

2021-22
ANNUAL REPORT

EXPERIENTIAL LEARNING THAT KNOWS NO BOUNDS

ElonComm continues commitment to impactful,
student-centered experiences



ELON
UNIVERSITY

School of
Communications

Letter from the Dean

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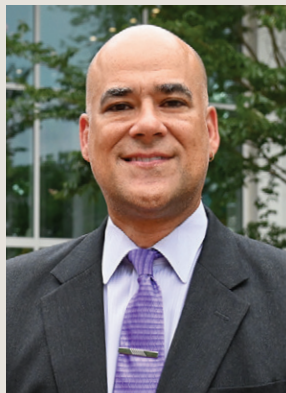
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DEAR ALUMNI, FRIENDS, FACULTY AND STAFF,

I begin with a request, as well as a pledge. Help us strengthen our core, and I will make every effort to do the same.

This was the credo — the charge — I shared in my initial note with my ElonComm colleagues following my appointment this summer as interim dean of the School of Communications. This guiding principle, I hope, will be synonymous with my tenure leading what I and many others consider to be one of the nation's great communications schools. It is a place I have been fortunate to call home since 2004.

It is an honor to follow the extraordinary leadership the School of Communications has maintained over the years, first with Founding Dean Paul Parsons and, most recently, former Dean Rochelle Ford. My goal is to honor our past but embrace our future by providing continuity and catalyzing our momentum, building on our rock-solid foundation.

So, what is our core? And how will the school capitalize on the momentum we've built? We are teachers, mentors and scholars — nearly 80 strong — supported by a world-class university recognized annually for its dedication to student success. We are committed to high-impact educational practices and putting students on the path to achieve their goals. This pursuit of excellence and distinction has set Elon apart, and one of the reasons why the university is ranked No.1 for excellence in undergraduate teaching by U.S. News & World Report. We have built this student-centered learning environment in collaboration with one another. Not I, nor you, but us. Together.

In recent months, the university has worked with a consultancy to examine why students select and, ultimately, enroll at Elon. Not surprisingly, our commitment to building and fostering faculty-student relationships is a key reason. We will prioritize such relationships as we continue conversations on mentoring and our school culture, which has long valued presence, visibility and accessibility to our students. Likewise, we must continue to cultivate relationships with our alumni and industry partners, and prepare our students to be the smart, ethical and effective communicators the world needs.

While my title begins with "interim," this doesn't mean our plans and progress as a school are interim. We must move forward. Let's focus on what we do well, and then reenforce those areas. Let's position ourselves for successful accreditation cycles this year and next, implement our new curriculum, and adopt a strategic plan built around shared vision and governance. From this core, we can build out and think big. But thinking big means nothing without action, and that will be the focal point of our collective work.

Thank you, alumni and friends, for your continued support. And thank you, faculty and staff, for making Elon a place of growth and development, where we invest in students, one another and the greater community.

Sincerely,

T. Kenn Gaither, Ph.D.

Interim dean and A.J. Fletcher Professor in Communications

ON THE COVER:

As part of the Communications Fellows program's first-ever trip to Washington, D.C., the School of Communications leveraged its connections to make it an impactful and educational experience. At four different stops — including a Turning 21 celebration at the John F. Kennedy Center for the Performing Arts — Fellows interacted with Elon alumni working in the nation's capital. One of the highlights was meeting award-winning photojournalist Al Drago '15, who led the students on a photo walk on the National Mall. Drago was behind the lens for the cover image with the students standing before the Lincoln Memorial Reflecting Pool.



Gayatri Chopra '23 (center), branding director for Live Oak Communications, discusses a client's campaign with Senior Lecturer Hal Vincent during a fall 2021 meeting in the student-run strategic communications agency's office.

BEA, PRNEWS champion ElonComm in respective rankings

During the 2021-22 academic year, the School of Communications was touted in two separate rankings celebrating continued excellence from students, faculty and staff. In December, Elon was included in the 2022 PRNEWS Education A-List, a competitive distinction shared by 40 U.S. institutions recognized for preparing future public relations and marketing professionals.

The list was compiled by the PRNEWS editorial staff following an examination of curricula, diversity, faculty composition, academic awards and capstone courses. The group also considered on- and off-campus offerings, such as internships. Lastly, editors investigated how the schools' curricula reflected the changing nature of communication, incorporating programs in science, health care and sustainability communication.

"This honor is not just a school award, but an accolade that belongs to our outstanding faculty, staff and students," said Rochelle Ford, former dean. "Building and maintaining an 'A-list' program is a process and challenge they

accept every day. Elon University has grown into one of the strongest PR programs in the nation because it is rooted in theory and experiential learning. Our objective is to develop industry-ready PR professionals — and it is humbling to see that PRNEWS agrees."

Additionally, in March, the Broadcast Education Association released its first-ever school rankings based on student achievements in its Festival of Media Arts, an international digital media and broadcast competition, and Elon placed sixth overall. The rankings were compiled using the past five years of festival winners.

According to the BEA news release, the rankings are not an overall evaluation of an academic program but of the quality and consistency of students' creative works produced at one institution compared to those at other institutions.

In 2022 ElonComm students collected a total of nine awards in the Festival of Media Arts, with the school claiming its first-ever first-place finish in the Narrative Category.

CHEERING FROM AFAR



As I settle in as the eighth president of Dillard University, I am often reminded of the wonderful support I received from my

ElonComm colleagues, a community of dedicated teachers, mentors and scholars committed to inspiring the next great wave of communication professionals. I believe together — with the support of our alumni and industry partners — we made the school better and stronger. I know the school's new structure will provide better mentoring opportunities for students and faculty alike. I know our forthcoming curricular revisions will make Elon more competitive in the marketplace. I know that our school has become more diverse, and many report feeling that the spirit of inclusion continues to grow.

I leave comforted by the fact that this great communications school is left in the very capable hands of the A.J. Fletcher Professor in Communications Kenn Gaither as the school's interim dean, our department chairs and our incredible faculty and staff members. They are truly the difference makers the world needs.

The best is yet to come for ElonComm, and I will be cheering from afar for this special place and these special people.

Sincerely,
Rochelle L. Ford, Ph.D., APR
Former dean and professor



STUDENTS EXHIBIT 'RESILIENCE AND THOUGHTFULNESS' DURING THE EMERGING JOURNALISTS PROGRAM'S IMMERSION EXPERIENCE

IN HINDSIGHT, COLIN DONOHUE '05 KNOWS THE charge to the students was formidable.

The 18 high school students participating in the inaugural cohort of the Emerging Journalists Program's Immersion experience were tasked with producing a broadcast news show, a newspaper and a website in just 12 days. It was no small task for the aspiring journalists to manage these responsibilities, as well as a heavily programmed schedule. Yet they flourished nonetheless.

"The students who participated in the Emerging Journalists Program truly exhibited resilience and thoughtfulness," said Donohue, director of student engagement and special projects and instructor in journalism. "That they were able to accomplish all that we asked while continuing to remain upbeat, positive and serious is astounding."

This outcome was what Donohue and Lecturer in Journalism Kelly Furnas, who co-led the Emerging Journalists Program (EJP), envisioned when the School of Communications secured a three-year, \$300,000 grant from the Scripps Howard Foundation to create the journalism initiative. During the late fall and early winter, more than 100 students successfully completed the program's virtual Exposure experience — a compilation of six online

The 2022 Immersion cohort boasted students hailing from 13 states, including California, Illinois, Texas and Wisconsin.

workshops on editing, writing, design and other topics.

Then 18 students from across the country were invited to attend the summer Immersion experience, an expenses-paid workshop where students developed and enhanced their skills in reporting, writing, multimedia storytelling, leadership and media management. For their efforts, the students earned one hour of college credit, and individuals who choose to pursue a communications major will receive a scholarship from The LAGRANT Foundation.

The students' schedule featured a series of off-campus activities to supplement their classroom, newsroom and studio instruction. There were media tours of G&S Business Communications in Raleigh and WXII 12 News in Winston-Salem, a press conference with Rep. Ricky Hurtado at the North Carolina State Capitol and a visit to the International Civil Rights Museum in Greensboro. The students even enjoyed — and reported from — a Greensboro Grasshoppers Minor League Baseball game.

"We created the Emerging Journalists Program to give young people the opportunity to learn how to tell stories across a variety of platforms. And it's in the practice of journalism that they begin to understand the power they have to impact change and tell the kinds of stories that are often left untold," Donohue said. "We want the students to return home with a renewed passion for journalism, so that they might pursue stories of importance to their local communities and their schools."

During the students' two weeks on campus, they were exposed to a variety of storytelling methods. This increased understanding of platforms and media will allow the students to rethink how they present their work to a wider audience, Donohue said.

Collectively, the students had limited-to-no experience with cameras or editing software prior to arriving on campus. Through training sessions and lab time, instructors provided foundational knowledge in broadcast journalism to help the students grow comfortable with the necessary equipment and software. With a better sense of their tools, the students worked on broadcast packages to produce a 40-plus-minute newscast, complete with seven segments on topics ranging from a public schools funding bill to a summer tennis academy. Additionally, Donohue and Furnas worked closely with students to improve their design skills to create a print publication and populate an online news site.

The opportunity to learn from college faculty members was a major draw for Michael Messele, a rising senior from Charlotte. As the editor of East Mecklenburg High School's student paper, he's already



Lecturer Brandon Booker helps EJP student Liya Rike, a high school student from Arlington, Virginia, set up a video shot outside of Dwight C. Schar Hall.

compiled a strong resume, writing about the mismanagement of assault cases in local high schools as well as producing a documentary on the same topic.

“For me, it made sense to get involved with the Emerging Journalists Program because I obviously have an interest in journalism, and it is something I want to study in college,” Messele said. “I figured it was an opportunity to get ahead and be better prepared. Plus, the chance to learn from college professors was something I didn’t want to miss. I’m excited to go back to Charlotte and show my peers and fellow staff members at my high school newspaper how we can enhance our storytelling and the work that we do.”

While currently focused on journalism, Messele said he appreciated the visit to G&S Business Communications, a visit that opened his eyes to how his skills could be utilized in public relations and other communications industries. “There are a multitude of routes that are available to people who can write, report and communicate well — and it was great that Kelly and Colin showed us some of those routes,” he said.

Bella Pelini, a rising senior from Tinley Park, Illinois, commended Donohue, Furnas and their fellow EJP instructors for their patience and understanding.

“Kelly and Colin were so helpful throughout this experience,” said Pelini, who is interested in broadcast journalism. “They are constructive with their criticism, which I appreciate. They will tell you when something is wrong, and how you can improve it, but they do it in a

way that is helpful and easy to accept. You can see that they truly care.”

The student cohort seemed to bond almost immediately once on campus. Messele said he enjoyed hearing stories from his peers and learning from one another’s similar experiences.

“We are all weirdly similar — in a good way,” Pelini added. “We are from all over, but we have the same humor and same interests. Everyone really gets along. It has been fun to make new friends, see what they take away from this experience and how we all fit together.”

This component of peer-to-peer education is one of the most exciting aspects of the Immersion experience, Furnas said.

“We were really deliberate in designing this program so that students would be able to share their personal experiences,” Furnas said. “On the last day of the workshop, we went around the table and asked students what they learned from the program. While Colin and I were pleased at the hard skills they learned, we were overjoyed that they all highlighted the confidence and teamwork they developed.”

Donohue said the Immersion experience with these smart and passionate students has left him hopeful for the kinds of students entering college and preparing for careers in journalism and communications.

“As an educator, I gain energy when students ask great questions, demonstrate improvement and give their best effort,” he said. “The EJP students checked all those boxes, but they were also good people. I can honestly say it has been one of the most memorable and meaningful experiences of my professional career.”



The EJP cohort based itself in the Elon News Newsroom during the 12-day workshop.

FELLOWS EXPERIENCES HIGHLIGHT WHAT'S POSSIBLE

The Communications Fellows program prevails following two COVID-impacted years to lead trips to Atlanta, Orlando and Tampa, Miami, and Washington, D.C.

AS ABBIE SKLADAN '23 HEADED TO MIAMI IN late February with seven of her fellow sport management majors in the Communications Fellows program, she had an objective. Fun, yes. Building camaraderie with classmates, definitely. But there was something else.

During the three-day trip, which was programmed with insightful business meetings, a tour of the Marlins' stadium, and one jam-packed afternoon with both Florida Panthers (NHL) and Miami Heat (NBA) home games, Skladan wanted to know if South Florida fit her — and her professional aspirations.

"I went into the trip with the goal of determining if this was a city I could see myself living in post-grad," she said. "Touring different facilities and following up with some of our guest speakers helped me better define what roles I could see myself working in — in a team, a league or an agency setting."

For Associate Professor of Sport Management David Bockino, who directs the Communications Fellow program, the inaugural Sport Management Fellows Experience was about fulfilling the three pillars of the program: cohort, experiences and leadership. In fact, much of Bockino's 2021-22 academic year was spent ensuring that several Fellows cohorts received the professional development and off-campus experiences promised to them as top-flight high school students.

"Unfortunately, COVID really impacted those first two pillars — cohort and experiences," Bockino said. "So this past year, it was particularly important that we do everything possible to execute not only our normal first-year trips — Atlanta and Florida — but also trips for the other cohorts who missed out on these important bonding experiences."

With the support of several ElonComm faculty and staff members, Bockino arranged four experiential trips for seven different Fellows cohorts. In November, Bockino and Colin Donohue, director of student engagement and special projects, led the first-year Fellows on the program's annual Atlanta media trip. The long weekend included visits to the Dalton Agency, College Football Hall of Fame, World of Coca-Cola Museum and the National Center for Civil and Human Rights, as well as a Turning 21 dinner with ElonComm alumni working in Georgia's capital. The visits and meetings left the students with a better understanding of working and succeeding in a big market.

"My experience in Atlanta gave me the opportunity to hear about and see the work that Elon alumni are doing in the real world and in a major city," recalled Jenna Manderioli '24. "I appreciated the opportunity to work closely with like-minded students, faculty and staff that are there to support my career endeavors."

As part of The Fellows Experience, a Winter Term



Down in April, members of the sophomore class visited the Lincoln Memorial, the iconic memorial built on the western end of the National Mall. Photo by Al Drago '15



In November, the Communications Fellows program made its annual media tour in Atlanta. As part of the trip, students also toured the World of Coca-Cola Museum, where they met with Alex Ebanks (far right), senior manager of brand and business communications for the iconic soft drink company.

course, first- and second-year Fellows alternated one-week stays touring media outlets and communications organizations in Orlando and Tampa, Florida. The activities were meticulously organized by Alison Doherty, assistant director of career services.

Senior Lecturer Hal Vincent oversaw activities on the ground in Florida, leading in-person visits with Vū Studio, Diamond View, &Barr, Push., Tampa Bay Lightning, Disney Live Entertainment, Nielsen and a writing workshop at the Poynter Institute. Additionally, the cohorts also held virtual sessions with Tupperware Global Headquarters, Digital Brew and WKMG News 6.

On campus, Lecturer in Strategic Communications Laura Lacy led separate in-class sessions, supplementing the experiences the students had in the Sunshine State.

“It was a true team effort, from administration to faculty to staff, and somehow we pulled it off with very few hiccups,” Bockino said.

In February, Bockino led the aforementioned Sport Management Fellows Experience to South Florida, which included sport management majors from three different class years. In addition to tours and games, the Elon cohort gained sport industry insights during meetings with Alfonso Cueto, who works at The Walt Disney Company as head of sports sales in Latin America, and Gustavo Roche, head of business development at

Motorsport Games.

“We knew we wanted to provide a similar professional development experience to the one the communications majors get in Florida,” Bockino said. “Luckily, we have connections to the industry, as well as alumni working all over the country in some great sport organizations — MLB, ESPN and prominent Division 1 colleges.”

While two previous sport management Fellows trips had been canceled due to COVID, the students were resilient and appreciated their glimpse into Florida’s professional sport industry. “Many students would have been annoyed at how long it took to make this trip happen — not this group,” Bockino said. “They couldn’t have been more appreciative that Elon never forgot about them. That made the effort well worth it.”

The benefits were obvious to those on the trip. Skladan explained that her stay in Miami was the first time she’d been able to truly connect with other sport management majors in the Fellows program since returning to campus in fall 2020. “It was so fun to get to experience Miami together and get to know each other better,” she said.

Lastly, the Fellows program hosted its first-ever trip to Washington, D.C., leveraging the school’s connections in the nation’s capital for its sophomore class. The weekend trip kicked off with a breakfast turned alumni wisdom session featuring Scott McCrary ’00, WUSA-TV executive producer, and Gary Grumbach ’16, NBC

News field producer.

The students then divided by interests and separately visited APCO Worldwide and Capital One Arena, home of the Washington Wizards and Capitals. The APCO visit was coordinated by former Fellow Alex Mancuso ’19, an associate with the strategic communications consultancy.

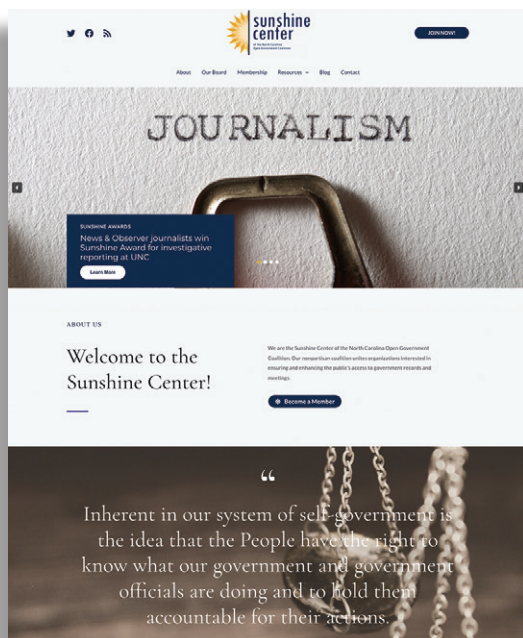
In the afternoon, Washington, D.C.-based photojournalist Al Drago ’15 led the students on a photo walk on the National Mall. Working in pairs, students were tasked with creating a postcard-worthy image highlighting life in the nation’s capital. The D.C. experience concluded with a Turning 21 Celebration in the John F. Kennedy Center for the Performing Arts.

“It’s sort of a tradition that we take the first-year Fellows to Atlanta, but since nothing’s been normal for our sophomore cohort, I gave them the option of Washington, D.C. They were all on board,” Bockino said. “As always, our alums came through in a big way — especially Alex Mancuso and Al Drago — as they were able to organize some amazing experiences. And for the students to see actual Elon alums thriving in our nation’s capital, it’s just so beneficial.”

Additional reporting by Kyra O’Connor ’23

As part of the inaugural Sport Management Fellows Experience in February, Associate Professor David Bockino and the students visited LoanDepot Park, the retractable roof stadium that houses the Miami Marlins.





Coalition strengthens relationships

The North Carolina Open Government Coalition dedicated the bulk of its efforts in 2021-22 toward strengthening relationships with journalists and organizations across North Carolina and providing resources to help its constituencies obtain access to government information.

Central to the coalition's mission was the redesign and development of a new N.C. Open Government Coalition website. Executive Director Brooks Fuller worked with the coalition's board of directors and staff from the Elon University School of Communications to revamp the coalition's digital presence, highlight educational resources and engagement opportunities, and drive membership. The new website, available at NCOpenGov.org and NCOpenGov.com, provides news organizations, nonprofit groups and students with the opportunity to join the coalition and get hands-on guidance on public information matters.

The coalition also continued its tradition of community-driven work by supporting a series of workshops for key stakeholders such as N.C. Health News, The Daily Tar Heel and attendees at the 2022 N.C. News and Information Summit. The coalition also partnered with the news and editorial coaching organization 4Context to host an op-ed writing workshop, which was generously supported by a donation from the Horn Foundation. Attendees developed op-eds on issues using government data and information ranging from the privacy of public personnel records to improving infant and maternal mortality outcomes for people of color in North Carolina.

Through the N.C. Open Government hotline, the coalition responded to more than 165 unique open government inquiries and provided public comment in dozens of radio, television, print and digital news stories related to public accountability and freedom of information.

Summit provides platform to support, strengthen N.C.'s news ecosystem

ABOUT 100 MEDIA AND INFORMATION professionals from across the Tar Heel State attended the 2022 N.C. News & Information Summit, a daylong, on-campus conference focused on collaboration, conversation and investment in North Carolina's news and information ecosystem. The March 17 event, co-hosted by the North Carolina Local News Workshop and the North Carolina Open Government Coalition, coincided with Sunshine Week, a national initiative that promotes access to public information.

The summit was divided into four content blocks, each featuring three sessions consisting of panels, workshops and group discussions. Session topics ranged from "Money in Politics: How Campaign Finance Will Shape the 2022 Election" and "Recruiting and Retaining Journalists of Color" to "News Product Brainstorm: How Local Newsrooms Can Widen Our Reach to New Audiences." The event embraced several topical subjects such as the right to access public meetings and courtroom proceedings, investing in early-career journalists, and approaching environmental and climate change coverage.



The inaugural N.C. News & Information Summit, a day of in-person collaboration, conversation and investment in North Carolina's news and information ecosystem, was held in the School of Communications on March 17.



Jordan Wilkie, a former Report for America corps member and reporter at Carolina Public Press, co-led a session titled “Brainstorming Product and Project-Based Collaborations” at the 2022 summit. The hourlong session aimed to lay the groundwork for collaborations between North Carolina newsrooms.

Shannan Bowen, executive director of the N.C. Local News Workshop, commended the session facilitators and attendees for their collaborative nature, fellowship and insights.

“They openly and graciously shared ideas and insights about topics like transparency, access to news, hiring practices, election coverage and more. And many met or reconnected with others for the first time in person since the pandemic began,” Bowen said. “This opportunity to gather led to discussions about ideas for new products, collaborations, resources and news innovation in

North Carolina.”

“The N.C. Open Government Coalition and the N.C. Local News Workshop are natural partners,” said Brooks Fuller, executive director of the N.C. Open Government Coalition. “Local journalism is at its strongest when news organizations and transparency advocates have opportunities to work together toward a shared vision of more open and accountable public institutions. The relationships and ideas developed at the summit will make life better for the people of North Carolina.”

The summit is expected to return in March 2023.

SUNSHINE AWARDS

The coalition recognized several Sunshine Award winners at the summit:

- North Carolina Treasurer Dale Folwell and the Office of the State Treasurer
- Dawn Vaughan, The News & Observer
- Dan Kane, Kate Murphy and Martha Quillin, The News & Observer

The Duke Chronicle received the 2022 Frank Barrows Award for Excellence in Student Journalism for its newsroom-wide investigation into use of force by the Duke University Police Department.



(From left) Reporters Eileen Rodriguez, Dante Miller and Laura Brache joined Sergio Bustos of Report for America to present a summit session on recruiting and retaining journalists of color. The panelists shared stories of what’s working and what could be better.

Supporting a Statewide News & Information Ecosystem

The N.C. Local News Workshop's second year focused on programming to meet its mission of connecting, convening and building capacity for the state's news and information ecosystem. Through programs, resources, roundtable discussions and other events, the workshop collaboratively worked toward a sustainable future for local news in the Tar Heel State.

Community listening was identified as a top focus for the year. The workshop received a grant from the N.C. Local News Lab Fund, via Dogwood Health Trust, to launch a research project in Western North Carolina to help news organizations and funders better understand community needs for local news and information. The workshop hired a research and community listening fellow to conduct surveys, interviews and focus groups in the 18 westernmost counties of the state, prioritizing listening to communities of color and people living in rural areas. Local news organizations convene monthly for virtual roundtables to hear updates and learn how to address what their communities are saying. The yearlong project will conclude with a comprehensive needs assessment report and a set of recommendations for supporting and improving local news in the region.

Led by Executive Director Shannan Bowen, the workshop is funded by the N.C. Local News Lab Fund at the N.C. Community Foundation and is housed at Elon University's School of Communications. To learn more, visit ncnewsworks.org.

THE WORKSHOP'S IMPACT

- In collaboration with the News Lab Fund and a diverse planning team, the workshop co-hosted a listening session about key themes that have surfaced about news and information in North Carolina. The workshop is now leading the next steps of evangelizing a shared vision for news and information in the state and helping its partners and members with plans to reach the vision.
- The Media Equity Project pilot concluded at the end of 2021, resulting in six of the state's largest news organizations creating new policies for diversity, equity and inclusion in their organizations. One of the most powerful parts of last year's project was the statewide virtual community listening session held for communities of color.
- The N.C. Local newsletter reached more than 800 subscribers with a consistent open rate of 56%. The newsletter fills a gap and meets a need for connection and resources that people have expressed to the workshop.

Winning Effort

ASSISTANT PROFESSOR OF SPORT MANAGEMENT SHAINA DABBS AND THE Women Influencers in Sport initiative hosted the student organization's annual forum on Nov. 12, titled "Changing the Game: Reimagining the Modern Sport Industry." The virtual panel in Turner Theatre featured Allison Fillmore of The TOUR Championship; Katlyn Gao of LOVB (League One Volleyball); Ben Osborne of Just Women's Sports; and Odessa Jenkins of Women's National Football Conference. Alumna Ellie Whittington '18 of Duke University moderated the discussion. A networking reception and alumni wisdom sessions followed.

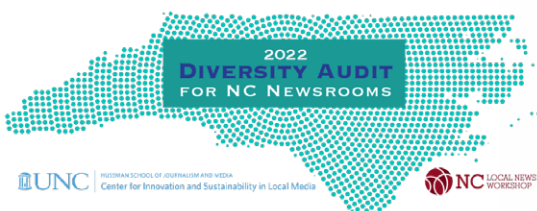


Students score win in SABR Analytics Conference competition

A team of five baseball-minded Elon students won the 2022 Diamond Dollars Case Competition hosted at the SABR Virtual Analytics Conference. The March 18 event pitted undergraduate, graduate and professional school students from universities across the country against one another, with participants preparing an analysis and presentation of a baseball

operations decision — the type of decision a team's general manager and administrative staff is often faced with during a season.

"The SABR Analytics Conference is the top gathering of baseball analytics industry professionals, and the Diamond Dollars Case Competition is the most well-known and competitive competition for students," said Assistant Professor of Sport Management Mark Cryan, who co-led Elon's SABR team.



Sport Management Symposium delves into 'Changing Dynamics in Sports Media'

As the leading advocate for the players' union of America's most popular sport, DeMaurice Smith has a unique perspective negotiating — and often sparring — with the 32 millionaires who own NFL franchises. The executive director of the NFL Players Association shared his insights on April 20 with more than 125 attendees to kick off the 2022 Sport Management Symposium held on campus.

Hosted by the Department of Sport Management, the annual symposium addressed the "Changing Dynamics in Sports Media." Smith, a contingent of media and strategic communications professionals, and a current professional athlete delved into the evolving sports media landscape, what the future of sports and media industries might look like, and how athletes currently brand themselves.

Smith opened the symposium with an hourlong informal conversation with Assistant Professor of Sport Management Bill Squadron. The longtime friends had a candid conversation in which Smith offered a glimpse into his 13-year tenure representing NFL players as well as his relationship with NFL owners and Commissioner Roger Goodell. Among the topics discussed were the NFL's



WRAL Sports Anchor Chris Lea (left) interviews DeMaurice Smith in the Jane and Brian Williams Studio prior to the Sport Management Symposium.

most recent collective bargaining agreement, the lack of diversity in the league's coaching ranks, the rise and integration of gambling within the league, student-athletes and their amateur status and how NFL players (and others) market themselves.

The symposium also hosted two panel discussions featuring industry experts from prominent sports media organizations. Moderated by Associate Professor of Sport Management David Bockino, the "Athlete-Generated Content: Brand Management or Journalism?" panel addressed sports media, how athletes promote their individual brands, and the blurring line between

traditional journalism and first-person material.

The symposium concluded with the "Redefining the Reporter-Athlete Relationship: Coverage, Access and Mental Health" panel, which debated the changing and challenging dynamic between athletes and the individuals who report on them. Assistant Professor of Sport Management Shaina Dabbs moderated the conversation.



Merritt Mathias (far right), a member of the North Carolina Courage, discusses how she brands herself during the "Athlete-Generated Content: Brand Management or Journalism?" panel.

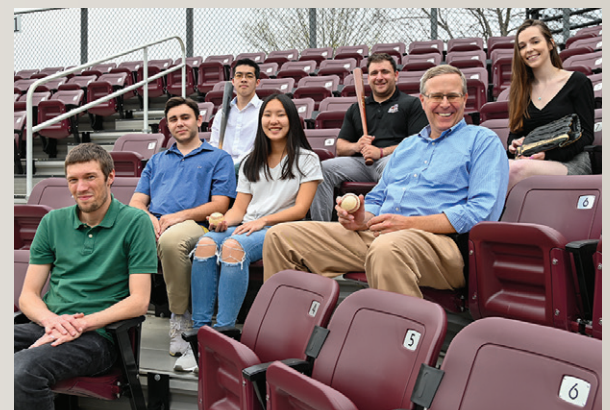
"Many of the young people who compete in this event go on to work in baseball analytics, including our own David Higgins, who led our team to a win in 2017 and now works in analytics for the Washington Nationals."

Led by team captain Zach Cioffi '22, Elon's lineup included Teddy Freeman '23, Jackie Jovanovic '23, Wenye Yang '23 and Evan Wu '25 — a mix of sport management and statistics majors. According to Cryan, the team drew strength from its diverse backgrounds and areas of study.

In preparation for the competition, the student team worked with Cryan, Ryne Vankrevelen, lecturer in statistics,

and Duke Hutchings, professor of computer science, throughout the year to perfect their analysis and presentation.

"This yearlong prep is key because the students only have a week to turn the case around, just like a real baseball analytics staff would have a short window to solve an analytics problem," Cryan said. "We had a variety of skills and experience levels in this year's group, including some strong traditional baseball knowledge, some strong coding and data skills, and a good understanding of presenting information in an understandable way."



About a week after winning the 2022 Diamond Dollars Case Competition held during the SABR Virtual Analytics Conference, members of Elon's team gathered at Latham Park. Pictured (front, from left) are Lecturer Ryne Vankrevelen, (second row) Teddy Freeman '23, Wenye Yang '23, Assistant Professor Mark Cryan, (back) Evan Wu '25, Zach Cioffi '22 and Jackie Jovanovic '23.

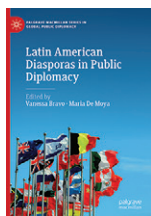
THE YEAR IN REVIEW

JULY

Jordan Young '22, a cinema and television arts major, participated in the Television Academy's "Star Trek" Command Training Program, a highly prestigious internship with a less than 2% acceptance rate. As a "Star Trek" and science fiction fan, Young said she enjoyed learning more about the show's genre, as well as how diversity and inclusion factor into the franchise.

Kyra O'Connor '23, Elon News Network executive director and journalism major, was one of 24 student journalists from across the country accepted into the 2021 Student Leadership Institute hosted by the Society of Professional Journalists. The weekend institute in Indianapolis was designed to help collegiate journalists build their confidence for leading and contributing to a team.

AUGUST



Vanessa Bravo, associate professor and chair of the Department of Strategic Communications, co-edited "Latin American Diasporas in Public Diplomacy," a new book examining the different strategic roles that diaspora groups play in modern public diplomacy efforts in Latin America. Bravo wrote or co-wrote four chapters investigating a variety of topics, including state-diaspora relations in El Salvador and Colombia.

Associate Professor and Chair of the Department of Communication Design **Ben Hannam**, **Rachel Cifarelli '21**, **Grayson Meadors '22** and **Catherine Nester '22** were all honored for excellence in design at the 2021 Association for Education in Journalism and Mass Communication virtual conference. Nester led Elon's award-winning contingent in AEJMC's Best of Design contest with awards in six categories.

Assistant Professor of Cinema and Television Arts **Max Negin** worked the Olympic Games for the seventh time in August, helping



For his work, he added another Emmy to his mantle. **Shaun Goodman '23**, a cinema and television arts major, also worked at the International Broadcast Centre. Additionally, several Elon alumni contributed in-person coverage of the Games, including **Lindsay Kimble Carney '13**, who provided analysis as a senior news and sports editor at People, and **Zora Stephenson '15**, who covered basketball for NBC.

Assistant Professor of Cinema and Television Arts **Sowjanya Kudva** participated in the 2021 AEJMC Virtual Conference's workshop titled "Women Faculty Moving Forward" as a Kopenhagen Center Fellow. The Fellows cohort was supported by the Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication at Florida International University.

Assistant Professor of Strategic Communications **Jane O'Boyle** served as a co-author of "How Twitter Drives the Global News Agenda ..." published in August by Global Media and Communication. Additionally, she co-published "Twitter Images Across Boundaries: Comparing the Use of Images in Political Posts from Six Nations" in December by The Agenda Setting Journal.

SEPTEMBER

Assistant Professor of Journalism **Israel Balderas** was appointed to the Society of Professional Journalists national board as well as the society's foundation board. Additionally, he became chair of the SPJ Legal Defense Fund, responsible for collecting and distributing contributions for aiding journalists in defending the freedom of speech and press. In this role, Balderas named **Kyra O'Connor '23** the first-ever student representative on the fund.

produce "Tokyo LIVE," a program that aired on NBC's Peacock streaming service featuring live events, highlights and athlete interviews.

Thanks to alumnus **Jesse Jacobs '13**, chief technology officer at Lightbox Search, media analytics students taught by Associate Professor of Journalism **Amanda Sturgill** received access to the company's search engine optimization platform during the fall semester. Students used the tool's dashboards and features to make SEO improvement recommendations for real clients.

Associate Professor of Strategic Communications **Lee Bush**, Senior Lecturer in Strategic Communications **Hal Vincent** and three co-authors published "Student-Run Agencies Best Practices: Replicating the Professional Agency Experience to Prepare Budding Practitioners" in AEJMC's Journal of Public Relations Education. The article examines how student-run agencies provide familiarity with practices, skills and protocols necessary for future success.

Associate Professor of Strategic Communications **Jessica Gisclair** was appointed the Elon faculty-in-residence in Florence, Italy, during the fall semester. She taught two sections of Core Capstone and helped facilitate the study abroad program for 97 students.

Women of the Elon Entertainment Empire hosted its first in-person event in two years, presenting EmployHER at Second Home Hollywood in Los Angeles on Sept. 24. The event welcomed top industry leaders to discuss how the pandemic has negatively impacted women and ways to support each other professionally.

In recognition of her service to the public relations profession, as well as her commitment to advancing diversity, equity and inclusion in the industry, former Dean **Rochelle Ford** was presented with the 2021 Distinguished Service Award at Page's Annual Conference held in Washington, D.C.

OCTOBER

Associate Professors **Amanda Sturgill** and **Phillip Motley** presented research at the 2021 International Society for the Scholarship of Teaching and Learning virtual conference

highlighting the Interactive Media graduate program's project for the public good. Due to the pandemic, the spring 2021 projects were conducted with three North Carolina-based organizations. In previous years, the course traveled and worked internationally. The professors' research found that student learning didn't suffer as a result of the change — in some ways it improved.

While documenting the collegiate golf debut of two-time NBA champion J.R. Smith, **Jared Bunder '22**, a cinema and television arts major, captured video that caught the attention of media outlets across the country. **Isabella Seman '21**, a production assistant for ESPN's "SportsCenter," asked Bunder to help secure footage of Smith on the course, and Bunder was happy to assist. The footage was shared on ESPN's late-night "SportsCenter," and later republished by TMZ, Golf Digest, CBS Sports, The New York Post, The Golf Channel and many others.

Live Oak Communications hosted two alumni panels — one in October and another in March — to address establishing one's career by leveraging their Live Oak experiences, as well as how DEI and corporate initiatives function in the workplace. Additionally, the student-run strategic communications agency deepened civic engagement by adding the United Way of Alamance County to its professional client roster.

ElonComm helped organize portions of the North Carolina Scholastic Media Association's fall regional high school journalism workshop held virtually on Oct. 28. Faculty members **Israel Balderas**, **Colin Donohue** and **Randy Piland** joined staff member **Abby Igoe** to present a series of workshops for newspaper staffs and advisers from more than a dozen high schools.

Elon News Network won both a Newspaper Pacemaker and an Online Pacemaker at the virtual Associated Collegiate Press/College Media Association National College Media Convention, held Oct. 14-16. The Pacemaker award is the highest honor awarded by ACP for excellence in student journalism. The Pendulum, the newspaper of Elon News Network, was one of 18 student newspapers to win the award out of 81 total entries. This is the fourth time The Pendulum has won a Newspaper Pacemaker. Out of 31 finalists for an Online Pacemaker, Elon News Network was one of 14 winners. It's the third time ENN has won the award.

NOVEMBER

A four-student team from the Department of Sport Management attended the 2021 Sport Marketing Association Conference in Las Vegas to participate in the event's case study bowl — the most established and nationally



recognized undergraduate case study competition in the field of sport management. In

a contest consisting of nine universities, the Elon team advanced to the competition's final round, ultimately placing second. This is the third straight year an Elon team was named a finalist. The Elon team, which was advised by Assistant Professor of Sport Management **Young Do Kim**, consisted of team captain **Kylee Hebert '22**, **Jordan Ziegler '22**, **Taylor Schmitt '23** and **Hunter Small '23**.

DECEMBER

In conjunction with the Raleigh-Durham chapter of the National Association of Black Journalists, the **N.C. Local News Workshop** hosted a free, virtual workshop for community members on media literacy and fake news savvy on Dec. 11. Assistant Professor **Israel Balderas**, Associate Professor **Amanda Sturgill** and Executive Director **Shannan Bowen** joined local journalists to discuss tips and resources for identifying misinformation and disinformation campaigns.

Assistant Professor of Cinema and Television Arts **Kai Swanson** saw her most recent work, "East of Middle West," collect eight awards and secure screenings at multiple international film festivals during the past year. Swanson produced and script supervised the feature-length crime drama, which won the Audience Award at the Sarasota Film Festival and won Best Producers, Best Director, Best Actor and Best Edit at the 2021 Montreal Independent Film Festival.

JANUARY

Associate Professor **Jessica Gisclair** served on the ACEJMC reaccreditation site team visit in January to the School of Journalism and Mass Communication at Florida International University, the fifth-largest university in the nation.

Associate Professor of Sport Management **David Bockino** and Assistant Professor of Sport Management **Mark Cryan** led Winter Term courses to Spain and the Dominican Republic, respectively. Bockino's "Through the Lens of ESPN" course included 13 stu-



dents traveling to Spain to tour four soccer stadiums (pictured) while also participat-

ing in marketing meetings with three of the country's top clubs. More than 25 students accompanied Cryan to the Caribbean to study baseball training development facilities and explore the island country's diverse geography, history, society and culture.

Assistant Professor **Israel Balderas** appeared on the cable network HLN Original Documentary Series "Vengeance: Killer Newlyweds" to offer legal analysis and news commentary on a murder investigation in South Florida.

Nyah Phengsitthy '23, a communication design and media analytics double major, was selected as a 2022 Reporting Fellow by the Pulitzer Center on Crisis Reporting and reported from Ghana in January. She investigated how orphanages in West Africa have operated during the pandemic. Additionally, Phengsitthy was awarded a \$3,000 internship stipend from the Scripps Howard Foundation, the charitable arm for the E.W. Scripps Company. The stipend supported her summer internship with Bloomberg Law in Washington, D.C.

Cameron Wilson '21, a Spanish and strategic communications double major, was named semifinalist for the 2022-23 Fulbright U.S. Student Program, the largest exchange program in the country that offers opportunities for recent graduates in more than 140 countries.

FEBRUARY

Associate Professor of Cinema and Television Arts **Doug Kass** was selected as a Fulbright Senior Scholar to teach in the International Master's Program in Communications at National Chengchi University in Taipei, Taiwan. Due to the pandemic, Kass' fall instruction was delayed and he didn't start teaching until the spring semester.

THE YEAR IN REVIEW

Kenn Gaither, professor of strategic communications and A.J. Fletcher Professor in Communications, was selected as a finalist for the PRNews Outstanding Educator of the Year award. Gaither was one of six finalists for the prestigious honor, which recognizes communicators who use their platforms to better their community and the global community.



As part of the Elon in Los Angeles program, **Reagan Palombo '24** landed an internship with 2022 NFL champions, the Los Angeles Rams, during the fall 2021 semester. During her internship, Palombo attended staff marketing meetings, contributed to community events and ran football camps. The Greensboro native returned for the Rams' postseason run, including Super Bowl LVI in February.

Approximately 85 ElonComm students attended the 2022 **COM Meet and Greet**, an in-person internship and job event, to discuss their career interests with several communications companies and their representatives.



The Feb. 22 event included on-site representatives from ABC11-WTVD, McKinney, Rookie Road, SportsMEDIA Technology Corp and WXII-TV. Additionally,

students interviewed virtually with ESPN and Golin. The event was held in conjunction with the Student Professional Development Center.

At the North Carolina College Media Association's 2022 conference in Chapel Hill, **Colonnades Literary and Art Journal**, **Elon News Network** and **Phi Psi Cli yearbook** were recognized in 17 different categories and collected 11 first-place awards. Colonnades, ENN and The Pendulum received Best of Show awards. **Nyah Phengsitthy '23**, a communication design and media analytics double major, paced Elon's student winners, collecting four first-place awards.

A team of Elon faculty and staff, which included Associate Professor of Communication Design **Phillip Motley**, secured a two-year grant of \$40,000 from the Colonial

Academic Alliance that will support ongoing multi-institutional efforts to prepare students and universities to better incorporate current and emerging best-practices in community-based learning into their academic and co-curricular programming.



In honor of Black History Month, **Unity LA**, an alumni organization created to celebrate diversity and advance inclusion, hosted its inaugural event on Feb. 26. The alumni panel, titled "Strong Black Lead," brought together students studying in the Elon in Los Angeles program and Los Angeles-based alumni. More than 75 students, alumni and industry guests attended the three-hour gathering. The panel was moderated by **Nneka Enurah '11**, global video partnerships lead at Amazon, and featured five Black alumni working in entertainment, media, advertising, business and technology.

More than 20 members of **Live Oak Communications** and Assistant Professor of Communication Design **Shannon Zenner** attended the 2022 American Advertising Awards Gala, hosted by AAF Triangle in Durham on Feb. 24.



The student-run agency's creative team took home six ADDYs in the gala's student

division, beating out competition from the Triangle's universities. The accolades included a Best of Show award for its "A Home For Every Pet" campaign developed for the Animal Hospital of Mebane, as well as two gold awards, two silver awards and one bronze.

MARCH

Assistant Professor **Israel Balderas** participated in a panel discussion, titled "What's Next for Internet Law?," at the 47th annual AEJMC Southeast Colloquium held at the University of Memphis.

Associate Professor **David Bockino** had three abstracts accepted for the annual World

Association of Sport Management Conference in Doha, Qatar. In addition, he received a signed contract from University of Nebraska Press for his book titled "Game On."

APRIL

ElonComm hosted a **Turning 21 celebration** at the offices of G&S Business Communications in New York City on April 5. CEO **Luke Lambert** (far left), a member of the school's



national advisory board, hosted the evening reception, and nearly three dozen alumni attended.

Four days later, the school hosted a second Turning 21 event in Washington, D.C., at the Kennedy Center for the Performing Arts.

Sport management major **Claire Latimer '22** and Assistant Professor of Sport Management **Shaina Dabbs** published an article titled "A case study on differences in marketing men's and women's basketball on Twitter" in the Journal of Contemporary Athletics.

Senior Lecturer **Hal Vincent** and his Strategic Campaigns class partnered with the Friends of the Alamance County Public Libraries to raise money through a biannual book sale to provide reading and literacy services to Alamance County.



A trio of Interactive Media graduate students presented their ongoing research at the Broadcast Education Association's 2022 Festival of Media Arts, the preeminent international media competition focused on student and faculty creative endeavors, held in Las Vegas.

(From left) **Alyssa Sandy G'22**, **Sophia Theriault '20 G'22** and **Doo Lee G'22** shared their research on DEI education, minority women's mortality rates in the United States and body inclusivity.

J. Earl Danieleley Distinguished Professor **Naeemah Clark**, who earned her master's and doctorate degrees at the University of Florida, was inducted into the university's College of Journalism and Communication Hall of Fame at an awards ceremony in April.

As part of a daylong excursion to Charlotte, students in the Department of Sport Management visited with the Charlotte Knights and the Charlotte Soccer Academy. The group met with the Knights' front office team, including **Grace Eng '15**, to discuss promotions, community relations, sales and corporate sponsorships. While at the Charlotte Soccer Academy Sportsplex, the students also met with Executive Director Brad Wylde and CSA Board of Directors President **Jim Cantalupo P'23**, who gave a tour of the facility's six fields and massive clubhouse that serve more than 6,000 players.

MAY

Associate Professor **Vanessa Bravo** was named the recipient of the university's Distinguished Scholar Award during the May 11 annual awards luncheon. Along with her 2021 book, "Latin American Diasporas in Public Diplomacy," Bravo has published 12 peer-reviewed journal articles, eight book chapters and two invited book reviews since joining Elon in 2011.

Led by Associate Professor **Amanda Sturgill**, the Department of Journalism established a campus chapter of Kappa Tau Alpha, the college honor society that recognizes academic excellence and promotes scholarship in journalism and mass communication. **Ashlyn DeLoughy '22**, **Hallie Milstein '22** and **Julia Oakes '22** were the first three inductees into the school's chapter in May. Members must rank in the top 10% of their class and hold at least a 3.0 GPA.

Kendall Battles '23, a media analytics and cinema and television arts double major, and **Jose Alex Reyes '25**, a strategic communications and communication design major, were named recipients of 2022 LAGRANT Foundation scholarships, which support ethnically diverse college and university students interested in the fields of advertising, marketing and public relations. The school has had nine LAGRANT scholars in the last five years.



the prestigious Graphis New Talent Annual, which celebrates the top creative work from

Catherine Nester '22, a communication design major, received an honorable mention in

students across the globe. She was recognized for a kombucha brand line that she conceptualized and designed as part of a project in Associate Professor **Ben Hannam's** Design of Visual Images class.

The Department of Cinema and Television Arts hosted its **BFA Showcase** in Turner Theatre on May 12 to celebrate this year's 11 BFA students — the program's largest class ever. In April, 17 students submitted proposals in application for a position in the 2022-23 BFA cohort.

JUNE



Assistant Professor **Max Negin** and co-author Marc Zumoff published a completely revised second edition of "Total Sports Media: Production, Performance and Career Development," offering a complete guide to sports media across television, radio and digital broadcasting.

Professor of Journalism **Anthony Hatcher** participated in two Poynter Institute seminars, Diversity Across the Curriculum and Teachapalooza. The two events addressed how journalism educators can refresh, recharge and reignite their passion for teaching, as well as how they can infuse diversity and inclusion into teaching.

Assistant Professor of Communication Design **Brian Walsh** was named a Good Death Fellow, sponsored by The Order of the Good Death, a nonprofit organization that provides a more meaningful, eco-friendly, and equitable end-of-life by providing education, resources and legislative advocacy. The organization will financially support Walsh's work to create an interactive website that reveals the financial and environmental impact of one's death choices.

Led by Professor of Communication Design **Harlen Makemson**, the school published the 25th edition of the **Elon Journal of Undergraduate Research in Communications**, featuring six research papers authored by students, including a topical examination of online news coverage of Black and White mass shooters, and whether the portrayal of these perpetrators changed after the 2020 Black Lives Matter protests.



Interactive Media students enjoy 'signature experience'

As part of their Winter Term study away experience, graduate students in the Interactive Media master's degree program traveled to Puerto Rico in January to collect content and produce multimedia components for their interactive projects for the public good. Upon their return to campus, the student teams built robust online presences for their respective nonprofit organizations on the Caribbean island.

To celebrate the graduate students' efforts, ElonComm hosted formal presentations of the students' final projects Jan. 25 in Turner Theatre. The student groups shared details about their travels, their objectives and their finished projects. Following their weeklong stay in Puerto Rico collecting and gathering content, the students created websites, promotional videos, style guides and other online marketing tools. The groups essentially overhauled their respective clients' presence online – or built them from scratch.

Derek Lackaff, associate professor of communication design and director of the Interactive Media program, called these projects the graduate program's "signature experience." He commended the students for their "extraordinary work accomplished under extraordinary circumstances," alluding to the COVID-19 protocols and safety measures they adhered to while working in the Caribbean. The experience showcased the students' "talent, flexibility and grit," Lackaff said.

Presidential Status

Lucia, Costello serve in top roles for professional associations



Cara Lucia '01

Since its inception, ElonComm has benefited from impeccable leadership, providing the foundation for its on-campus programs and initiatives. Two faculty members extended their influence beyond campus this past year, serving in presidential roles for organizations supporting their respective industries and academic interests.

Cara Lucia '01, associate professor and chair of the Department of Sport Management, served a one-year term as president of NIRSA: Leaders in Collegiate Recreation, a leading resource for professional and student development, education and research in collegiate recreational sports. As an Elon undergraduate, Lucia became a NIRSA member in 1999 and attended her first conference in Milwaukee, Wisconsin. In the two decades since, she has provided volunteer service to the association, strengthening its mission to be a driving force for an integrated approach to health and well-being in higher education.

"As president and NIRSA board member, myself along with the board navigated a second year of the global pandemic, ongoing demands to address social justice issues and a disrupted business model," Lucia said. "Serving at any level of an

association is vital for the profession to best create and sustain healthy communities."

For nearly 25 years, Vic Costello, associate professor of cinema and television arts and director of the communications core and minor, has served the Broadcast Education Association in a variety of roles, culminating in his 2021-22 presidency. Additionally, he has served on the association's board of directors for 12 years.

Established in 1955, BEA is the premiere international academic media organization, driving insights, excellence in media production, and career advancement for educators, students and professionals.

"As BEA president, I was able to give back to the association that was most influential in my professional development as a media educator and scholar," Costello said. "I'm grateful for the experience I gained leading an amazing team of board colleagues and staff, who together kept BEA healthy and strong through the pandemic."



Vic Costello

Farewell, Michael Skube

In recent years, ElonComm has bid farewell to several individuals synonymous with the school's growth in size, stature and excellence. Associate Professor of Journalism Michael Skube is the latest departure, retiring at the conclusion of the 2021-22 academic year — his 20th year on the faculty at Elon.

Before his teaching career, Skube spent 22 years in daily journalism, working for the Winston-Salem Journal, The (Raleigh) News & Observer and the Atlanta Journal-Constitution. These positions led him to cover U.S. Senate races, report from Central America, file stories on deadline amid hurricanes, witness a prison outbreak, interview members of the North Carolina Nazi Party and write about children with terminal illness. Skube's professional work was widely recognized, and he was awarded a Pulitzer Prize in Criticism and the American Society of Newspaper Editors Award for Distinguished Commentary in 1989.

A native of Springfield, Illinois, Skube was drawn to reporting as a teenager and began covering local sports for The Illinois State Journal-Register in high school. He recalled that seeing his byline in print for the first time was his best experience in journalism.

Known for his commitment to teaching strong writing skills, Skube said he found great joy in developing accurate, concise and informative writers.

As he wrote in his university biography, "I derive an unexpected satisfaction from showing young people how to make their own words sing."



Don Grady receives BEA's Distinguished Education Service Award

In recognition of his decades of remarkable service to electronic media education, longtime professor and administrator Don Grady was named the 2022 recipient of the Broadcast Education Association's Distinguished Education Service Award. The award was presented during BEA's annual convention awards ceremony in Las Vegas on April 23.

According to Paul Parsons, dean emeritus of Elon's School of Communications, Grady has made an "immeasurable impact on electronic media education through national accreditation and through deep dives into media analytics."

While Grady retired in late 2020 after 35-plus years of leadership at Elon, he returned to campus as an adjunct professor during the 2021-22 academic year.



Don Grady poses with his Broadcast Education Association's Distinguished Education Service Award following the association's awards ceremony on April 23. Also pictured is Stacey O. Irwin, current BEA president and professor at Millersville University.



ISRAEL BALDERAS



SHANNAN BOWEN



LUCAS HASKINS



LAURA LACY



KAREN LINDSEY



WATRICIA SHULER



KAI SWANSON



LEE BUSH



SHAINA DABBS



KELLY FURNAS



MICHELE LASHLEY



KATHLEEN STANSBERRY



QIAN XU

NEW FULL-TIME FACULTY AND STAFF MEMBERS

- **Israel Balderas**, assistant professor, journalism
- **Shannan Bowen**, executive director of the North Carolina Local News Workshop
- **Lucas Haskins**, coordinating producer, Elon Sports Vision
- **Laura Lacy**, lecturer, strategic communications
- **Karen Lindsey**, assistant professor, strategic communications

- **Watricia Shuler**, lecturer, cinema and television arts
- **Kai Swanson**, assistant professor, cinema and television arts

PROMOTIONS AND TENURE

In February, the board of trustees announced the promotions, tenure and continuance of School of Communications faculty members:

- **Lee Bush**, promoted to professor
- **Shaina Dabbs**, promoted to associate professor

- **Kelly Furnas**, promoted to senior lecturer
- **Michele Lashley**, received continuance as assistant professor
- **Kathleen Stansberry**, promoted to associate professor
- **Qian Xu**, promoted to professor

SCHOOL AWARDS

At the conclusion of the May 5 School of Communications awards ceremony, three faculty members and one staff member were recognized for their outstanding work this academic year. Pictured, from left, are Associate Professor of Communication Design Phillip Motley (Excellence in Scholarship/Research Award), Assistant Professor of Strategic Communications Jane O'Boyle (Excellence in Teaching Award), Director of Student Engagement and Special Projects and Instructor in Journalism Colin Donohue (Outstanding Staff Member Award) and Assistant Professor of Journalism Israel Balderas (Excellence in Leadership Award).



JOB OUTCOMES

Where's the Class of 2022 headed?

Bella Adinolfi

Events/Operations Assistant,
Maison de Carine

Gabby Alecia

Growth Analyst, The Lunar Solar Group

Isabel Allain

Digital Solutions Consultant,
Pegasystems

Lily Apple

Senior Coordinator, BGB Group

Angie Arcieri

Communication PR intern, MERGE

Maeve Ashbrook

Multimedia Journalist, KAKE News

Abby Bailey

Business Development Representative,
Italia Connection

Jen Barletta

Assistant Media Planner, Merkle B2B

Lauren Belk

Business Development Coordinator,
Stewart-Haas Racing

Jazmin Bender

Social Content Specialist, Learfield

Jacob Berman

Police Officer, Graham Police
Department

Sofia Bohjalian

Apprentice, Prosek Partners

Sera Borg

Merchandising, The TJX Companies

Morgan Bracken

Brand Marketing Specialist, Buff City
Soap

Ashlee Brackett

Disney College Program Cast Member,
The Walt Disney Company

Jared Bunder

Apprentice Broadcast Technician,
Game Creek Video

Paloma Camacho

Law Student, Indiana University Maurer
School of Law

Daniel Cavanagh

Associate Account Executive, Aon

Gab Chambers

Client Services Intern, Baltimore Ravens

Victoria Cuciniello

Disney College Program Cast Member,
The Walt Disney Company

Danielle Cuoco

Student Teacher, the Government
of Spain

Aaron Dron

Facilities Events and Operations
Coordinator, 3STEP Sports

Victoria Egan

Disney College Program Cast Member,
The Walt Disney Company

Eli Ehrbar

Sales Development Program,
Cleveland Guardians

Emery Eisner

News Producer, News Center Maine

Michael Faccibene

Assistant Account Executive, Edelman

Caroline Farley

Associate Social Media Manager,
Sirle Media

Ciani Foy

User Experience Designer, Gap Inc.

Maggie Furey

Business Development Representative,
HubSpot

Ashleigh Garcia

Graduate Student, University of Miami

Chloe Hach

Sourcing Specialist, Vector
Technical Inc.

Anita Hallberg

Post Production Coordinator,
Trailblazer Studios

Patrick Hanrahan

Graphic Designer, ArachnidWorks

Abdul-Malik Harrison

Elon Service Year Graduate Fellow,
Elon University

Christian Harrison

Law Student, Wake Forest University
School of Law

Charles Hartsock

Graphic Design Intern, Gee Creative

Jordan Haywood

Content Production Intern, EP + Co.

Annabelle Healy

Showrunner's Assistant, Paramount+
TV Show

Molly Healy

Conversation Assistant, Ministerio de
Educacion de Espana

Kylee Hebert

Sales Assistant, Warner Bros. Discovery

Caitlin Hogge

Account Coordinator, Hunter Public
Relations

Emily Holland

Marketing Copywriter, Nexus Marketing

Breshawn Holley

Minorities in Sports Fellowship,
Carolina Panthers

Katie Howell

Graduate Student, University of
Melbourne

Hannah Jablonski

Brand Marketing Manager, Savorly

Annie Kalinowski

Junior Art Director, SMA NYC

Skylar Kays

Public Relations Specialist,
Kaulig Racing

Madeline Kern

Account Manager, ALKU

Reilly Krug

Executive Assistant, Krupp Group

Zoe Kurtz

Marketing Coordinator, The Social
Institute

Jake Luckangelo

Sales Development Representative,
VAST Data

Tellier Lundquist

Graduate Student & Broadcast/
Production Assistant, University of
Washington

Kait MacIntyre

Analyst, Edelman

Devon Margulies

Social Media Management Intern,
Audio Cartel

Mia Mathas

Production Intern, New York Life
Insurance Company

Emily May

Incoming Customer Satisfaction
Coordinator, Airbus

Grayson Meadors

Associate Digital Designer, Red Ventures

Hallie Milstein

Editing Fellow, Southern Living,
Dotteddash Meredith

Grace Moroney

Digital Investment Associate, Havas
Media Group

Katy Morrison

Graduate Student, Boston College

Ben Muse

Graduate Student, Elon University

Ava Naran

Project Coordinator, Leidos

Hannah Nash

E-Commerce Strategy Associate, Wayfair

Kai Nehrenz

Content Creator/Graphic Designer,
Revolution Studios

Hannah Nelson

Producer, Hearst Television – WYFF

Catherine Nester

Disney College Program Cast Member,
The Walt Disney Company

Maryann Newcomb

Inside Sales Representative, ALKU

Hannah Otos

Assistant Editor, MENTALITY Creative

Ilona Perry

Recruiter, Insight Global

Ethan Porter

Digital Content Specialist, National
OnDemand

Logan Powers

Disney College Program Cast Member,
The Walt Disney Company

Kaitlin Reilly

Legal Recruiting Assistant, Sullivan
and Cromwell

Lauren Rodgers

Marketing Coordinator, Village
Marketing

Baylor Rodman

Associate Producer, Fox News

Joey Rogalski

Mailroom Associate, Creative Arts
Agency

Emily Rogers

Marketing Associate, Nasdaq

Elizabeth Romagnoli

Wrangler, Rainbow Trout Ranch

Cary Romig

Associate, ParetoHealth

Corinne Rose

Legal Assistant, Sodoma Law

Dominique Rousseau

Brand Coordinator, McKinsey

Kate Ruberti

Graduate Student, New York University

Micaela Ryan

Presentation Designer, VMLY&R

Samantha Santos

Director of Hospitality and Ticket
Operations, Burlington Sock Puppets

Ali Scheinfeld

Account Coordinator, Serendipity
and Company

Lissy Shortall

PR & Social Media Coordinator,
Squeeze Marketing

Rory Sinkinson

Project Manager, Zuri Group

Emma Spencer

Junior Graphic Designer, Tuckernuck

Brodie Steen

Operations Assistant, Rhino Sports &
Entertainment

Alicia Stephens

Associate Account Executive, Starfish

Ashley Stuart

Ticket Sales Representative, Memphis
Grizzlies

Danielle Thomas

Account Coordinator, Saatchi & Saatchi
Philadelphia

Ted Thomas

Combat Systems Officer, United States
Air Force

Anna Thompson

Recruiter, BNY Mellon

Grace Tiedge

Marketing Admin Assistant, CenExel
Clinical Research

Claire Trundle

Account Executive, Arrive Logistics

Kate Tulenko

Marketing Associate, Pinckney Harmon
Marketing

Kieran Ungemach

Sales Development Representative,
Templafy

Michaela Vandervelden

Social Media Marketing Specialist,
XMONDO HAIR

Rennie Wasp

Ship-In Coordinator, OUTFRONT Media

Irene We

Agent Assistant, Innovative Artists

Abigail Weaver

Associate Talent Acquisition Partner,
Alarm.com

BY THE NUMBERS

INTERNSHIPS

Here is a closer look at the internship process in the School of Communications during the 2021-22 academic year:

377 Internships completed

96 Number of internships in California; followed by North Carolina (85), New York (53), Pennsylvania (16) and Massachusetts (12)

6 International internships (England, Canada, and Trinidad and Tobago)

54% Percentage of students who completed fully virtual internships (29% fully in-person; 16% in a hybrid format)

93% Percentage of employers who would recommend their student intern for a permanent position in the organization

94% Percentage of students who said they “strongly agree” or “agree” that the internship helped assess their strengths

“Jack demonstrated a strong ability to clearly communicate customer feedback throughout the duration of our in-market activities. His ability to take complex feedback and data and translate it into clearly communicated outcomes was impressive.”

— Ryan VanderPloeg, AMQ Solutions; supervised Jack Breagy '22, strategic communications major



AFTER ELON

Ciani Foy '22, a communication design major, completed a UX design internship with Gap, Inc., in summer 2021. The iconic brand's staff

thought so much of her, Foy was hired full time following graduation. Florentin Hortopan, Foy's supervisor, commended his former intern's “visual acumen and consistency in designing meaningful solutions in a timely manner.” He added, “She was well organized and very good at communicating and interacting with team members and other cross functional environments.”



OUTSTANDING ALUMNI AWARD

Maity Interiano '07, an Emmy Award-winning journalist and on-air correspondent for Univision Network's No. 1 rated live national morning show, “Despierta América,” was recognized Nov. 6 with the School of Communications' Outstanding Alumni Award. Interiano is the 11th recipient of the award that celebrates alumni who have achieved significant professional success.

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Philanthropy in Action

A look at how donors supported the School of Communications during the 2021-22 fiscal year.

	OVERALL	ENDOWED	ANNUAL	CAPITAL
Total Number of Donors	668	12	654	2
Total Dollars Raised	\$662,511.65	\$66,552.00	\$575,899.65	\$20,060.00

A BREAKDOWN OF DONORS

Undergraduate Alumni – **362**
Current Parents – **169**
Past Parents – **55**
Current Faculty/Staff – **29**
Undergraduate Students – **18**

Friends – **16**
Retired Faculty/Staff – **5**
Grandparents – **4**
Former Faculty/Staff – **2**
Graduate Alumni – **2**

Past Grandparents – **2**
Foundation – **1**
Friend Group – **1**
Law School Alumni – **1**
Non-Grad Alumni – **1**

TOTAL
668

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Nearly 110 recreational and commercial pilots, transportation and safety officials, educators, students and community members interested in unmanned aircraft systems descended on Elon's campus Nov. 8 for the inaugural Elon Drone Day. As part of the daylong program that consisted of panel discussions, keynote talks and an afternoon flight demonstration, pilots, educators and officials answered questions regarding regulations, safety and trends in the drone industry. Senior Lecturer in Communication Design Randy Piland organized Drone Day in partnership with the North Carolina Department of Transportation, FAA Safety Team and others.