

S.O.C TALK

Radford University School of Communication

Volume 2, Issue 2
Fall 2011

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Will Work for Experience

By Bryan Cole, '11

In a tough job market, internship experience makes a difference on students' resumes. Many employers look for individuals who have had experience in the field. Some School of Communication students also are required to enroll in an internship class and work 120 hours for three credits. With limited options in Radford, many students are asking, "Where do I even begin?"

Finding an internship can be a stressful and lengthy process. Students learn to look for a job, polish their resumes and portfolios, and quickly learn that it's common to hear back from only about one in 10 places where they apply.

Internship coordinator Betty Kennan has been guiding students in their internship searches for the past few years. She hosts informational meetings and sends email notifications to help with the hunt. She maintains contact with many companies looking for interns and helps manage the application process.

Outside the university, the alumni network has been a valuable resource. Many alumni stay connected with the University and offer internships to Radford students. They frequently post openings on the alumni section of the University and School of Communication website and hold seminars on campus.

Many students have sought help from Kennan and the Radford network and landed an internship as a result. Alexander Pham and Jessica Cook are among them. In Fall 2010, Alex interned for the multimedia section of the athletic department. He had previously attended an interest meeting and was put on Kennan's mailing list. This led to him being notified of the available position. Kennan helped him through

Many alumni stay connected and offer internships to Radford students.

the application process and he got the internship.

Jessica knew her friend did an internship the prior semester and asked her for help. She was given contact information and inquired about available positions. Like Alex, she landed a position with the athletic department. Their duties included working in the office, graphic design, and videotaping basketball games. Both attribute the internship with improving their communication, production, and graphic design skills.

There are a number of on-campus internships, a plus for students who lack transportation or need to stay near campus. Tanya Ridpath, director of conference services, got a master's degree from Radford University in 2006 and recently supervised Courtney Russell.

Lyle Moore spent his summer at Cherokee Tobacco Co. in Halifax County, Va., where he worked with two Radford graduates. Vice President Kathy Farley and Manufacturing Manager Anne Puryear both supervised his internship. Rachel Greenway was an intern at North Cross School, a private school that serves the Roanoke Valley. Her supervisor also was a Highlander.

Internships are a great way for students to gain practical skills and build their portfolios — and make contacts and receive references from alumni and professionals in the field. #

Election Day



Journalism students hit the polls to practice field reporting. See story, **Page 8**

S.O.C Talk

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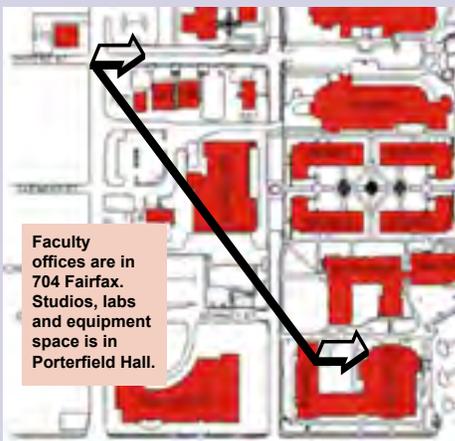
Most content in this publication was written by students in the School of Communication.

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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

Our Students Need You

School Benefits from Alumni Perspectives

Happy Holidays to all. It has been five months since I've been back as director of the School of Communication after an educational and exhausting year as interim dean of the College of Humanities and Behavioral Sciences. Dr. Vince Hazleton did a fine job of keeping the School on course, and in the past few months we've redoubled efforts to keep programs current to meet the needs of today's students.

Radford University is undergoing SACS (Southern Association of Colleges and Schools) reaccreditation, and in the spring the School will undergo University program review for all three of our programs – communication, media studies and corporate & professional communication.

Our public relations concentration has been recertified by the Public Relations Society of America (PRSA) as one of 30 colleges and universities in Canada, Europe, South America, New Zealand and the U.S. that meet this global standard in public relations education. We have gone “back to the future” with our renamed Communication Studies program, and student enrollment has already increased. We are working toward a “senior semester” for journalism students by teaching several journalism courses back-to-back for the same groups of students so they have more class time to be coached and to experience meeting short deadlines. Some of their finished work can be found on <http://newrivervoices.com>.

Even though the rough economic climate meant belt-tightening across the commonwealth, this fall we were able to hire a new faculty member, Dr. Kevin “West” Bowers, a recent doctoral graduate from the University of Florida. West is teaching in the areas of production technology and web design. He comes to us with not only a Ph.D., but professional television experience from MTV, and he already is gaining a reputation among students for being



as much fun in the classroom as he is knowledgeable.

In the last newsletter Dr. Hazleton mentioned the ways that you, our alumni, can help the School of Communication as we move forward.

An immediate question is – how many of you plan to attend Alumni Weekend, Feb. 24-25, AND would you be willing to take part in Alumni Teaching Day on Friday, Feb. 24? We would love to have four or five (or more!) alumni speak in various classes, or take part in a panel discussion with students about your field and how they should prepare themselves in this tight market.

I would also ask, as you think about making your end-of-year donations, to consider the School of Communication in your plans. We have several established scholarship funds for our students, as well as the School of Communication Fund that allows us to support special events such as Communication Week, which this year will be held April 1 to April 5.

Finally, please drop me a note from time to time and let us all know how you're doing. Right now we don't have enough information about all of you to do an Alumni Updates column, but it would be wonderful to include that in the future. You can use either the School email address, comm@radford.edu or contact me directly at lzoch@radford.edu.

The best to you and yours at this wonderful, festive time of the year. You'll be hearing from your School of Communication in the Spring.

*Lynn M. Zoch, PhD
Professor and Director
School of Communication*

Where Are They Now?

Turk Uses Skills to Benefit Radford

By Susan "Susie" Leonard, '10

Students and alumni are most qualified to communicate the spirit of Radford University, so who better to represent the Highlanders than Laura Turk, who falls in both categories?

Turk (Communication '87, English '90) is executive director for university advancement, after having served many years as director of alumni relations at RU. She began her time here in 1983 as an undergraduate. She majored in communication and enjoyed classes such as news reporting and public relations.

When asked about her best experiences at Radford University as a student, Turk said it was "the opportunity to work closely with faculty who strongly encouraged internships, as well as the chance to be involved in leadership activities." As a student, Turk was the sports editor of *The Tartan*, held a work-study position, and was recruitment chair for her sorority, Sigma Sigma Sigma.

After graduating from Radford, she spent some time outside the world of academia. She traveled and landed a job as the special events coordinator for a retail cosmetic store that she had worked for during her undergraduate years before deciding to come back for her master's degree in English.

At the same time, she wanted to use her communication degree in a practical way. While being a graduate student is quite time-consuming, Turk still found the time and the opportunity at Radford for leadership. She was a freshman English teacher both years she was a graduate student.

After completing her graduate degree, Turk was offered a position on the staff of Radford University. She was hired in 1990 as the director of corporate foundation and college development. Her main job was to raise funds from private sources for university projects and scholarships. She loved the job, and stayed there until asked to be the director of alumni relations in 2008. Turk saw this move as a great opportunity to use her communication skills to engage alumni with the University. As alumni relations

“Post your Radford diploma on your wall. You never know who’s looking.”

— Laura Turk ('87, G '90)



director she initiated Alumni Teaching Day and the Highlander Polar Plunge as well as numerous affinity-based reunions.

In addition to her role in Alumni Relations, Turk also has spearheaded the annual fund and served in a leadership capacity for Radford University's two capital campaigns. She led the fundraising efforts for programs such as AASIS, Selu capital projects, numerous scholarships and many outreach initiatives including the initial Scottish Rite Summer Clinic. She currently serves as Executive Director for University Advancement and leads engagement and fundraising efforts in Northern Virginia, Maryland and Washington, D.C. Additionally, Turk earned her Certified Fund Raising Executive (CFRE) designation.

"As a two-time Radford University graduate and long-time RU employee, I have witnessed firsthand how private support can benefit our wonderful institution," said Turk. "It is easy for me to be passionate about asking people to be engaged on many levels because I truly believe in Radford's rich past and its future potential."

Turk finds her work rewarding because it allows her to use both her degrees. With thousands of contributors and alumni to keep track of, her job can be challenging at times. She stresses the fact that it would be impossible without good communication skills, and that she needs to have strong messages to send to alumni to get them more involved with the University.

When asked about how Radford has grown and changed over the years Turk

said, "I see more similarities than I do differences. I see the same commitment from students and faculty, and the same community environment."

Because she works so closely with alumni on a daily basis, she has noticed a few trends that she believes are constant because of the kind of school Radford is. She says most alumni have very good communication skills and are willing to work hard for their success because they don't feel entitled to anything. According to Turk, "Radford University allows people to grow."

She has been a dedicated member of the Radford community for more than two decades, and offers a few good pieces of advice for college students: "Be proud of your education and where you come from. Network with alumni, they want to help you. Post your Radford diploma on your wall. You never know who's looking." #

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

Where are they now?

Justin Ward: More than Child's Play

By Lydia Jones, '14

Justin Ward always knew he would be a reporter. Home videos show him pretending to be a television anchor. His interest in journalism grew during his years at Christiansburg High School. His English teachers encouraged his start in journalism when they noticed his unique writing skills; he also participated in a shadowing program at CBS 7 News in Roanoke, where he learned about journalism behind the scenes.

Ward attended Radford University where he majored in media studies and political science. He didn't limit his work to just the classroom. He participated in the student-published paper, *The Tartan* and was an announcer on the school radio station, WVRU 88.9, for three years. During his college years, he took on many interning opportunities, giving up student breaks to get experience.

While on a trip to Washington, D.C., Ward found a network that would allow him to do job shadowing for a few days instead of interning. Justin spent time at the CBS Evening News after other stations rejected his request.

The person he talked with "said he had never received a call like mine and would love to help me out," Justin said.

Justin met with news correspondents such as Bob Scheiffer and toured places on Capitol Hill where only journalists are allowed. This allowed him to make contact with other reporters and led him to opportunities later in his career. It also changed him as a reporter.

"It was like a dream, and I soaked up every second of it," Ward said. "I followed around some of the reporters and producers. I learned there was more to the job than what you see. ... It's a regular eight-hour job. The reporters do most of the work by themselves."

Ward now reports on the Danville area for WDBJ Channel 7. He also is responsible for covering aging issues such as Social Security and long-term care. Each night he plans for the day ahead. In the life of a news reporter, there are no set hours.

A typical day starts with the morning

“Every day is so different, there’s never a cookie-cutter type day.”

— Justin Ward ('10), WDBJ 7

news meeting, then he spends time in the community in search of story ideas. In addition to being on camera, he writes scripts and helps shoot video. "Every day is so different, there's never a cookie-cutter type day."

With the changing methods of reporting, Justin finds himself learning a lot of new things. He says that he is best at writing and is learning how to improve his video and production skills. Justin seeks advice from videographers at the station. Justin advises the importance of learning all the skills possible in school.

"I never took a production class in college because I never thought I would be doing my own stuff. There's a lot of behind-the scene work that the reporters do," Justin said.

He wants to go as far in the field as he can. Justin would one day like to work for a national network alongside reporters who have inspired him over the years. "A good reporter is someone a viewer can watch and ... understand the story without thinking about it," he says. "If they can



evoke emotions in under a minute, then they are doing their job."

Outside work he enjoys reading and spending time with friends. He avoids television to keep him from thinking about the office. He also looks for new experiences, because he believes doing things out of the ordinary will make him a better reporter. Ward wants to go back to school to take a few classes in law; he is most interested in covering the court system and politics.

Justin has always set goals. He advises college students to do the same, especially because of the many new opportunities in the field.

"Never give up, that's one thing I was often told. It's so common, but I believe it. If one door closes, another opens. If something isn't meant to happen, then there is something else out there that's meant to happen. Always be prepared to talk to the right people," he said.

"Set some goals for yourself and look out to accomplish them. It's always one phone call away or one email away." #

Campus Connections

During Communication Week, some of the most popular sessions have to do with finding a job and advancing along a career path.

In Spring 2011, journalism students organizing a career panel invited Justin Ward and others to share tips on how to get a job in the field. Ward continues

to support new talent: Students often are required to profile working communication professionals or alumni as part of class assignments, like this one.

If you're willing to speak to students during Communication Week or share your story, let us know.

Send an email to comm@radford.edu.

Faculty Spotlight

Lazenby Revists Radford in 2010-11

By Corey Mann, '12

It's not every day you get to talk with a man who has seen it all in the sports community. Roland Lazenby, a sportswriter and author who has written 64 books, including "Bull Run!" 1997's Sports Book of the Year by the Independent Publishers Association, returned to Radford University on a one-year contract for 2010-11.

Writing since 1978, most notably about NBA basketball and NFL football, Lazenby had no plans of writing as an undergraduate student at Virginia Military Institute. After majoring in English, Lazenby was named Blacksburg High School's varsity wrestling coach, and it all began from there. After submitting articles to the Blacksburg Sun about his wrestlers, The Sun offered him a full-time sports editor job just a year later.

"I did have some English background, but once I got into it, I tend to be very aggressive, so I got very busy," said Lazenby, looking back at his first writing job. Dozens of books later, filled with years of experience, Lazenby still loves to teach. "I teach writing as a life skill. ... I have a lot of experience, so the work I do makes me a better teacher."

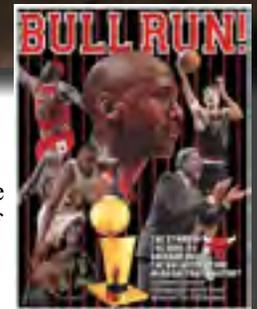
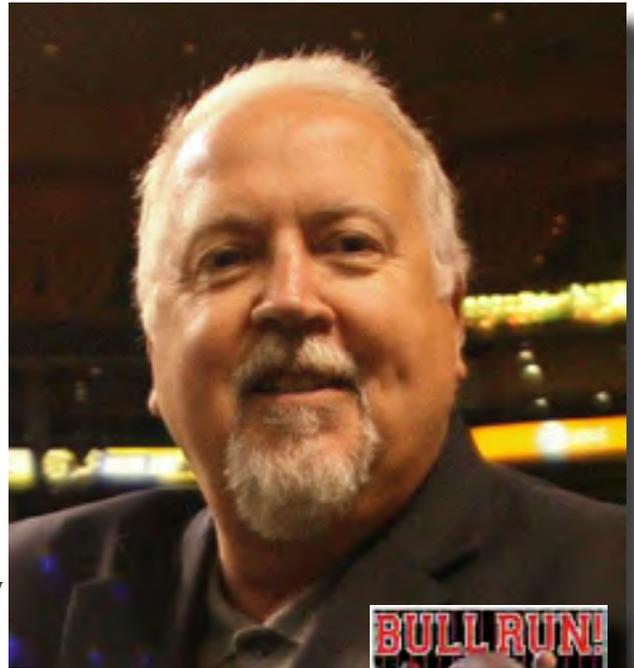
Professor Lazenby is not new to Radford. Alumni may remember him teaching here in the 1990s. "I worked here for seven years in the '90s, and would be here two days a week, then in Chicago the rest of the week covering the Bulls."

He reported on the NBA team during their dynasty years. He covers some of the best athletes in the world, but he isn't blinded by celebrity. "I always worked at not letting that be a factor that excited me. People who get all giddy and excited about interviewing somebody really aren't going to do a good job."

Lazenby is working on a 400-page biography on Michael Jordan called "MJ: The Life." He is also putting together two other books on the Boston Celtics and the Los Angeles Lakers.

Journalism students soaked up his experience and stories from the locker room.

"The idea is to get your expertise while you're here [at Radford]," he said.



"That's going to help you get hired later. There [are] a variety of things you have to do to get the experience you need as a student." #

Froemling Focuses on Personal Connections



Dr. Kristin Froemling
B.A., Bowling Green State University
M.S., University Toledo, Ohio
Ph.D., University of Oklahoma

Dr. Kristin Froemling, an associate professor of communication, teaches mostly in the communication studies concentration and Corporate and Professional Communication graduate program.

Her favorite undergraduate course to teach is research methods. "Students usually dislike this class, because the material seems foreign and not something they would apply right now," she said. "However, at the end I enjoy seeing the light bulb go off and the students getting it." She prefers to teach classes in which people feel comfortable participating. She is serious about the material but likes to have fun at the same time.

Dr. Froemling appreciates the students at Radford because they come from backgrounds similar to her own. "They are down to earth, and have a desire to connect with the

professors," she stressed.

Dr. Froemling's current interests focus on computer mediated communication. Specifically, she recently studied how communication is managed in a chat room. Dr. Froemling was working with a chat room affiliated with Fox 5 News in New York, where she noticed different communication patterns taking place. She has been most excited to see how and if communication changes once you meet the person face-to-face.

Aside from teaching, she dedicated five years to writing a textbook, "Communication: The Handbook."

It is designed for introductory communication courses and incorporates interpersonal, group and public speaking subject areas.

In her free time she enjoys hiking, making jewelry and spending time with her rabbits. #

Meet Our Graduate Students

Copy Editor on the Rise

A veteran of Radford's undergraduate English program with concentrations in secondary education and business and technical writing, Brittany Jeglum has found her place in Radford's Corporate and Professional Communication program. The 23-year-old is from Northern Virginia.

"I couldn't have picked a better program than the one here at Radford," says Jeglum. "I love the university and really try to keep myself involved and connected with various clubs and organizations."

Jeglum is a member of PRSSA, serves as secretary of the English club, writes for WHIM (the student-run online magazine), and is assistant news editor for the Tartan.

When she's not helping out around campus, she can be found in her office helping students as a graduate teaching assistant.

— M.Z.



research on massively multiplayer online games.

— B.J.

Living A Dream

Jeremy Butler of Luray, Va., is making the most of his educational experiences while at Radford University. Butler, 26, is a second-year graduate teaching fellow in the School of Communication and is using his opportunities to gain experience and skills to make him successful upon graduation.

A self-described "Good Ole Boy," Jeremy graduated from Radford in the Spring of 2010 with a bachelor's in communication with a public relations concentration. He decided to further his education and is a candidate for graduation in May 2012 with a master's in Corporate and Professional Communication.



Outside the classroom, Butler enjoys diesel trucks and lifting weights. He enjoys the atmosphere of his classes and the relationships he has with his professors. "I think the professors in the School of Communication do a really good job of connecting with their students. I've built some great relationships with the faculty as well as the other graduate students," said Butler.

When asked about his future plans, Butler said, "I'd like to ultimately get a job with the FBI, buy some land, and a nice diesel truck. If I could do that I'd be livin' the dream."

— T.S.

Ready to Travel the World

Brittany Case is a second-year graduate student in the Corporate and Professional Communication program. Originally from northern Virginia, her family now resides in Georgia.

She graduated with her bachelor's degree from Radford University where she was an advertising major with a communication minor. Developing more interest in public relations, she decided to further her schooling at Radford. "I didn't want to have to worry about

getting my master's later in my life." Pursuing graduate school right after her undergraduate program allows her to get a better understanding of what she wants to do in life. She teaches public speaking as a Graduate Teaching Fellow. Brittany dreams of traveling the world and discovering opportunities along the way. After graduating in May 2012, she hopes to find a job in advertising or event planning within the entertainment field.

— C.H.

New York Native Makes a Home in Southwest Virginia

Caty Hermann, 23, was born and raised in Rochester, N.Y. She has a passion for art and being creative. She has an undergraduate degree in business and communication studies from Lynchburg College.

Right after graduation her advisor emphasized the prestige of Radford's Corporate and Professional Communication graduate program. Hermann decided to enroll and is in her second year of graduate school.

After finishing her degree, Caty would like to move into either advertising or public relations in a firm involved in entertainment. While she misses home, she would like to travel wherever her future job may lead.

— B.C.

Student Gets on Track with Advanced PR Skills

Terrence Strickland is a graduate teaching fellow from Martinsville, Va. He earned his bachelor's degree from Radford University in 2007 with a concentration in public relations.

After graduation, Strickland worked at a community college in Martinsville, where he worked as an outreach advising specialist. He quickly put to use his undergraduate skills.

It was there that he realized he enjoyed working in academia. At the same time, he found he would have limited advancement opportunities because he lacked a graduate degree.

He decided to go back to school to further his studies in communication and gain experience teaching. In the graduate

Education Through Online Gaming

Michele Zorrilla, 26, puts an educational twist on video gaming.

She joined the Corporate and Professional Communication graduate program this year, after graduating from Central

Washington University with a B.A. in communication studies.

Zorrilla applied to the program on the advice of her professor, Steve Jackson, a former doctoral student of Dr. Lynn Zoch.

Zorrilla also became a graduate teaching assistant for both the introductory public speaking and public relations classes.

Zorrilla plans to use her master's degree to work for a gaming company such as Blizzard Entertainment or Razer. Her focus in the program is video gaming and gender. She is an avid gamer, and has combined her love of gaming with her educational aspirations, focusing her



Meet Our Students

program, he particularly enjoys his studies in crisis communication.

After graduation he would like to get back into academia. Strickland also is considering pursuing a doctoral degree.

Strickland is the outdoors type who loves to hunt, fish, and camp, but his true love lies with NASCAR, which seems natural for someone who lived and worked near the Martinsville Speedway.

—*J.B.*

Working, Writing Keep Student Up All Night

Tyler John Shaver, or TJ for short, is a 25-year-old senior from the small town of Hot Springs, Va. He returned to the university this semester after a break and plans to graduate in the spring.

Shaver loves to write, so it comes as no surprise that he is a journalism major with an English minor. His favorite subjects are music and sports. He hopes to write for magazines.

When Shaver isn't writing he's working full time at the Chik-fil-a on



campus. Shaver works late, usually closing the restaurant at night then going home for much-needed rest. When he isn't working, Shaver loves to listen to music, watch movies and dabble in snowboarding when the weather is right.

—*A.S.*

Behind the Camera

Page Mori may only have one year left at Radford, but don't let that fool you: This 21-year-old has ambitious goals for her final days as a college student. Mori is executive producer for the school's broadcast news program "ROC TV."

Mori calls Clifton, Va., home and hopes to one day work in the Washington, D.C., area. Last summer she was an intern with Washington Week, a political news program.

Working there sparked an interest in politics she didn't know she had. Although she's excited to graduate in May 2012, Mori plans to dedicate her senior year to ROC TV. "I really want to make this show work," she said. Her past work with student media and her plans for ROC TV will help her when she graduates. She hopes to one day be an executive producer at a well-known news network.

—*K.H.*

Is Sports Advertising in Superfan's Future?

Christian Compton is all about sports, whether it is football, baseball, basketball or hockey. Does he actually play any of these sports? No. He's just a superfan.

This 20-year-old hails from New York but is now a Virginian. He claims to love mostly Virginia state teams, such as Virginia Tech and U.Va., but he's been known to support the Washington Capitols, the Washington Redskins, UNC basketball and the Boston Red Sox. His dream isn't to suit up, but rather work with the teams in advertising — his concentration at Radford.

He says his ideal job is "to work in the advertising field in sports on the university or professional level."

Compton is also involved in Greek Life in the Phi Sigma Kappa fraternity. He maintains a sports blog on the side and would love to travel the world someday. "Well, maybe not the WHOLE world, but most of it!" he says.

—*T.M.*



A Taste of Student Media

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, which 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.

News Roundup

What is the Origin of Talk Like a Pirate Day?

Dr. Matthew R. Turner's "Arrr!!!: Performing Piracy and the Origin of International Talk Like a Pirate Day" will appear in *Popular Culture Review* in February 2012. For the paper, Turner interviewed the Pirate Guys — Cap'n Slappy, and O'l Chumbucket — the two modern day Buccaneers responsible for the unorthodox holiday. He explored how the holiday started, how and why it spread, and what it says about modern popular culture.

Turner's next publication is "Performing Pop Parody: Lady Gaga, 'Weird Al' Yankovic, and Parodied Performance," which will appear in an edited collection from McFarland Press entitled: *The Performance Identities of Lady Gaga*. Turner explored how "Weird Al" Yankovic and Lady Gaga both perform parody as part of their artistic expression.

A third publication, "The Last Marx Brothers' Film," will be published with *Jura Gentium Cinema*, an online journal of cinema and globalization. He explores their comedy and what made them unique.

Who Killed Mary? An Elephantine PR Case Study

In 1916, the Carolina, Clinchfield and Ohio Railroad Co. performed its civic duty by helping an angry public hang a murderer in Erwin, Tenn. The murderer, a 2-ton pachyderm circus performer named Mary, was convicted, sentenced and executed for causing the death of her trainer in a horrific public spectacle

that would indefinitely haunt the town's reputation.

Nearly a century later, Dr. John Brummette (G '03) analyzed this piece of public relations history in the context of the press agency model of public relations, an illustration of how an organization's decisions affect its reputation and that of its surrounding community, and how community values changes with time.

His analysis will appear in an upcoming issue of *Public Relations Review*.

Yao Presents Research on Chinese Public Opinion

Assistant Professor Dr. Shuo Yao presented a paper with colleagues at the National Communication Association conference in New Orleans, La., in November.

"Guiding Public Opinion in Civil Disorders: The Chinese Experience" also was accepted for publication in the *Journal of International Communication*.



Ad Students Focus on Creativity

During the last week in October, Assistant Professor Jim Collier took eight members of the RU Advertising Club to the American Advertising Federation's conference on innovation, "Innovate the Way You Think," in Washington, D.C.

Attendees heard from top communications professionals representing fields such as consumer

research, media research/planning, creative development, account management, strategy development, and social and digital media.

The closing keynote came from the director of marketing communications for Nissan Global, who presented several clips from the company's consumer focus groups and shared the brand position, strategy, and creative campaign that derived from that primary research.

Field Reporting: An Election Day Exercise

Students studying journalism got out of the classroom and headed to the polls to test their skills covering elections.

Leigh Anne Kelley's News Reporting students used interview skills practiced in class to gather reaction from voters outside Radford polling places.

"This wasn't hard to do, it was just hard to come up with questions," said Lydia Jones, a sophomore. In addition to traditional journalism, she and other students tried capturing images and audio.

Students in Joe Staniunas' Basic News Writing and Journalism Portfolio classes profiled races around the region in what he called "a chance to take part in and observe one of the great rituals of American citizenship."

Many students, like Hannah Mankin, expected the turnout to be lower than for a presidential election. But they were still disappointed by the slow trickle of voters. "This was a recurring theme here at the polls today," she wrote, "people simply not caring enough to get their vote out there, which is actually very sad." #

Ad Club, PRSSA Team up for 'Radford After Dark'

To raise awareness on campus and gain experience in event marketing, the student chapter of the American Advertising Federation (RU Ad Club) applied for an event grant through the Department of Student Activities and its "Radford After Dark" Initiative.

After winning the grant, the Ad Club invited the RU PRSSA to join in the Oct. 20 implementation of the successful event.

The theme was "Fright Night," which celebrated the Halloween holiday with face painting, pumpkin carving, a costume contest and a buffet that included pizzas, seasonal desserts, drinks and hot cider from 8 p.m. to midnight.



Alexa Sears ('12), Amy Anderson ('12) and Bryce Floyd ('12) welcome guests to an event planned, organized and sponsored by the Radford Ad Club and PRSSA.

Photo courtesy Radford Ad Club