



ELON
UNIVERSITY

School of Communications



ENGAGED LEARNING TAKES FLIGHT



Celebrating 10 years of excellence in the Interactive Media master's program

ANNUAL REPORT 2018-19



Letter from the Dean

DEAR ALUMNI AND FRIENDS,

I am excited to present the School of Communications annual report for the 2018-19 academic year. This first annual report during my time as dean showcases many of the events and achievements that demonstrate we are living our mission to prepare students to be exemplary communicators in an increasingly diverse, interactive and global age.

Thanks to the outstanding work of my faculty and staff colleagues and the strong support of President Connie Ledoux Book, Provost Steven House and founding Communications Dean Paul Parsons, the School of Communications continues to excel while growing.

We continue to focus on providing dynamic undergraduate and graduate programs where students learn to appreciate the roles, responsibilities and social impact of media around the world. We value freedom of expression and the importance of serving the public good.

We are committed to helping students become better writers, speakers, creators and thinkers. We want them to learn and innovatively harness the technologies that are transforming the way we communicate. We promote the primacy of accuracy, integrity, professional standards and ethical principles.

We prepare students for careers and lives of purpose through excellent classes, outstanding student media, professional internships, entrepreneurial experiences and other forms of engaged learning. We recognize that communication is central to our lives and our world, and we are committed to upholding the responsibility that comes with that.

Thank you for your support. We will work hard to continue earning it.

Sincerely,

ROCHELLE L. FORD, PH.D., APR
DEAN

SCHOOL OF COMMUNICATIONS

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On the cover:

Lecturer Brandon Booker leads a drone training session with Interactive Media students Cuquis Robledo and Ellington Hayes in the Historic Neighborhood. The iMedia program celebrated its 10th anniversary during the 2018-19 school year.



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The School of Communications consists of more than 80 faculty and staff members who are engaged-learning educators, striving to deliver a student-centered academic experience.

School of Communications earns top honor in PRWeek Awards competition

Powered by the teachers, scholars and mentors pictured above, the School of Communications was named Education Program of the Year by PRWeek. The honor, part of the annual PRWeek Awards, which are considered one of the communications industry's highest accolades, was announced at a ceremony March 21 in New York City.

In their assessment of Elon, the PRWeek judges commended the school's "hybrid faculty members," who possess both terminal degrees and significant professional experience. The judges echoed the sentiments of the Accrediting Council on Education in Journalism and Mass Communications, saying the school adapts "nimble to the demands of a digital, multimedia world of communication."

Judges also noted that students have completed internships at "heavy-hitter PR agencies and organizations," highlighted the accomplishments of the award-winning student-run agency Live Oak Communications, and championed the school's "close industry connections" that lead to professionals frequently visiting campus and speaking with students.

Additionally, Anissa Cooper '19 was named honorable mention – or runner-up – for PRWeek's Outstanding Student of the Year award during the ceremony. The strategic communications major was one of five finalists for the national award. Cooper attended the ceremony with Dean Rochelle Ford, Associate Dean Kenn Gaither and Associate Professor John Doorley.



Anissa Cooper '19

IN WITH THE NEW

Faculty and leadership adopt a new departmental structure



With the School of Communications' new restructuring, implemented June 1, Senior Lecturer Randy Piland has been named chair of the Department of Communication Design.

To further strengthen student-centered learning, the School of Communications has adopted and implemented a new departmental structure. Beginning in fall 2019, the school will have six undergraduate programs, each with a faculty leader. The programs and their respective leaders are:

- Cinema and Television Arts** – Vic Costello
- Communication Design** – Randy Piland
- Journalism** – Anthony Hatcher
- Media Analytics** – Brian Walsh
- Sport Management** – Tony Weaver
- Strategic Communications** – Bill Anderson Jr.

Additionally, Associate Professor Julie Lellis has assumed the role of communications core and minor director, overseeing the school's opening and closing core courses, communications electives and the communications minor. Professor Naemah Clark has been named the school's assessment coordinator, ensuring academic quality in accordance with program accreditation guidelines.

According to Communications Dean Rochelle Ford, the restructuring was necessary to maintain the strong engaged learning and close mentoring relationships that make an Elon education unrivaled. The curriculum will remain unchanged

this fall, as faculty begin a curriculum review to create more enhancements based on industry needs.

Costello expects the restructuring should be a welcome change for both instructors and students. "With more than 1,000 student majors and 60 faculty, the previous communications department had reached critical mass, where administratively, it could no longer be effectively managed as a single academic unit with one department chair," Costello said. "The new administrative structure strengthens our ability to strategically plan for the future while specifically addressing the needs of our faculty and students within their professional discipline or chosen major."

On the surface, Lellis doesn't expect that students will notice much of a change when they return in the fall. "As a School of Communications, we still value, and will strive to maintain, the benefits of a holistic and interdisciplinary program where we embrace the academic and professional intersections that unite us across all majors," she said.

The new structure's real benefit to students will be the increased access to department and program leaders, whose expertise aligns closely with their professional career interests and pursuits. The creation of smaller academic units provides new opportunities for group meetings of faculty and students by major (or interest group) along with more regular communication about events, activities and opportunities.

Mitch Pittman '09 accompanies iMedia students to Cuba

Before a decade-long career in television news, where he collected more than a few awards, and the recent launch of his own production company, Elon alumnus Mitch Pittman '09 was an undergrad gleaning the basics of photojournalism from Senior Lecturer Randy Piland.

Ten years later, Pittman joined Piland in January to assist and mentor seven Interactive Media students conducting their Interactive Project for the Public Good work in Matanzas, Cuba. In a region known for its poets and culture, the group turned their cameras on artist Jesus Alberto Mederos, who hosts art therapy sessions for youths with behavioral issues, children with cancer or other chronic illnesses, and seniors with Alzheimer's disease and dementia. The student group's objective was to bring global attention to Mederos' charitable efforts and the larger Matanzas community.

"It was a dream story to tell," said Pittman, who has earned several regional Emmy Awards. "Mederos has painted murals all over the city, and he's a local celebrity there. Now he is using his clout to help others."

Elon alumnus Mitch Pittman '09 (left) accompanied iMedia students during their fly-in project in Cuba, where he struck up a conversation with a local resident.



FOCUSED ON THE FUTURE



Interactive Media celebrates decade of excellence

With the presentation of Simone Young's diploma on May 22 in Whitley Auditorium, the M.A. in Interactive Media program put the finishing touches on its first decade of preparing multimedia professionals to succeed in a digital age.

This spring, Young was one of 28 iMedia graduates, a group educated to think strategically across platforms, create data-driven media content, and explore new avenues in interactive and digital media delivery. These students discovered new technical skills and career paths in UI/UX design, VR, gaming and digital storytelling.

In total, 318 students have graduated from the 10-month program since its inception.

Over the past decade, iMedia has helped address a void in the higher education landscape, explained David Copeland, Elon's A.J. Fletcher Professor and director of the graduate program.

"We have discovered over the last decade that this program filled a niche that wasn't available at other universities," he said. "We've created a program that prepares students to fill a multitude of jobs, not just in communications, but across all types of professional fields."

According to Copeland, one of iMedia's greatest strengths is its condensed schedule. The August-to-May degree program allows the faculty and curriculum to remain nimble and adjust to always evolving industries.

"We have created a program that has been right for the times – and a little bit ahead of what others were doing," Copeland said. "And because we are a 10-month program, we have been able to change and adapt every year, to look at where industries are going and what is needed. This ensures we are sending our students into the professional world ready to succeed."



MEET THE NEW LEADERSHIP



Bill Anderson Jr.
Chair, Strategic Communications



Naemah Clark
Coordinator, Assessment



Vic Costello
Chair, Cinema and Television Arts



Anthony Hatcher
Chair, Journalism



Julie Lellis
Director, Communications Core and Minor



Randy Piland
Chair, Communication Design



Brian Walsh
Director, Media Analytics



Tony Weaver
Chair, Sport Management

DIAMOND DATA

Students immerse themselves in baseball analytics

The Elon University baseball team made history this spring, advancing to its first-ever appearance in the Colonial Athletic Association title game. This milestone was achieved thanks in large part to the team's talented roster, which included first-round draft pick George Kirby and three other players selected in the 2019 MLB Draft.

But just beyond the dugout was another group of students putting the Phoenix in position for success — at least statistically speaking.

Entering the season, Coach Mike Kennedy's program was provided a Flightscope player tracking system by scouting service ScoutCast, but the team needed to provide the staffing to run the equipment and break down the data. Enter five baseball-minded Elon students.

During each game and some practices, Nicholas Rossini '19, Kyle Sarazin '19, Mark Scola '20, Daniel Schiff '21 and Daniel Tucker '21 ran the system and collected data. Pitch speed, spin rate, spin angle, release point, pitch location and trajectory were among the items measured. The students then analyzed the data, preparing visualizations, tables and charts at the coaches' request and looking for insights that might be valuable.

The students also designed a

user-friendly interface that allowed the coaches to pull up detailed data at the touch of a button.

Kennedy called the students' work "tremendous," adding that his coaching staff gained an "incredible amount of information" from their findings.

The group's work helped Sarazin become Virginia Tech baseball program's new director of player development. The sport management and statistics double major was hired to assist with coaching and development strategies, while utilizing new analytics software and equipment.

"The opportunity to work with the baseball team at Elon excited me because it was an opportunity for my team to act as a catalyst in bridging the gap between coaching and analytics," Sarazin said. "I must emphasize that this was a team effort and that it is a great example of students taking a passion from a club and getting to make a real difference with it on campus."

"Analytics is a fast-growing part of our industry," said Mark Cryan, assistant professor of sport management, who connected the students with the baseball program. "Our students have really taken advantage of the opportunities we have on campus and elsewhere."



Nicholas Rossini '19 (left) and Kyle Sarazin '19 made a significant contribution to the Elon baseball team without ever getting penciled in the lineup.



Sport management and business majors regularly compete in the Society for American Baseball Research (SABR) case competition held each March in Phoenix. This spring's contingent, led by Assistant Professor Mark Cryan (far left), included students Kyle Sarazin '19, Mark Scola '20, Daniel Schiff '21, Daniel Tucker '21 and Nicholas Rossini '19.

20 YEARS IN THE MAKING

The Imagining the Internet Center celebrates a milestone in fall 2019, welcomes new members to leadership team

In fall 2019, the Imagining the Internet Center will complete its 20th year of work illuminating the evolution of digital communications networks at the dawn of the 21st century. On April 7, 2020, Wikipedia founder and Internet Hall of Fame member Jimmy Wales will speak at Elon and be awarded the third Areté Medallion, presented by the center to highly distinguished humanist innovators, change agents and thought leaders for their contributions impacting the global future.

HERE'S A LOOK BACK AT THE PAST YEAR FOR THE CENTER:

Expanding leadership team

The center's leadership team grew this spring with Assistant Professor Kathleen Stansberry's appointment as director of research projects and partnerships and Assistant Professor Alex Luchsinger taking on the role of director of documentary multimedia projects and partnerships. Professor Janna Anderson continues to serve as the center's executive director.

"Artificial Intelligence and the Future of Humans"

A 123-page report by Anderson, Luchsinger and Advisory Board member Lee Rainie of Pew Research Center featured the opinions of nearly 1,000 experts on the future of humanity in the age of AI. It was released Dec. 13. Rainie unveiled the report and shared highlights from it live on stage at the People-Centered Internet conference in San Jose, California, which was livestreamed to a global audience. The report gained global media attention via several major outlets, including The Verge. Research in the report was selected by the Pew Research Center as one of its "18 striking findings from 2018."

Team documents Global IGF-France

A 10-person documentary journalism team from the Imagining the Internet Center interviewed more than 150 Internet experts from 55 nation-states at the U.N.-facilitated Global Internet Governance Forum at UNESCO headquarters in Paris in November. The team's work resulted in 600 video clips on the center's website and YouTube channel.

"The Future of Trust"

Anderson and Rainie each made a 30-minute opening keynote presentation Feb. 20 on "The Future of Trust" for 100 top industry, government and university researchers who are part of the U.S. National Academies of Sciences' Government-University-Industry Research Roundtable. The event was held at the historic Washington, D.C., National Academies building. Anderson kicked off the program, and she and Rainie provided the opening scene-setter for the daylong conference on "Authenticity, Integrity, and Security in a Digital World."

News coverage of IGF-USA

Colin Donohue, director of School of Communications student engagement and alumni affairs, and Anderson co-led the recruitment and preparation of 20 Elon students who conducted complete multimedia documentary coverage of all events of the 2019 Internet Governance Forum-USA at the Center for Strategic and International Studies in Washington, D.C., in July. Donohue and Bryan Baker, director of technology, operations and multimedia projects, led the team's near-real-time coverage. The photos, video and print-news accounts were promoted by IGF-USA's site and are part of its official report to the United Nations' Global IGF Secretariat.

Imagining the Internet



Janna Anderson

Kathleen Stansberry

Alex Luchsinger



Elon's Imagining the Internet team at UNESCO headquarters in Paris. Pictured (from left) are Assistant Professor David Bockino, Sophia Ortiz '21, Sam Casamento '21, Jack Norcross '21, Alexandra Roat '20, Anton Delgado '20, Cammie Behnke '19, Grace Morris '20, Jared Mayerson '20 and Assistant Professor Alex Luchsinger.



Elon students Anton Delgado '20 and Sophia Ortiz '21 conduct an interview at the U.N.-facilitated Global Internet Governance Forum in Paris in November.

THE YEAR IN REVIEW

AUGUST

Emmanuel Morgan '19 participated in the 2018 Carnegie-Knight News21 program, a 10-week multimedia reporting project that examined intolerance, racism and hate crimes in America. As a News21 Fellow, Morgan traveled extensively with stops in New York City and San Francisco. The cohort's coverage, titled "Hate in America," subsequently won the Student Edward R. Murrow Award for Excellence in Digital Reporting and the Robert F. Kennedy Journalism Award.

"Drag Queen Storytime," a short documentary film made by **Emma Kopkowski '20** and **Tyler Litwin '20**, was screened at the 2018 North Carolina Gay + Lesbian Film Festival in Durham.

Stephanie Hays '18 and **Alex Toma '20** combined to earn four awards, including two first-place finishes, in the 2018 Michigan State University Design Contest for College Students. Hays works as the lead designer at the Sacramento Business Journal.

Associate Professor **Vanessa Bravo** received the 3rd Top Faculty Paper Award from the Political Communication Interest Group at the 2018 AEJMC conference in Washington, D.C. With her co-author, Bravo analyzed how U.S. President Donald Trump and Mexican President Enrique Peña Nieto communicated during the first 100 days of Trump's term regarding the community of Mexican immigrants living in the United States.

While participating in the U.S.-U.K. Fulbright Commission exchange program, **Mercy Ette**, senior lecturer at the University of Huddersfield, taught in the School of Communications and conducted research during the fall semester.



First Amendment Free Food Festival

SEPTEMBER

Lecturer **Kelly Furnas** was named a National Scholastic Press Association Pioneer Award recipient, acknowledging his passion for and contributions to scholastic journalism.

More than 100 people were willing to make a deal during the **First Amendment Free Food Festival** in September, signing away their First Amendment rights for a free lunch. The lunch-hour program aimed to help students understand the implications of freedom of speech, press, religion, petition and assembly. Pictured above: Alexandra Roat '20 tries to interview Dean Ford while Kenneth Brown '19 blocks the news reporter.



In conjunction with Elon Athletics, **Elon Sports Vision** (previously named Maroon Sports) and its students streamed the Sept. 30 home football game against New Hampshire, the first athletic event remotely broadcast from Schar Center's new control room.

Dean Ford presided over her first School of Communications Advisory Board meeting on Sept. 28, welcoming 17 board members and guests to campus.

OCTOBER

The school led an on-campus celebration of national **News Engagement Day** on Oct. 2, with initiatives that encouraged students and community members to read, watch, like, tweet and share the news. This included students Nina Fleck '20 and Maeve Ashbrook '22 serving as town criers, shouting headlines at College Coffee.

"Young Filmmakers of Ethiopia," a one-hour documentary produced by Associate Professor **Vic Costello**, was awarded Best of Show in the Broadcast Education Association's Faculty Documentary Competition

Professor **Harlen Makemson's** research paper, "From Gibson Girl to Gibson Goddess: The World War I Illustrations of Charles Dana Gibson in Life Magazine," received honors at the American Journalism Historians Association convention in Salt Lake City.

From Oct. 12 through Nov. 27 Regal theaters across the country screened "Movie Life," a 35-second commercial made by an Elon team that was one of five finalists in the **2018 Coca-Cola and Regal Films** program.

Accompanied by **Dean Ford**, a group of six students traveled to Chapel Hill, North Carolina, to attend a "Women in Media" forum presented by WTVD's Minority Advisory Committee.



Communications Fellows on a tour of TNT studios

A team that included strategic communications major **Alejandro Ramos '19** captured first place in the Elon Champion Analytics Challenge, addressing sales opportunities with HanesBrands executives.

Nearly 40 students completed the Sport Management Department's 400-hour internship requirement during summer 2018, gaining real-world experience with organizations across the sport industry. The department offered a glimpse into how its students spent their summer months at the **2018 Sport Management Internship Forum**.



During their Atlanta media tour, 29 **Communications Fellows** visited with communications professionals and Elon alumni. They received a behind-the-scenes look at the operations of several prominent organizations, including CNN, TNT, Jackson Spalding and the Atlanta Falcons.

Investigative journalist and documentarian **Emily Kassie**, a Pulitzer Center on Crisis Reporting grantee, presented an Oct. 24 community lecture, discussing her crisis reporting on social injustices and violent conflict in the U.S. and abroad. As one of the

Pulitzer Center's Campus Consortium partners, Elon hosts grantees twice a year.

Elon News Network won both a national Newspaper Pacemaker and Four-Year TV Station Pinnacle Award at the Associated Collegiate Press/College Media Association National College Media Convention in Louisville, Kentucky.

A team consisting of four Elon sport management majors attended the 2018 **Sport Marketing Association Conference** in Dallas, competing in the three-day event's undergraduate case study competition.

Associate Professors **Derek Lackaff**, **Phillip Motley** and **Amanda Sturgill** presented papers at the 2018 International Society for the Scholarship of Teaching and Learning conference in Bergen, Norway. The October event attracts international scholars and educators to share recent work and to discuss how to advance the future of higher education.

NOVEMBER

Elon News Network aired a two-hour live show covering the 2018 midterm elections.

A group of nearly two dozen students, consisting of sport management majors and Elon Sports Vision students, received a behind-the-scenes look at the operations

of the Carolina Hurricanes and PNC Arena prior to a Nov. 12 home game. The visit included a meeting with **Christine Williams '14**, a producer of CanesVision, the team's in-arena entertainment service.



Elon News Network received six awards at the Radio Television Digital News Association of the Carolinas awards luncheon, sweeping first and second place in the Best Student TV News Producing category.

The team of strategic communications majors **Stefanie Milovic '19** and **Janay Tyson '19** placed first in the 2018 Amica Elon Sales Challenge, a competition designed for Elon students to develop their professional selling skills.

Associate Professor **Nicole Triche** was selected and participated in the Television Academy Foundation's 2018 Faculty Seminar Program, a five-day program for college educators that provided an up-close look at the television and content development industries.



News Engagement Day



2018 Coca-Cola and Regal Films program



Sport Management Internship Forum



Elon News Network coverage of midterm election



Behind-the-scenes look at the operations of the Carolina Hurricanes

DECEMBER

Dean Ford was one of six “inspiring leaders of communications” inducted into the PRWeek Hall of Fame at a Dec. 3 ceremony at the Grand Hyatt New York. Ford used her 13-minute speech to champion the importance of diversity and inclusion, share her experiences during her own personal and professional development, and thank the mentors, coaches and sponsors she’s had along the way.

JANUARY

During Assistant Professor **David Bockino’s** Through the Lens of ESPN class, 13 students enjoyed a comprehensive media tour in January, visiting ESPN, Fox Sports, SNY, MLB.com and the New York Yankees, as well as sports outlets and athletic venues in Buenos Aires.

As part of their Winter Term “fly-in” experience, **Interactive Media** students divided into four groups to visit Colombia, Cuba, Dominica and Ecuador, collecting content for a monthlong project for the public good. Upon their return stateside, the students built robust online presences for their respective nonprofit organizations, agencies and communities.



Twenty-two students in the **Communications Fellows** program participated in a two-week trip in January to Florida, touring 17 communications companies, meeting with industry professionals and gaining insights into their future careers.

FEBRUARY

The 2019 **Communications Internship Showcase & ePortfolio Review** attracted

35 organizations, including ABC11, G&S Business Communications and McKinney, on Feb. 12 to meet with students seeking internships, employment opportunities and career advice.

The Pendulum, the newspaper of the Elon News Network; **Phi Psi Cli** yearbook; and **Colonnades Literary and Art Journal** all won Best of Show awards on Feb. 23 from the North Carolina College Media Association.

In partnership with the PR Council, the School of Communications hosted its **PR Agency Careers Diversity and Inclusion Panel Discussion** on Feb. 25. The wisdom session and ensuing networking reception featured strategic communications and human resources executives from W20 Group, Ketchum, Weber Shandwick, Taylor Global, FleishmanHillard, Finsbury and EP+Co.



Seventeen students and two faculty members represented **Live Oak Communications** at the Triangle AdFed’s 2019 American Advertising Awards Gala, enjoying a close look at the advertising industry. **Kerry Sheehan-Delany ’19** earned a silver award in the competition’s Elements of Advertising, Original Photography category.

MARCH

Associate Professor **Amanda Sturgill** served as a co-editor on a book set titled “Religion Online: How Digital Technology Is Changing the Way We Worship and Pray.” Published by Praeger, the two-volume set covers larger issues in religious and religious-like practices with everything from Hinduism to Little Monsterism.

The American Advertising Federation, Zeta Phi Beta Sorority, Inc. and the school sponsored a March 14 **Diversity in Reality Television**



Dean Ford inducted into the PRWeek Hall of Fame



Students meet popular ESPN reporter Adam Scheffer.



PR Agency Careers Diversity and Inclusion Panel Discussion



The 2018-19 Outstanding Senior Awards recipients: Hannah Podhorzer, Maya Eaglin, Brooke Muller, Anna Cosentino and Lillian Engel with Dean Ford

panel with professionals working in the television and advertising industries, as well as higher education.

Members of the **Women’s Elon in Entertainment Empire**, or WEEE, hosted their first on-campus informational meeting and social gathering on March 14, attracting approximately 25 students interested in the entertainment industry. The initiative is supported by alumnae living and working in Los Angeles.



Watching the original – and often award-winning – content produced by Elon students and faculty got a lot easier around spring break. The school launched its own channel available on **Roku** devices, with categories highlighting student works, student media and organizations, and testimonials. The school is set to expand to other streaming platforms.

During the 2019 **Elon Innovation Challenge**, 115 students representing a variety of majors addressed how to reduce, repurpose and/or manage the amount of packaging waste on

Elon’s campus. Driven by the application of design thinking, teams created products, services and campaigns to address the problem. The winning team featured media analytics major **Anna Cosentino ’19** and **Max Pivonka ’19**, who won \$1,000 for Best Innovation. The duo designed “Gsoogle,” a delivery packaging, recycle and reuse center for Elon’s student mail room.

APRIL

A passionate pitch about a defiant love story scored **Riley Bradford ’21** and **Sophia Ortiz ’21**, cinema and television arts majors, first place in the 2019 RiverRun International Film Festival’s Documentary Pitch Fest, a student competition judged by industry experts.

Katie Halter, coordinating producer of Elon Sports Vision, returned to her native Minnesota to help produce three of the CBS Sports Network’s basketball-centric shows during the Final Four.

Arianne Payne ’20 and **Maggie Cornejo ’21** were among the 39 undergraduate students nationwide to receive highly selective scholarships provided by The LAGRANT Foundation, a nonprofit organization that promotes diversity in the fields of advertising, graphic design, marketing and public relations. The school has had six LAGRANT Scholars over the last three years – including a two-time winner.



Former NBA Commissioner **David Stern’s** keynote address provided the kickoff for the April 23 Sport Management Symposium featuring two panel discussions about the legalization and regulation of sports betting and its potential business impact across North Carolina and elsewhere.

MAY

Associate Professor **Cara Lucia** began her tenure as president of the National Intramural-Recreational Sports Association, widely considered the leading resource for professional and student development, education and research in collegiate recreational sports.

Professor **Janna Anderson** was presented with the Daniels-Danieley Award for Excellence in Teaching at the annual Faculty/Staff Awards Luncheon on May 15.

North Carolina Open Government Coalition welcomes new director

Brooks Fuller was named the director of the North Carolina Open Government Coalition (NCOGC) and Sunshine Center as well as an assistant professor in Elon’s School of Communications this spring.

As the NCOGC director, Fuller works with the coalition’s board to organize the state’s annual Sunshine Day, a program the coalition sponsors to bring together journalists, media companies, attorneys and the public to celebrate openness and transparency in North Carolina government. Fuller also advises citizens about open government issues, produces workshops and educational opportunities around the state, handles communication for the coalition, and identifies ways to inform North Carolina residents of the value and processes of open government in the state.

In the spring semester, Fuller taught two sessions of Media Law and Ethics, a required course for all Elon communications majors.

A 2017 doctoral graduate of The University of North Carolina at Chapel Hill School of Media and Journalism, Fuller began teaching at Louisiana State University in fall 2017, leading classes in media law, ethics and



Brooks Fuller addresses a luncheon audience at the 2019 Sunshine Day.

First Amendment issues. His research interests include topics related to unprotected speech, political extremism, national security and media ethics. Prior to that, Fuller earned his law degree from the University of South Carolina School of Law and practiced law in North Carolina for more than seven years.

“The old adage is that open government is good government,” Fuller said. “The North Carolina Open Government Coalition stands ready to serve North Carolinians by ensuring that they understand the level of accountability owed to them under North Carolina law. I’m honored to serve as the coalition’s director and excited to continue its already strong work.”



Members of the School of Communications leadership team participated in a media and immersion tour in New York City in June.

Four communications majors were named national winners in three categories of the Society of Professional Journalists Mark of Excellence Awards competition. **Alex Hager '19** and **Emmanuel Morgan '19** (General News Reporting), **Jessica Rapfogel '19** (Sports Photography) and **Anton Delgado '20** (Breaking News Photography) were recognized.

Associate Professor **Vanessa Bravo** was selected as one of nine participants in the 2019-20 Institute for Diverse Leadership program of AEJMC and ASJMC, two preeminent associations in the field of mass communication.

Associate Professor **Nicole Triche's** documentary "All Skate, Everybody Skate" played at the North Carolina Museum of History as part of the Longleaf Film Festival.



Senior journalism majors **Maya Eaglin**, **Meagan Gitelman**, **Emmanuel Morgan** and **Carter Rayburn** placed sixth in the 2018-19 Hearst Journalism Awards Team Multimedia – News competition. The quartet produced a story about the prevalence of human trafficking in Alamance County, which is often unseen and overlooked.

"Waiting in the Midfield," a documentary by Assistant Professor **Sana Haq**, aired in late May on UNC-TV, a public television network serving North Carolina.

JUNE

Members of the **School of Communications leadership team**, including the school's new department chairs and program directors, participated in a June 10-11 media and immersion tour in New York City. In addition to hosting an alumni reception at Weber Shandwick, the group visited with executives at BET, Starz, Bloomberg, Estée Lauder, The New York Times and CAA.

Kass captures top prize at BEA conference

A contingent of faculty, staff and alumni attended the 2019 Broadcast Education Association (BEA) annual convention and Festival of Media Arts. The April event was highlighted by Assistant Professor Doug Kass earning the top prize in the festival's Faculty Film & Video Competition – Commercial or PSA Category.



Kass was recognized for his public service announcement promoting the United Nations AIDS outreach program that aired internationally during the 2018 World Cup telecasts. The professor teamed with Elon colleagues Mitch Herndon '17, assistant director of multimedia projects, and Clay Stevenson, senior lecturer in music, as well as Interactive Media graduate Trey Caldwell G'18, to develop three PSAs as part of a UNAIDS campaign.



A few highlights from the BEA conference:

Dean Ford co-presented the BEA Leadership Summit, titled "Fault Lines in Communications: Preparing Faculty and Students to Better Communicate in a Multicultural, Diverse World," and moderated "The Power of TV: Unscripted Storytelling" panel with reality TV innovators Jonathan Murray and David Collins.

Associate Professor Dan Haygood presented his paper "The Frank Leahy Show: The Story of How Notre Dame's Football Coach Became the Model for Today's Media-Savvy Coaches of Big-Time College Football" during the conference's Research Division, Open Paper Competition. The paper won first place.

Assistant Professor Alex Luchsinger presented his paper titled "The Allure of ISIS: Media Effects on Empathy, Attitudes, and Behavioral Intention" during the conference's Research Division, Debut Paper Competition. It was awarded first place.

Promotions and tenure

In March, the Elon University Board of Trustees announced the promotion of Naeemah Clark and Anthony Hatcher to professor. Additionally, the board granted tenure to Associate Professor Bill Anderson Jr.



Naeemah Clark



Anthony Hatcher



Bill Anderson Jr.

New full-time faculty & staff



Brooks Fuller
Director, North Carolina
Open Government Coalition
Assistant Professor
of Journalism



Katie Halter
Coordinating Producer,
Elon Sports Vision



Michele Lashley
Assistant Professor of
Strategic Communications



Ross Wade
Senior Associate Director,
Career Services

School awards

Faculty and staff members were honored during the School of Communications annual awards program on April 18.



Assistant Professor
Young Do Kim received
the Excellence in
Teaching Award



Associate Professor
Dan Haygood received
the Excellence in
Scholarship Award



Assistant Professor
Max Negin received the
Excellence in
Leadership Award



Communications Manager
Tommy Kopetskie received
the Outstanding Staff
Member Award

Distinguished Alumni

Angie Lovelace Walton '10 and **Tony Weaver Jr. '16** were among five Elon graduates recognized with 2018 Distinguished Alumni Awards during Elon's Homecoming festivities.



A product manager at USA Today Sports Images, Walton was the recipient of the Distinguished Young Alumna of the Year. She served as photo editor and digital media manager for the USA Today/Arizona Republic journalism team that received the 2018 Pulitzer Prize for Explanatory Reporting. The award was presented by Professor Janna Anderson.

Weaver, owner and founder of Weird Enough Productions, received the Distinguished Young Alumnus of the Year. Through his multimedia company, he has created award-winning short films and comic series, while also bringing media literacy education to thousands of students through its Get Media L.I.T. program. The award was presented by Professor Naeemah Clark.



Outstanding Alumnus Award



Tom Mullen '00, vice president of marketing catalogs and podcasts for Atlantic Records, was presented with the Outstanding Alumnus Award at a Nov. 2 luncheon, recognizing his post-graduation pursuits centered around his passion for music.

Mullen oversees the marketing for the catalog of Atlantic Records' currently signed artists, including popular musicians such as Ed Sheeran, Bruno Mars, Death Cab for Cutie and Missy Elliott. Recently, he added the label's podcasts endeavors to his list of responsibilities.

Top 10 Under 10 recipients



In April, several School of Communications graduates were recognized with 2019 Top 10 Under 10 Alumni Awards, spotlighting the young alums' professional success and influence in their communities. The recipients included **Emily Favret '09**, director of global communications for Nike; **Josh Norris '11**, NFL writer and podcaster for NBC Sports and Rotoworld; **Jasmine Gregory '12**, associate attorney for Payne & Associates, PLLC; and **Zora Stephenson '15**, anchor and reporter for Fox31, KDVR-TV, Denver.

BY THE NUMBERS

Class of 2019

Here's a sampling of 130 recent Elon graduates who were surveyed by the School of Communications and the Student Professional Development Center about their post-graduation plans.

84 Full-time Employment

23 Post-graduate Fellowship/Internship

14 Continuing Education

8 Part-time Employment

1 Volunteer Service



Anna Cosentino '19, a media analytics major with minors in computer science and data science, will begin her professional career in San Francisco this fall. She was hired as an associate product marketing manager at Google.

“During my time at Elon I was lucky enough to conduct robust undergraduate research, get hands-on experience at multiple internships and see the world while studying abroad,” Cosentino said.

Where's the Class of 2019?

Marielle Abrahamson
executive/production assistant,
Technology, Humans & Taste

Alexis Atkins
paid media specialist, 2U

Jenna Barone
professional accelerated career
entry post-graduate sales
program, Steelcase

Maria Barreto
publicity intern, HarperCollins
Publishers

Gabrielle Beamon
social fellow, Fenton

Hannah Benson
staffing consultant,
Beacon Hill Staffing Group

Margaret Boisvert
business development
representative, Oracle NetSuite

Ozelle Bower
W20

Alison Bradley
business associate, Wayfair

Charles Bramhall
video producer intern,
Harvard University Athletics

Alexandra Britt
talent team business associate,
Wayfair

Paige Carlin
executive trainee, Ruder Finn

Caroline Cirby
ticket fulfillment specialist,
Atlanta Braves

Anissa Cooper
Ketchum

Maya Eaglin
intern, NPR and news
associate, NBC

Christina Elias
news intern, KCUR 89.3 NPR

Rachel Ellis
multimedia journalist, ABC News 4

Samantha Feher
editorial assistant,
Cosmopolitan Magazine

Gabrielle Ferguson
digital sales coordinator,
Pittsburgh Magazine

Ashley Follenweider
marketing and partner solutions
coordinator, Viacom

Erin Gallagher
assistant account executive,
Sam Edelman

Laura Goodwin
event coordinator,
Rocket Software

Kristina Grigos
premium sales associate,
New York Jets

Margaret Gunson
business associate, Wayfair

Alex Hager
reporter, Aspen Public Radio

Jasmine Hager
public information officer,
Richmond County Schools

Thomas Hale
production assistant,
Madison Square
Garden Networks

Alexandra Hamer
digital marketing associate,
Forefront Communications

Margaret Hayes
account coordinator,
North 6th Agency

Molly Herman-Gallow
Young Adult Volunteer
Program

Kelsey Horowitz
human resources assistant,
DIS – Study Abroad

Jason Jones
intern, The Walt Disney Co.

Nathaniel Joslin
sales management
associate, PepsiCo

Megan Jurnak
junior copywriter/proofreader,
NDG Communications

Joseph Keller
marketing intern,
Endemol Shine North America

Landon Kestlinger
summer development intern,
Unique Features

Elizabeth Kirkhorn
fellow, Allison+Partners

Kelsey Kovacs
public relations specialist,
On the Marc Media

Reid Kugler
member services associate,
Discovery Land Co.

Ian Kunsey
digital video producer,
D.C. United

Jordan Levine
research analyst, Ketchum

James Longo
sales and development
program, Nestlé

Megan Lynch
account coordinator,
Ketchum

Meg Malone
graduate student,
NCSU's Institute for
Advanced Analytics

Alex Mancuso
digital streaming technician,
Atlanta Media Pros

Amanda Martinez
digital platform intern,
Wyndham Destinations

Meaghan McCann
graduate student,
Goldsmiths, University
of London

Stefanie Milovic
associate adjuster,
Future Leaders Program,
Amica Mutual Insurance

Emmanuel Morgan
sports intern, Atlanta
Journal-Constitution

Brooke Muller
social media associate,
W20 Group

Collin Murray
sales executive,
Miami Marlins

Andrew Novinski
associate adjuster,
Amica Mutual Insurance

Evan Piercy
marketing assistant,
Indianapolis Indians

Diego Pineda
video intern,
New York Post

Hannah Podhorzer
ORISE Fellow, Centers
for Disease Control
and Prevention

Amy Rauch
graphic designer, Stream
Realty Partners

Madeline Reynolds
summer fellow, Ketchum

Mollie Richter
graduate student, City
University of London

Fletcher Rowe
coordinator, Plural

Jessica Runnells
Future Leaders Program,
Amica Mutual Insurance

Felicia Salden
e-commerce associate
rotation program, Wayfair

Kyle Sarazin
director of player development,
Virginia Tech Baseball

Evan Sassaman
assistant account
executive, Edelman

Andrew Scarlata
player development,
Washington Nationals

Alexa Schmitt
communications intern,
Weber Shandwick

Jordan Shaw
intern, Disney College
Program, The Walt
Disney Co.

Madeline Shiffer
associate producer
at OPUS Films

Sienna Standfield
social media intern,
G&S Business
Communications

Reed Stiller
legal practice assistant,
Skadden, Arps, Slate,
Meagher, & Flom LLP

Sarah Stone
graphic designer,
ERISA Consultants

Sarah Teicher
talent relations coordinator,
Metro Public Relations

Chelsea Thomas
graduate fellow,
Elon-Alamance Health
Partners

Jenna Turner
education travel
coordinator, Direct Travel

Morgan Valeo
graduate student,
Seton Hall Law School

Erik Webb
producer, WTVB ABC 11

Gavrielle Weiss
graduate student,
Istituto Marangoni

Shelby Wielgus
public relations
coordinator, Hilton Head
Island-Bluffton Chamber
of Commerce

Rachel Wingrat
producer, WCSH News
Center Maine

Sarah Wood
staff writer, Diverse:
Issues in Higher
Education

Natalie Wright
technology operations
associate, PwC Labs

Sophie Zuriff
presidential associate,
The Estée Lauder Cos.

Now this is LIT!

Portfolio pieces pop under new ceiling-mounted lighting system

When Dwight C. Schar Hall was completed, Ben Hannam recalled the school's leadership asking what equipment the communication design majors needed. The associate professor of communication design requested an infinity table to photograph student work with equipment borrowed from the Gear Room. The goal was to produce more impressive portfolio pieces. But there was a hitch.

“The plan worked, but students had to lug 100 pounds of lighting equipment downstairs from McEwen to Schar, so it wasn't very efficient,” Hannam said. “Students weren't using the infinity table because it was time-consuming and cumbersome.”

Hannam put forward a proposal this spring to the school's technology committee to purchase and install ceiling-mounted lighting equipment in a photography lab in Schar Hall. The results have been eye-popping — see the photo of junior Madison Burress' work redesigning Milo's Famous Sweet Tea packaging. Similarly, Rebecca Rabiner '19 used the new set-up to capture striking images of her package redesign of Chaos golf balls.

“For communication design students, approximately 85 percent of graduates get job offers based on the quality



of their portfolio,” Hannam said. “It's encouraging to see the School of Communications, Dean Ford and our school's technology committee work together to put a key piece of equipment in place for our students.”

Above: The new lighting, multiple angled shots and some Photoshop magic allowed communication design major Rebecca Rabiner '19 to create a strong portfolio piece, despite having just one copy of her redesigned package.

Right: Madison Burress '20 redesigned the packaging for Milo's Famous Sweet Tea. Hannam said the goal of the project was to “increase the perception of value for the product through the use of design.”



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In its 12th year, the Elon in Los Angeles program welcomed 42 students this summer with a visit to the picturesque OUE Skyspace observation deck. The 2019 cohort completed internships with marquee organizations across Southern California, including National Geographic, Young Hollywood and Film 44. "Elon in Los Angeles is the genuine article of experiential learning," said J McMerty '00, the program's director. "Fifty percent of students that participate in the program will come back to start their careers in LA, joining the almost 500 alumni creating a supportive environment in a tough industry."