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24th Annual Mass Communication Week Gives Students a “Passport to Their Future”

Winthrop University

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24th Annual Mass Communication Week Gives Students a "Passport to Their Future"

Quick Facts

- The headline speaker will be Raynard Gadson '05, associate producer for Atlas Media Corporation in New York City, who will talk about television production.
- Other speakers include: Bruce Murdy, president of Rawle Murdy; Orage Quarles, publisher of the Raleigh News and Observer; and Linda O'Bryon, president and CEO of South Carolina ETV.



Raynard Gadson

ROCK HILL, S.C. — The Winthrop University [Department of Mass Communication](#) presents the 24th annual Mass Communication Week, "[A Passport to Your Future](#)," on March 3-7.

The headline speaker will be [Raynard Gadson](#) '05, associate producer for [Atlas Media Corporation](#) in New York City, who will talk about television production. Previously an associate producer for the [Dr. Oz Show](#), Gadson now produces primetime docu-series for the [Travel Channel](#), [Investigation Discovery](#) and [Bio](#). He will speak at 1 p.m. and 3:30 p.m., Monday, March 3, in 101 [Johnson Hall](#).

Winthrop faculty members said [Mass Communication Week](#) has been an important offering by the [Department of Mass Communication](#). "Mass Communication Week brings in influential professionals, including Winthrop alumni, to the campus," said [William Click](#), department chair. "The weeklong-series offers students and area professionals an opportunity to network with industry leaders."

Also on Monday, [Bruce Murdy](#), president of [Rawle Murdy](#), one of coastal Carolina's largest marketing, advertising and public relations firms, will speak to students about the advertising industry. Murdy worked in advertising for several years before becoming president of Rawle Murdy in 1999. He will speak at 10 a.m. on Monday, March 3, in 101 [Johnson Hall](#).

On Tuesday, March 4, the publisher of the [\(Raleigh\) News and Observer](#), [Orage Quarles](#), will speak at 2 p.m. in G01 [Owens Hall](#). The former publisher of The (Rock Hill) Herald, Quarles has extensive experience in publishing and editing. In 2002, he was named the nation's [Outstanding Publisher](#) by [Editor and Publisher Magazine](#).

Also on Tuesday, [Jill King](#), vice president of operations for [BFG Communications](#), a multiple-state, full-service agency in Bluffton, S.C., will discuss her experiences in the advertising industry. With more than 18 years in the industry, King currently manages the agency's project planning and production. She will speak at 3:30 p.m. in 101 [Johnson Hall](#).

[Melissa Kerney Umbarger](#) '01, from the (Greensboro, N.C.) [News & Record](#) will meet with students at 11 a.m. on Wednesday, March 5, in 101 [Johnson Hall](#). She began her career as a copy editor and is now special sections editor for the newspaper.

Also on Wednesday will be a panel of recent Winthrop graduates who will talk about their careers in their respective industries. Panelists include [Taylor Baldree](#) '10 with [Red Ventures](#); [Shatesha Scales](#) '11 with [WCCB Charlotte](#); and [Deni Avant](#) '10 with [Samaritan's Feet International](#). The discussion will take place in the [Johnson Blackbox Theatre](#) at 3:30 p.m.

Closing Mass Communication Week will be [Linda O'Bryon](#), president and CEO of [South Carolina ETV](#). O'Bryon joined SC ETV in 2010 and has since opened a state-of-the-art radio production facility, a television newsfeed studio and launched two national music series for NPR. She will discuss her career at 9:30 a.m. on Thursday, March 6, in 101 [Johnson Hall](#).

All Mass Communication events are free and open to students of all majors and to the public.

For more information, contact the mass communication office at 803/323-2121.

[\[Back to Previous Page\]](#)

IN THE HEART OF THE CAROLINAS

A-Z Site Map
Accessibility
Alumni & Friends
Arts

Board of Trustees
Calendars
Directions
Directory

Disclaimer
Emergency/Safety
Employment
Family Programs

Finance & Business
Financial Aid
Library
Majors & More

Office of the President
Online Learning (Graduate)
Records & Registration
Residence Life

Site Feedback
Tuition & Fees
Visit the Campus
Visitors Center