOOL OF COMMUNICATION

VOLUME 3, ISSUE 1  
SPRING 2012

## IN THIS ISSUE

Communication Week **Page 1**

### WHERE ARE THEY NOW?

Shay Carson Onorio **Page 3**

Stephanie Murillo Cifuentes **Page 4**

### FACULTY PROFILES

Dr. Kevin "West" Bowers **Page 5**

Lora Gordon **Page 6**

**FROM THE DIRECTOR** Page 2

**CONTACT US** Page 2

**CAMPUS MEDIA** Page 3

**MEET OUR STUDENTS** Page 7

**NEWS ROUNDUP** Page 8

Digital Conference

A Buffer for Bad News

Comedy in the Classroom

Student-Faculty Research

Return to London

## British Invasion



After a two-year hiatus, communication students returned to London. See story, Page 8

## Communication Week

The School's third annual Communication Week was marked by a series of keynote speakers, alumni panels and the first School of Communication Student Awards and Recognition Banquet. Featured speakers included a nationally known sports journalist and alumna, the editor of the region's major newspaper, an expert on converging media and a former "Mad Man" who now trains executives to speak persuasively.

From the outside looking in it seems like the job of an ESPN NASCAR reporter would be easy, but every job has its challenges, Marty Smith, '98, told a standing-room only crowd of students in the Bonnie Hurlburt Auditorium. "Working in media isn't always peachy," Smith explained. He described the industry as "a push and shove world." He told students to always treat people the way you want to be treated, and it will come back to you in unexpected ways. He also encouraged students to "have passion in everything you do" because passion wins over everything else.

That passion, and the need to invest in yourself, was also emphasized by Carole Tarrant, editor of The Roanoke Times, and winner of the 2011 Mimi Award for coverage of the 2006 Virginia Tech shootings. Tarrant advised aspiring journalists to read. Subscribe to The New Yorker magazine to understand what good writing is. Learn how online news and print news work and differ. The more a journalist understands about the business, the more valuable they will be for a company.

Kevin Daley, former account executive for J. Walter Thompson advertising agency and the founder of the communication skills business Kevin Daley Communications, told students "If they don't buy you, they don't buy your message."

Working in media isn't always peachy.

— Marty Smith ('98)

"How we handle ourselves in front of a group impacts our future more than any thing we might do," Daley said during his presentation, which was titled "How to address any audience like your career depended on it."

Alumna Alyssa Gavitt ('09, '10) drew a crowd for her presentation about changing your mindset from student to full-time job seeker. In a humorous talk titled, "From Thirsty Thursday to Everyday Job Seeker," she covered the importance of social media, determination and flexibility in looking for a job.

Professor Steve Jackson from Central Washington University talked both formally and informally with students and media studies faculty about the importance of a convergent curriculum to help students prepare for working in media today. Reflecting Carole Tarrant's presentation earlier in the week, he emphasized to students that today's journalists have to understand all types of media and do a bit of everything to be successful.

Communication Week wrapped up on Friday with two panels of alumni talking informally with students about finding and landing a job. Mike Andrews, '11, and Holly Henry, '08, shared their experiences in finding jobs in journalism. Todd Barrish, '98, Sarah Ross, '03, and Amanda Allen, '08, discussed their public relations and advertising experiences, and how students can best find their way to jobs in those careers. #

# SOCTALK

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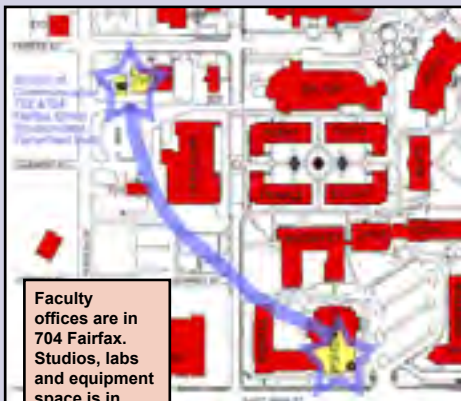
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Faculty  
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and equipment  
space is in  
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## From the Director

# Moving Into the Future

## We're Picking Up the Pace of Change

As I work to wrap up another academic year, my fourth as director of the School of Communication, it is a pleasure to think back over how much we've accomplished. Just during the spring semester we've showcased our disciplines to the campus and community, made our way successfully through a program review for our three majors, convened an alumni advisory group to help us chart the future for the School, and received good news about a new "home" for the School.

In early April we celebrated our third annual Communication Week, giving students a chance to learn more about their fields of study, and about the variety of careers open to them with a communication or media studies degree. Please read the article on the first page of the newsletter, if you haven't already, to learn more.

One of the first things you'll notice if you look for us online is that the School's website has been updated to better conform with the RU look. Through the good graces of the University's Web Communication and IT departments, we are still able to link the site to our Facebook page and continue using RSS feeds. Please check out the new site at [www.radford.edu/content/chbs/home/comm.html](http://www.radford.edu/content/chbs/home/comm.html). We have links there to the School's Facebook page, Twitter account and YouTube channel (where we have posted videos of the Communication Week keynote speakers, as well as various student projects).

Good news also came to the School in April from President Kyle and the General Assembly in the form of planning funds for a new College of Humanities and Behavioral Science building. Although all the departments that will be housed in the building haven't yet been decided, the School of Communication will definitely be one of them. Now we have a lot of work to do to make sure that enough room is allocated to allow us to



keep growing, and to keep up with all the changing technologies our students are facing.

The first meeting of the School's Alumni Advisory Board took place in mid-May. A main purpose of the newly formed board is to work with faculty to help keep curriculum up-to-date so that current students will leave our programs with the education and skills they need to both get and excel at jobs in their fields. Board members will also help establish links with other SOC alumni in the areas in which they live; the goal being to build a network of alumni who can help provide current students and recent graduates with internships, mentoring and the opportunity to network with alumni who were once in the same position.

If you are interested in being involved with the Advisory Board, in working with students as a mentor, or if your organization hires interns, please let me know at [lzoch@radford.edu](mailto:lzoch@radford.edu). All help is appreciated when it comes to the success of the School of Communication.

I know many of you keep in touch with friends you made at RU, and I would very much appreciate it if you would forward the newsletter on to those people. We are finding that many of our graduates have not updated their information with Alumni Affairs, and the only email we have for them is their very old RU email address. Also, if you have up-to-date email addresses for other alumni, please send them along to me so I can make sure everyone possible is receiving SOC Talk.

Have a wonderful summer.

**Lynn M. Zoch, PhD**  
*Professor and Director*  
School of Communication  
[lzoch@radford.edu](mailto:lzoch@radford.edu)

## Where Are They Now?

# Alumna Adept at 'Finding Solutions'

By Christine Poore, '10

After graduating in 1999 with a bachelor's degree in communication, Shay Carson Onorio began pursuing her dream career in advertising. She worked as marketing coordinator at PhaseZero Productions Inc., as director of account services at Williams Whittle, and as marketing director for Hawks Cay Resort and Marina.

She is currently vice president of Delucchi+, a full-service strategic marketing firm, and Blue Bug Digital, a digital and interactive marketing firm.

As vice president, Onorio oversees the client service teams, account service process, strategic direction, and development of both employee and client relationships. She works with clients worldwide in industries that range from retail and financial services to sustainability and health and wellness.

Her work at Blue Bug Digital involves all aspects of digital communication, helping clients navigate the ever-changing world of digital marketing.

Onorio says her favorite part of the job is "finding solutions for clients and being able to have the opportunity to work with so many different personalities.



“Be creative when looking for a job. ... Make people laugh, stand out.”

— Shay Onorio ('99)

Everyone is so different.”

In these tough economic times, Onorio is ahead of the game, learning new tactics and finding ways to be more cost efficient. She is enjoying new challenges and the opportunity to find creative solutions to problems.

Though her work keeps her busy, Onorio still finds time to volunteer for Arlington County, providing her expertise through pro bono marketing audits and social media presentations. She enjoys traveling, from visiting her friends across the South to renewing her vows in Jamaica with her husband, Gary. She is proud of where her life has taken her, but doesn't forget where she came from. In

fact, her family includes a Beagle named Jersey Girl, which honors her New Jersey upbringing.

A crucial part of Onorio's time at Radford was the opportunity to interact closely with the people of Radford University “through new peer relationships, guidance from professors, more engagement with folks that had similar interests.”

Shay's advice for recent grads? “Be creative when looking for a job. ... Don't simply say what you think they want to hear. Make people laugh, stand out, and also stay motivated when you look for a job. You will find a job; don't settle.” #

## Student Media: What's on Campus?

Radford University has seven student media organizations, giving students ample opportunities to get involved.

**The Beehive** is the student-run yearbook that is the oldest publication on campus. It started in 1914 as The Radnor. This year it switched to a magazine format.

**Exit 109**, published every spring, is a student-run literary and arts magazine.

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.

SMADs stands for **Student Media Advertising Group**, and was created in 2001. The objective of this organization is to provide advertising sales and design services for all student media organizations.

**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.

### Stay in Touch

If you are not receiving the monthly Alumni e-News or the Magazine of Radford University click here to [update your contact information](#) today.

You can also contact the Radford University Alumni Association, Martin Hall Suite 209, PO Box 6914 Radford, Va. 24142 540-831-5248 Toll free: 1-888-4RUGRAD [alumni@radford.edu](mailto:alumni@radford.edu)

## Where are they now?

# Cifuentes: Time at RU Opened Doors

By Jay Rimmer, '13

Stephanie Murillo Cifuentes, '05, G '06, did not begin her college career at Radford University, but it is where she ended up. "I spent my freshman year at Christopher Newport University. I came from a very diverse high school and CNU just didn't have the mixture of people I was looking for," she said. She also felt that it was too small. During her time there, she took road trips to Radford every weekend with her roommate, a six-hour drive from Newport News, Va. One day, she took a look around and realized that RU was where she wanted to be, and "the rest is history."

Cifuentes arrived at RU with the hope of becoming a lawyer, a publicist, or an entertainment agent. She found the old communication building, acquired the appropriate paperwork and declared her major, all within a few days of arriving on campus. She believed she could do any of those three things with a degree in communication. "Ultimately, I landed in the nonprofit field and transitioned into for-profit after about two years, mostly because I did not want to move to New York or Los Angeles after graduation," she said.

"I was very active while at Radford. I was president of La Sociedad Hispanica, the Hispanic Social Society, Public Relations and Community Service Chair for Phi Sigma Sigma and Co-Director of RUComm, a student run PR firm," Cifuentes said. She was also an active member of PRSSA, Lambda Pi Eta (the communication honor society) and the Green Team. Even after graduation, Cifuentes has continued to be involved with RU. For example, she helped plan the School of Communication Alumni

When you volunteer, you are getting paid with ... critical experience.

— Stephanie Cifuentes ('05, '06)

Reception at her parents' restaurant in Arlington several years ago. Murillo Cifuentes graduated early from Radford in 2005 with her bachelor's degree in public relations and then again in 2006 with her master's degree in corporate and professional communication.

Cifuentes currently works as the Communications Manager for the Construction Management Association of America (CMAA), an organization that serves nearly 10,000 construction managers throughout the nation from their McLean, Va., headquarters. She works directly with the vice president of the CMAA on communications, public relations, and outreach efforts. She is also responsible for the association's newsletter, maintaining the association's website, news releases, and content creation for the association's magazine, *The CMAAdvisor*.

Cifuentes said her time at Radford University opened many doors and helped give her an edge in many job interviews, and that her classes and professors at RU helped her take some vague ideas about her future and turn them into a clear career path.



Cifuentes has some advice for Radford University graduates who are entering the workforce or considering changing professions. First, she advises that students think hard about making life-changing decisions. Second, she recommends that students join professional associations in their chosen fields and volunteer to gain experience.

Cifuentes said it's easy to view working for free as a waste of time, but she says that's not the case: "When you volunteer, you are getting paid with the critical experience you'll need if you are serious about switching careers."

Radford University has stayed a part of Cifuentes' life even after graduation. She hopes to plan more alumni reunions in the D.C. area. She also keeps in close contact with Radford's School of Communication, helping out with various projects and mentoring students when possible. #

### In Memory

Marty Campanello, 55, of Washington, D.C., formerly of Bluefield, Va., died of pneumonia April 4, 2012.

He worked in healthcare administration for 34 years, retiring in 2009 as Vice President for Marketing and Public Relations for Carolinas HealthCare System in Charlotte, N.C. Previously he was Vice President for Communications for Vitas Healthcare Corp. in Miami, Fla., and Vice President for Strategic Planning, Business Development, Marketing and

Communications for Bayhealth Medical Center in Dover, Del.

He graduated from Radford University (B.A.) and the University of Alabama at Birmingham (M.S.), and pursued post-graduate study at the University of Michigan. He served as President of the Society for Healthcare Strategy and Market Development, and President of the North American Public Relations Council. He authored two books and numerous journal articles on the subject of healthcare planning, administration and public information, and medical marketing.

## Faculty Spotlight

# Bowers Brings Film, TV Experience

By Taylor Faw, '11

Meet Dr. Kevin “West” Bowers, the newest addition to Radford University and the School of Communication. Bowers is a production guru from the film industry who couldn’t shake his passion for teaching. He moved to the New River Valley in August and now teaches digital imaging and media performance.

Bowers, originally a Florida native, earned a bachelor’s at the University of North Carolina-Chapel Hill in 2002. His degree was in dramatic arts and communication studies with a specialty in media studies.

Shortly after graduating, he headed to the West Coast with his roommate to pursue a career in film production. While working on his MFA in Television Production at Loyola Marymount University, he interned in the feature development division of Digital Domain in Los Angeles, the infamous, award-winning special-effects studio founded by director (and blue-people enthusiast) James Cameron.

He hit it off with a production supervisor and got a chance to work on several MTV reality show pilots — many of which, he said, were terrible and never saw the light of day.

Eventually his efforts paid off, landing him the position of assistant editor for the well-received, pseudo-reality show “Rob and Big.” His duties included managing tapes and timelines, syncing audio with multi-cam video, and preparing footage. He continued to work as assistant editor for a few years after completing his MFA, taking work as it came from various producers and studios.

Despite his foot-in-the-door advantage of already working in one of the country’s most competitive industries, it wasn’t long until the education itch reared its head, and he couldn’t help but scratch it. He abandoned the California lifestyle to move back to his home state, where he continued his academic studies at the University of Florida and earned his Ph.D. in mass communication.

“My MFA was more technically



Dr. Kevin “West” Bowers wrote and produced “Speaking Public.” In it, Simon Simpson discovers he and his new class are behind the times. He learns about the meaning of “media” and realizes possibilities are limited only by the imagination.

oriented, and I really wanted to get into researching and achieve a more academic experience to make me more appealing as a professor,” Bowers said.

A majority of Bower’s professional research revolved around Second Life, a program where users can socialize and interact in a virtual world with avatars, or created characters. He is interested in how technology like this will be utilized to advance education.

“Everything is going online, but how do you do that with production? I think there’s something with using virtual environments; new students are intimidated by expensive equipment and this way you can teach and focus on things like camera placement, what makes a good shot, lighting effects, and storyboarding, even if they’re not used to the technical stuff yet,” Bowers said.

And his teaching style would appear to be nothing short of practical; he constantly tries to find ways to apply his professional experiences in the TV and film industry to his classes. Bowers says the things you learn in the classroom are great, but it’s important to prepare students for what employers expect. He stresses the need for students to put together demo reels and online portfolios



showing their work.

In the past he’s taught Television and American Society, Writing for Electronic Media, Advanced Writing for Media, and Advanced Television Production.

Now at Radford University, Bowers being in self-proclaimed “professor mode,” hopes to work his way up to teach higher level classes while working with students to get their first job in media technology related fields.

And with Radford University being one of the few schools in Virginia with a production track embedded in a communications curriculum, he feels right at home.

“I feel like Radford is a good fit for me. It has one of the better media programs in the state, and I’ve been really pleased with my time here so far.” #

## Faculty Spotlight

# Gordon: Snapshot of a Photojournalist

By Kirnelius Williams, '12

*“Norman Rockwell’s portrayals of everyday life inspired me. ... He tried to capture everyday life in ways that are humorous so that people could relate to it, which is what I try to do with my pictures.”*

Lora Gordon speaks of her inspiration as she looks off into the distance, dressed in black pants and a red shirt, complete with an official Radford University name badge that defines her job as “University Photographer.” Before she answers each question, she takes a six to eight second pause to gather her thoughts.

Gordon is no stranger to the Radford area. Her father was a professor here from 1968 to the mid-1990s. She has joined the tradition, sharing her skills in photography and digital imaging as adjunct faculty for the School of Communication.

Since 1997, Gordon has documented daily life on the RU campus and has preserved memories for generations of students, faculty and the university community as a whole. From Family Weekend to the first snowfall to Homecoming, Gordon’s photography is at the visual center of what defines RU.

“You cover the same events each year like ‘Move In Day,’ but there’s always something — a mom who looks as if she’ll break down any second while sending her first child away to college, or a dad who’s very quiet and reserved.”

Gordon’s work is featured on RU’s main web site, various publications and promotional materials. “The most important thing about my job is showcasing the university community so it can see itself, and the outside world can see what goes on here. The photos end up going into recruitment materials for recruiting new students and new faculty.”

The best part about her job is interacting with students and faculty, which is something that worried her when she first began. “I enjoy working with the students and I enjoy knowing people. If they’re having fun, then you’re having fun.”

Gordon has the support of colleagues, as



The work of University Photographer Lora Gordon (bottom left) helps visually define Radford University. She teaches digital imaging as adjunct faculty for the School of Communication.

well as students at RU.

“Lora contributes an identity to Radford, no more, no less. She is relied on to convey what RU is and she gets to put a huge stamp on how RU presents itself,” said Geoff White, assistant director for student media.

Gordon became interested in photography around middle school, and her interest extended into high school where she joined the yearbook staff. She ultimately had an interest in being a war correspondent and doing photography for newspapers and magazines.

“I always knew I wanted to be a photographer. My grandmother liked to paint and also liked to take a lot of pictures. My grandfather’s brother was mentally challenged and he liked to look at pictures because he couldn’t read. I wanted to do something the family could understand.”

What would she tell budding photojournalists? “I think a degree in journalism is a must-have. You should also hone your journalistic skills and keep an eye out on things. Have passion for things you like to do other than journalism. Find photographers to shadow and learn from people in the field. Ask questions to learn a lot,” said Gordon. She also believes people skills are important.

As with all photographers, Gordon had

to make the transition from film to digital.

“If you had asked me two years after making the transition, I would have told you I still preferred film. I miss the ‘me’ time of developing in the dark room because it’s magical. When you’re in the dark, you learn to hear better,” she said.

Gordon graduated with a B.S. in journalism from the Visual Communications Program at Ohio University’s Scripps Howard School of Journalism, and later earned an M.A. in Photography from Syracuse University’s S.I. Newhouse School of Public Communications.

Gordon has covered a wide spectrum of events as a photojournalist including prison riots, presidential inaugurations, train derailments, professional football and PGA Golf Tournaments. She has also photographed Sen. Joseph Lieberman, Graham Nash and Arnold Palmer.

In her spare time she likes to cook, work in her garden and volunteer with the local Rotary Club.

Gordon has won a number of awards, but there’s one that means more to her than any of the others: the University Photographers of America Award. “Winning that award meant more to me because I was picked by photographers from universities of all shapes and sizes around the country who do the same things I do on a daily basis” #

## Meet Our Students

### Future Event Planner is Always on the Move

Jacqueline Pankow is passionate about helping others.

Her dream job would be to be an event planner. Growing up she was always active: She swam and played basketball, soccer and field hockey. She is motivated and plans to stay on the dean's list for the remainder of her time here at Radford University.

She is close with her friends and family and likes to keep in contact as often as she can. In her spare time she likes to work out, spend time with friends, watch "The Bachelor," shop, and get some sun on the beach.

Pankow likes to challenge herself and recently took on being the philanthropy chairperson for her sorority Alpha Sigma Alpha. "I love always having something to do, I can't sit still for even five minutes," she said. She plans to graduate with a degree in communication, concentrating in PR, and a minor in marketing. After graduation she hopes to attend graduate school in Chapel Hill, N.C.

— S.L.

### Jersey Girl has Big Plans

Jennifer Balka doesn't just make plans: she lives them.

Balka is devoted to helping other people and her family. She started small, by cooking and planning meals for her family in her hometown of Wall, N.J. She then moved on to planning trips for her friends. Once she reached Radford, there was no stopping her.

She arrived on a field hockey scholarship and quickly found her place studying public relations.

But that wasn't enough for Balka. She is now double majoring in business management and public relations. As a junior, Balka has not slowed down: She is a three-year member of the Public Relations Student Society of America

and PSY, a coed business fraternity. She stays busy planning events for both organizations. It's all part of the bigger plan she has for her future.

Balka hopes to move to New York and do large scale event planning. "I either want to be the event planner for a big company or have all the big companies want to hire my event planning company."

—J.L.

### Student Charts Weight-Loss Success on Fitness Blog

Cami Ragano, 20, has been winning a struggle with weight loss.

Ragano has been working toward losing weight for more than a year now. She has already lost 75 pounds and continues to work out daily. She has a set weight loss goal that she chronicles on [notadietallifechange.tumblr.com](http://notadietallifechange.tumblr.com).

Ragano set up her own website, called Fitness Blog, for motivation. This is where she records all of her workouts so that other people struggling with weight issues can learn from them. The website also lists healthy foods and tips on how to obtain your set goal.

Throughout Ragano's life she has worked toward a number of achievements. She has been working at Charming Charlie's, an accessory store, for almost a year. She has cheered for over 12 years, including her high school years and over 700 hours as a volunteer competitive cheer coach.

When she reaches her anticipated weight goal, she wants to start cheering again. Ragano has even contacted the Radford High School's cheer coach to see if they need help.

"Those who fight through their struggles always come out on top."

— J.K.

### Editor at Home in Radford

Laura Enderson loves the close-knit feeling of the Radford community.

The Lynchburg native expects to graduate in December 2012, but

she's keeping active in student-run organizations such as the newspaper, The Tartan.

She credits her boyfriend of four years with helping her make it. "He's been pretty good. He helps me get through rough parts; he has especially been there for me through my run as editor-in-chief."

Leaving Radford will be tough on her, as she is fond of the campus. Part of the reason she decided to attend Radford was that it was such a small school compared with neighboring Virginia Tech.

"I love Radford because of the community feeling."

—S.G.

### Hard Worker Aims Higher

Toni Barnett, 20, undertakes a rigorous agenda to accomplish her goals. As a journalism major at Radford University, Barnett expects to graduate by May 2013 and pursue a career in fashion writing.

Born in Maryland, Barnett's family moved to Virginia while she was still young. Since then, she has lived in various places across the state, including Woodbridge, Culpeper, and eventually Radford. Overall, Barnett has moved eight times.

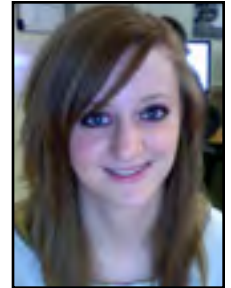
Barnett is interested in more than fashion journalism. She also wants to write about video games, as she is an enthusiastic gamer.

She plans to give gaming a new edge by writing about it from a female perspective.

Barnett is also financially self-sufficient. When she isn't in class, she works 35 hours per week at Taco Bell in Blacksburg.

"I spend more on gas than I do on food," said Barnett with a laugh. Despite her overwhelming work schedule and lengthy commute, Barnett attacks her schedule diligently, as she is making her way to a promising future career.

— C.J.P.



# News Roundup

## 'Reaching Consumers in the Digital Age'

Professor Jim Collier was awarded a grant by the IRTS Media Foundation to attend its annual conference for university communication faculty in New York.

The November conference, "Reaching Consumers In The Digital Age," focused on digital, computer and social media in the areas of consumer research, media planning, consumer tracking, and interactive marketing communication and promotion.

## Organizations, Leadership Focus of Scholarship

Dr. Sandra French and Tracey Q. Holden presented "Positive Organizational Behavior: A Buffer for Bad News" at the Association for Business Communication convention in Montreal in October 2011. The paper was featured in the March 2012 issue of Business Communication Quarterly.

They also presented "Women and Politics: Leadership and Communication on the Campaign Trail" at the International Leadership Association national convention in London in October. The paper became a book

chapter in "Communicative Understandings of Women's Leadership Development: From Ceilings of Glass to Labyrinth Paths."



Auto-Tune the News, created by the Gregory Brothers, who grew up in Radford. He examines the success of the phenomenon and how it functions as parody and comedy in popular culture.

## Stop Me If You've Already Heard This One ...

Dr. Matthew Turner presented at the Conference on Higher Education Pedagogy at Virginia Tech in February. "Comedy in the Classroom: Creating a More Enjoyable and Inclusive Atmosphere through Humor" was presented with his brother Dr. Scott Turner, who teaches in the department of Mathematics and Computer Science at the University of North Carolina at Pembroke. In their presentation, Drs. Turner explored how comedy can be used in classroom situations to create a more inclusive environment and to improve faculty-student interaction.

Dr. Turner also presented his paper: "Hide Your Kids, Hide Your Wife, Cuz They're Auto-Tuning Everybody Out Here" at The National Popular Culture & American Culture Associations Annual Conference in Boston in April. The paper focuses on the Internet phenomenon

## Students, COMS Faculty Collaborate on Research

Randy Taylor, M.S. '11, joined Professors Lynn Zoch and John Brummette in Coral Gables, Fla., in March to present Taylor's research, "Nonprofit Organizations, Values and the Crisis of Legitimacy." The group presented the research at the 15th Annual International Public Relations Research Conference.

Brummette presented a second paper at the conference, "Using Theory for Strategic Social Media Practices via Conflict Research: Risk, Hazard and Outrage in University Crisis Communication."

Joining Brummette for that presentation were RU graduate student Terrence Strickland (B.S. '07, M.S. '12) and University of Miami doctoral student Melissa Dodd.

## School of Communication Returns to London

After a hiatus of two years, the School of Communication once again crossed the pond for the Study Abroad Program to London. In May, Drs. Matthew Turner and Scott Dunn took approximately 20 students to experience one of the world's great cities.

Students were kept busy during their three weeks in Europe. Activities included a tour of the BBC, radio and TV tapings, and lectures on British media, politics and history. In addition to the communication aspects of the program, students toured major London landmarks including Westminster Abbey, the Tower of London, and many world-class museums. Students explored outside of London with a day trip to Cambridge University and even got a chance to see the continent with a three-day excursion to Brussels, Belgium, the headquarters of the European Union. If that didn't

keep them busy enough, students were encouraged to take their free weekends to travel to Paris, Dublin and Amsterdam.

Despite the lingering recession, this is the largest number of students the program has enrolled. One reason for the interest, and one of the big draws of the program, was the opportunity to do an internship in London. After the three weeks were over and the professors and other students returned to America, the interns remained behind to work and live as Londoners for another three weeks. As



one of the biggest financial, entertainment and artistic hubs in the world, London provides Radford students with a chance to get unparalleled experience that will help them stand apart. And for all students and interns, it is an experience that will last a lifetime. #