

# commTalk

A publication of the Department of Communication  
Western Carolina University

Fall 2008

## Calendar

Be sure to mark your calendar for these important upcoming events.

Sept. 1—Labor Day

Oct. 4—Homecoming

Oct. 9-14—Fall Break

Oct. 20—Advising begins

Oct. 22—Advising Day and department picnic

Nov. 4—Reading Day

Nov. 10-21—CoursEval open

Dec. 13—Commencement

## In this issue

- Summer interns p. 2
- Internships p. 4
- Advising Day p. 4
- Where are our sgrads? p. 5
- Graduation p. 5
- Department list p. 6
- Activities p. 6
- Poor writing p. 6
- New student organization p. 6

## New faculty join department

The Communication Department welcomes two new faculty members starting this fall—Pam Harris and Mark Mathias.

Pam Harris will be teaching public relations courses. Harris, who is originally from Topeka, Kansas, has lived in many different places including Nebraska and Alabama, but she says her real home is Tennessee where she spent most of her life.

“I feel like Tennessee is my home,” said Harris.

She received her bachelor’s degree from the University of Tennessee at Nashville and then went on to get her master’s degree from Vanderbilt University.

Harris taught high school English and journalism for a short while and also taught a writing course in the evenings.

“I felt like teaching was my calling,” said Harris.

She hasn’t always been a teacher. Harris also worked as a newspaper editor and reporter.

Harris heard of an opening at Western and jumped at the opportunity to move to this area. She has family in this area and said she feels like she is coming home. Harris is thrilled to be a part of Western’s Communication Department because of the great program that it offers and the friendly faces.

“I think the faculty and staff are fantastic,” said Harris.

Harris brings her experience in this area. She also hopes to bring some of her research to the students and prepare them for the real world.

Mark Mattheis, from Hagerstown, Ind., will be joining the broadcasting and television division of the department. He will work closely with Pat Acheson to teach and pass along the broadcasting skills he has cultivated for over 20 years.

His professional experience is an extensive one. After graduating from Ball State University, he received his master’s degree from Southern Illinois University and was ready to put his skills to good use.

His first post-graduation move was to start his own visual art company that specializes in video production, which he still owns today.

In addition to his business, he also gained interest in sharing his wealth of knowledge with college students. He has taught and assisted administration at several universities around the country including Northwest Oklahoma University.

Topping off his professional experience was a stint as a cameraman at CNN for several years.

He has wanted to live in this region for sometime after passing through on family vacations. He is looking forward to sharing his self-motivated and independent mind with his new students.

by Jennifer Bowen  
and Merrill Thierman

# Students gain experience

## Ryan Britland

College often seems like a revolving door. You make lots of friends but eventually you are separated because life takes off in different directions.

Ryan Britland, '07, was often the most likely person to run into at the radio station on a Friday night. He graduated with a degree in broadcasting and a minor in broadcast sales. When he left school he hoped to become an on-air personality but he soon remembered what Don Connelly taught him. He recalls being in class hearing "broadcast sales is where the money is" and apparently that stuck.

After sending out dozens of job applications he was ready for his first interview less than a week after graduation. He received and accepted his first job offer during that same week with Clear Channel Radio in Raleigh. Despite it was not his major area of concentration, Britland has found the most happiness, success, and money serving as a broadcast sales representative. He has received sales from a wide-range of businesses.

Britland feels confident that his current position is an excellent fit for his skills and personality. He feels the communication faculty prepared him very well for his job. He plans to stick with his current position and is very grateful for the careful preparation his professors gave him.

*by Merrill Thierman*



**Shawna Moriarty** works in the studio at 105.9 The Mountain, a rock radio station in Asheville.

## Laura Green

While most students strive to land their dream internships in large cities, some decide to expand their knowledge by staying in the area. Laura Greene, an upcoming senior at Western, did just that by staying in Cullowhee this summer and pursuing an internship at Ghost Town in the Sky.

Ghost Town is a small amusement park located in Maggie Valley, full of thrill rides, attractions and shows. Greene received her internship in the late spring and started soon after as the marketing intern for the company.

Greene's everyday duties included keeping up with the donations given to Ghost Town, trip planners and any questions that the customers may have. Greene also used her photography skills to take pictures in and around the park.

"They used my work in a lot of their ads," said Greene.

Ghost Town also has a character series each month where different characters come to the park and walk around greeting customers. Greene explained that she helped out with this a lot this summer. She was able to walk around with them and have them meet the children in the park. Greene was also in charge of booking groups and birthday parties.

One thing that Greene took away from this internship was organization.

"The more organized you are the better you will do your job," said Greene.

Greene said that her favorite thing about her internship was working in the park itself and interacting with people, especially the children.

"Another thing that I took away from this internship was the friendships that I made and the relationships that I built," said Greene. "People at Ghost Town were very nice and easy to get along with."

*by Jennifer Bowen*



**Janna Gutler** spent her summer at CNN Talent Development in Atlanta.



**Phillip Chandler** interned at Turner Studios in Atlanta, GA. Turner Studio's main clients are the Turner Networks Cartoon Network, TBS, TNT, Turner Sports and TCM. They also serve a large base of clients from outside of Turner. Chandler got to work behind the scenes at a Braves games, He served as a production assistant on many shoots including MLB on TBS, NBA on TNT, TBS's "Dinner and a Movie" and "Movie and a Makeover," and many other shows. Chandler also got to run camera on some web sshows for NASCAR.com and PGAtour.com. In addition to the television projects he worked on large staff meetings that were broadcast in Atlanta, New York, Los Angeles, Hong Kong and London.

**Other internships include:**

- Adam Beaty**, NBC news channel, Charlotte
- Jennifer Bowen**, Franklin Press, Franklin
- Alex Crutchfield**, WFTV, ABC affiliate, Orlando
- Anna Dattilo**, Full Spectrum Farms, Cullowhee
- Katherine Guinn**, American Red Cross, Asheville
- Genya Klimnik**, Dicks Broadcasting, Greensboro
- Kelly Leazer**, McDowell Hospital, Marions
- Elizabeth Luedeman**, CBS Radio, Charlotte
- Meaghan McGarrity**, Hands On Charlotte, Charlotte
- Negus McKenna**, Hueneye Communication, Canada
- Courtney Morrison**, High Hampton Inn and Country Club, Cashiers
- Zachary Reid**, WRGC, Sylva
- Lindsey Young**, 98.7 Simon, Greensboro
- Larissa Zhukova**, Clear Channel Communications, Asheville

**Russell Jones**, WTVD-TV/ABC 11 Eyewitness News, Raleigh/Durham



**Terrence Tipps** interned at ABC Radio Networks in Dallas, Texas.

# Internships require planning, advising

An internship is required of all communication majors. It can be an extremely valuable experience, providing students the opportunity to work in the medium that they are interested and to network with professionals in the field.

There are a number of things the student can do to make the experience very rewarding.

## Plan, plan, plan

Typically, a student starts making industry contacts in November or December prior to the summer during which the internship will occur. A student must have 90 hours of credit before to doing an internship.

Prior to the semester of the internship, a student needs to talk with their advisor about where they are doing the internship and fill out the appropriate forms. The student is responsible for finding the internship. Many students look for a location where they would like to work or someplace close to family to help defray expenses. Many companies have applications and forms the student needs to complete in advance before they will grant permission for an internship. Some may want samples of work. **DO NOT assume anything. Check out all requirements.**

## Student Internship Checklist

1. Early in the prior semester, contact your advisor. To discuss details about the internship. All internships must have faculty approval.
2. Contact your potential internship sponsor and find out how to apply for the internship.
4. Complete the required internship forms for both the university and the sponsoring business. Forms may be found on the department website.
5. Enroll in CMCR-483. You **must** be enrolled in CMCR-483 prior to doing your internship. If you are not enrolled in CMCR-483 during the term in which you are doing your internship, **NO** course credit will be earned.
6. Keep a daily journal of your activities and what you learned each day.
7. At the mid-term, you are responsible for securing the mid-term evaluation form so that your employer can evaluate your progress and submit the completed form to your instructor.
8. At the end of the semester, you are responsible for securing the final evaluation form so that your employer can evaluate your internship and submit the completed form to your instructor.
9. At the end of your internship you are to prepare a paper based on your journals as to what you did and how you did it. This paper is to be turned in to your instructor on the last day of classes.

## Internship Requirements

You are required to work in your career field or related area 150 hours to earn a 3-hour credit.

1. You are required to keep a detailed daily journal of all of your activities with dates, times, places, and the work that you are doing.
2. You also should keep copies of any materials or projects produced, if allowed.
3. If you produce anything for "air," be sure to keep an "air check" of the project.
4. At the end of your internship you are to prepare a paper based on your journals as to what you did and how you did it. You will chronicle your internship and explain how you felt the experience affected you. **Your journal is an integral part of this paper.**

You are responsible for obtaining the mid-term and final employer evaluation report forms from this website or the communications office and delivering them to your employer. Your internship supervisor is to evaluate your performance at the mid point and the end of your internship and forward the evaluations to the department. The department's phone number is 828-227-7482. If you have any questions concerning your internship you should contact your academic advisor via e-mail or voice mail.

## Advising Day--Mandatory Meeting

Mark your calendars for Wednesday, Oct. 22, Advising Day. No classes will be held that day, but a **mandatory** meeting will be held for department majors at the picnic grounds. Following the meeting will be the department picnic with lots of food, fun and door prizes (must be present to win).

Keep watching your catamount email for more details.

# Where are our graduates?



**Joe Mullins, Turner Broadcasting, Atlanta, master control.**

**Patrick Whalen, (right front, with client). 1010 WINS, New York, broadcast sales representative**



## Grads making their marks

**Meghan Adams**, account executive, the Potter Agency, Asheville

**Jeff Satterwhite**, Clear Channel Communications, Orlando, broadcast sales.

# Juniors need to apply for graduation

At the end of a student's junior year the light at the end of the tunnel starts to grow very bright—the end of school is near. With 90 hours a student needs to apply for graduation.

Following a few steps will make the trip to graduation a lot easier and with fewer hurdles.

After reaching the 90 hour mark, a student needs to pay the graduation fee at the Cashier in the One Stop Center.

Take the receipt to the dean's office for the College of Arts and Sciences, third floor of Stillwell.

The dean's staff will generate and send paperwork to the communication department for an audit of classes.

The student should make an appointment with Don Connelly, department head, for a final graduation audit. This audit lists the final classes needed to complete the requirements for graduation. It is a contract between the student and the department—you take these classes and you may graduate. **Any deviation from this final list could jeopardize the student's graduation date.**

Waiting until the last minute to get this audit done can also jeopardize a graduation date. Needing a one-hour freshman course can keep a senior from graduating when they plan to.

For more information contact your adviser.

commTalk is produced by the Department of Communication, Western Carolina University.

Contributing writers: Jennifer Bowen  
Merrill Thiesman

Faculty adviser: Debra Connelly

# Activities enhance college life

The communication department hosts several organizations that allow students to refine skills for the professional world.

Power 90.5 has served as a teaching tool for many of Western's broadcasting majors. Students are afforded the opportunity to put together their own live radio shows. Past shows include country music hours, sports commentary, alternative music. It is a way to get experience and to build a resume. All students are welcome to enjoy building their skills at the radio station.

For anyone interested in building public relations experience and professional networking, Catamount Communications and the Public Relations Student Society of America can meet that need. Catamount Communications is a student-run public relations firm offering quality service to organizations on campus and in the local community. The firm allows students to enhance their public relations skills to real world clients. PRSSA is the professional organization that helps students build networking skills in the profession.

TV-62 is a student activity that many broadcasting majors get involved with, even though it is not a part of the communication department. Students produce and cablecast news and several entertainment shows.

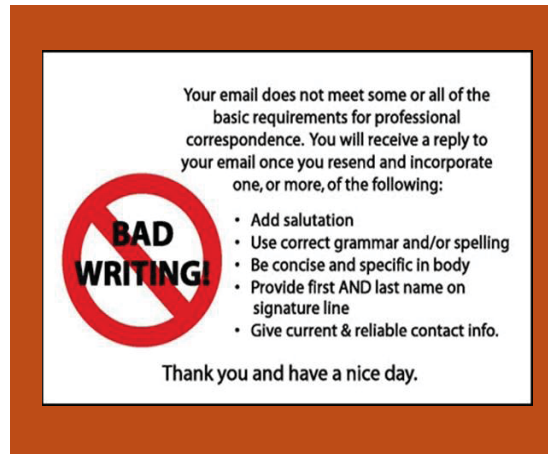
*by Merrill Thiesman*

# Don't fall victim to poor writing

Casual and sloppy writing is not an acceptable skill in any of the communication fields.

For students who need a reminder to be professional in any correspondence, communication faculty will be sending you the reminder when e-mails don't meet professional standards.

A survey of all media and public relations contacts indicated that good writing is a must.



# On deadline news

The Communication Student Organization has received notification of official standing within the university.

Paul Aubuchon worked this summer to compile the constitution and by-laws for submission.

The organization is open to any communication major or minor no matter the concentration. The group will help with the department picnic and will work on other projects throughout the year.

Watch for e-mail meeting notices. For more information contact Mrs. Connelly or Dr. Dulaney.

# Department Listing

Don Connelly	Department Head	OSU 109	227-3851
Betty Dishman	Administrative Assistants	OSU 109	227-3846
Padraig Acheson	ST 240		227-3801
Ruth Bennett	ST 272		227-2512
Michael Caudill	ST-273		227-2468
Debra Connelly	ST-239		227-2459
Dr. William Dulaney	ST-235		227-2329
Dr. Betty Farmer	ST-237		227-3804
Dr. Pamela Harris	ST-246		227-3425
Suzon Hawley	ST-270		227-2256
Cynthia Lee	ST 271		227-2944
Dr. James Manning	ST-247		227-3850
Mark Mattheis	ST 255		227-2943
Linda Nicodemus	ST-269		227-2389
Dr. Kathleen Wright	ST-238		227-3847