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FCC Commissioner Mignon Clyburn Headlines Mass Communication Week

Winthrop University

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FCC Commissioner Mignon Clyburn Headlines Mass Communication Week

Quick Facts

- FCC Commissioner Mignon Clyburn will talk about the importance of access to broadband in a global society.
- Professionals from broadcasting, journalism, public relations, brand management and investor relations will share their insights about the industry.



Mignon Clyburn

ROCK HILL, S.C. - [South Carolina native Mignon Clyburn](#) kicks off Winthrop University's annual **Mass Communication Week 2012**, from Feb. 27- March 1. Professionals from broadcasting, journalism, public relations, brand management and investor relations will share their insights about the industry.

[William Click](#), chair of the [Department of Mass Communication](#), said, "This week-long series tackles some of the issues facing mass media today. We are privileged to have national experts on the subjects including some of our former students."

Monday, Feb. 27, features **FCC Commissioner Mignon Clyburn** at 11 a.m. in Dina's Place, [DiGiorgio Campus Center](#). Commissioner Clyburn will talk about the importance of access to broadband in a global society. A USC graduate, Clyburn was appointed to the FCC in 2009. She is a former representative of South Carolina's Sixth District to the Public Service Commission of South Carolina.

Winthrop graduate **Charles Perry**, editor of The Myrtle Beach Herald, will speak at 3:30 p.m. in [Owens G02](#).

On Tuesday, Feb. 28, Winthrop welcomes **Mark Carter**, the vice president of strategic initiatives and investor relations at [Snyder's-Lance](#) in Charlotte. A graduate of Winthrop's EMBA program, Carter played a major role in the recent merger of Lance with Snyder's of Hanover. He will speak at 12:30 p.m. in the [Whitton Auditorium](#).

John Doar, marketing brand manager at Geiger-O'Cain Advertising in Greenville, will speak on Tuesday at 3:30 p.m. in [Johnson 101](#). A mass communication graduate, Doar is responsible for new business and the integration of promotional products with brand strategy.

The editor, founder and publisher of [Qcitymetro.com](#), on online news site covering the Charlotte-area African American community, will speak on Wednesday in Owens G02 at 9:30 a.m. **Glenn Burkins** has a distinguished career on a number of newspapers including **The Wall Street Journal** and **The Charlotte Observer**.

Later that day the annual **Alumni Panel** will be held at 3 p.m. in the Johnson Hall Studio Theater. The panel includes **Lauren Westfall Edmonds**, account manager at [PM Digital](#), Columbia; **Shannon Greene**, online editor at [The Rock Hill Herald](#); and **Alan Garmendia**, overnight photographer at [WCIV Charleston](#).

The final speaker is [ESPN's](#) assignment editor **Nicole Coffey**, ESPN assignment editor for the network's morning show. Coffey has performed a number of functions at the Connecticut-based network. She is also a Winthrop alumna where she played on the golf team. After leaving the

university, she was a professional golfer on the **Ladies Challenge Tour**. Coffey will speak at **Dina's Place** at 12:30 p.m. on Thursday, March 1.

All events are free and open to the public. For more information **Department of Mass Communication** at 803/323-2121.

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