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Twenty-first Annual Mass Communication Week Examines the Health of the Media

Winthrop University

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Twenty-first Annual Mass Communication Week Examines the Health of the Media

Quick Facts

- The series of events will feature experts from a variety of organizations and will emphasize current issues affecting mass communication including globalization, new media, and the future of traditional media.
- The week also will bring to campus outstanding alumni working in new technology, newspaper management, and television news.

ROCK HILL, S.C. - The vice provost for globalization at the University of Southern California, Adam Clayton Powell III, will headline the 21st annual Mass Communication Week March 1-4. The series of events will feature experts from a variety of organizations and will emphasize current issues affecting mass communication including globalization, new media, and the future of traditional media.

The week also will bring to campus outstanding alumni working in new technology, newspaper management, and television news.

William Click, chair of the Department of Mass Communication, said, "This week-long series highlights some of the exciting and challenging issues facing the mass media today. We are privileged to have national experts on the subject including some of our former alumni."

On Monday, March 1, Tom Rouillard, a 1989 Winthrop graduate and operations manager of News Over Wireless, Raleigh, N.C., will discuss mobile technology and its uses for news, advertising and video. He is responsible for the technology, marketing and affiliate relations for the company. Rouillard will speak at 11 a.m. in [Owens Hall G01](#).

Brad Moses, class of 1998, Web content producer for NBC News Channel, Charlotte, will speak on Tuesday, March 2, at 9:30 a.m. in Owens G01. Moses spent time on the foreign desk for the News Channel before beginning his present position, which involves providing video content to affiliate Web sites and MSNBC.com.

At 3:30 p.m., a panel of communication professionals will talk about how they are using social media in their operations. Panelists include **Travis Baker**, class of 2007 marketing development, SSI-Shaefer, U.S., Charlotte; Mary Katharine Durr, manager of social media and e-commerce, Blumenthal Center for the Arts, Charlotte; and Bryan Talbott, marketing manager, WFAE 90.7 FM, Charlotte. The panel will be held in [Johnson Hall 101](#).

Judy Watts, executive editor of Summerville Communications, will speak on Wednesday, March 3, at 11 a.m., in Owens G01. Watts, a 1971 graduate of Winthrop College, has extensive newspaper experience including reporting for The State (Columbia, S.C.), The Summerville Journal Scene and The Post and Courier (Charleston, S.C.) and as an editor for the Goose Creek Gazette.

A panel of young alumni will speak at 3:30 p.m. in Johnson 117. The panel will include **Christopher Brady** '07, Web designer; Erwin-Penland, Greenville, S.C.; and **Jesef Williams** '06, reporter, Lancaster News.

Adam Clayton Powell will speak at 9:30 a.m. March 4 in Owens G01 and 2 p.m. in Johnson 101. Powell is the former director of the USC Integrated Media Systems Center, the National Science Foundation Foundation's Research Center for multimedia research. He has served as general

manager of Howard University's WHT-TV, vice-president for news of National Public Radio, and vice-president/technology and programs for the Freedom Forum.

All events are free and open to the public. For more information, contact the [Department of Mass Communication](#) at 803/323-2121.

Schedule for MCOM Week

* Monday, March 1

Tom Rouillard

Operations Manager, News Over Wireless, Raleigh, N.C.
11 a.m., Owens Hall G01

* Tuesday, March 2

Brad Moses

Web Content Producer
NBC News Channel
9:30 a.m., Owens Hall G01

Social Media Panel

3:30 p.m., Johnson Hall 101

Travis Baker

Marketing Development
SSI-Shaefer, U.S., Charlotte

Mary Katharine Durr

Manager of Social Media and E-Commerce
Blumenthal Center for the Arts, Charlotte

Bryan Talbott

Marketing Manager
WFAE 90.7 FM

* Wednesday, March 3

Judy Watts

Executive Editor of Summerville Communications, Summerville, S.C.
11 a.m., Owens Hall GO1

Alumni Panel

3:30 p.m., Johnson Hall 117

Christopher Brady

Web Designer, Erwin-Penland, Greenville, S.C.

Jesef Williams

Reporter, Lancaster News

* Thursday, March 4

Adam Clayton Powell III

Vice President for Globalization
University of Southern California
9:30 a.m., Owens G01; 2 p.m., Johnson 101

Reception, 3:30 p.m., Dunlap-Roddey Room, Johnson Hall

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