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Mass Communication Week on Feb. 28-March 3 Features Chicago Tribune Cross Media Editor

Winthrop University

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Mass Communication Week on Feb. 28-March 3 Features Chicago Tribune Cross Media Editor

Quick Facts

- The week's featured speaker is Sheila Solomon, cross media editor for The Chicago Tribune. She will address "Cross Media Management" on Wednesday, March 2 at 10 a.m. in Owens Hall, G02.
- Each Wednesday of Mass Communication Week features an Alumni Panel of recent graduates.

ROCK HILL, S.C. - **Mass Communication Week 2011**, held Feb. 28-March 3, is a nod to the changing dynamics of today's society. The speakers will touch on subjects such as the environment, politics and the media and brand imaging.

The week's featured speaker is **Sheila Solomon**, cross media editor for The Chicago Tribune. A graduate of Hampton University, **Solomon** previously worked for The Charlotte Observer and The Daily Press, Newport News, Va., and is an adjunct journalism instructor at Hampton University. She served as the first African American on the board of directors for the Virginia Press Association. She also is a panelist and member of both the National Association of Black Journalists and Alpha Kappa Alpha, among many other achievements.

She will address "**Cross Media Management**" on Wednesday, March 2, at 10 a.m. in **Owens Hall G02**.

"This year's guests represent a variety of disciplines related to mass communication," said department chair William Click. "Students need to see how their major relates to what's going on in the world. We can't ignore the changes we are facing today."

On Monday, Feb. 28, Winthrop alumna Seanna Adcox '96, a reporter for the Associated Press in Columbia, will discuss "Covering the Statehouse." Adcox has worked for AP since September 2005, and covers the statehouse and politics. She will speak at 10 a.m. in Owens G02.

On Tuesday, WBT-TV assistant news director Yvonne Simons will speak at 12:30 p.m. in Owens G02. Simons is a former reporter and producer at WRAL, Raleigh, N.C. She is a board member of the Radio Television, Digital News Directors of the Carolinas.

Alumnus Ben Muller '00, a brand consultant for Hanesbrands, Inc, will present "Branding" at 3:30 p.m., Tuesday, March 1, in **Johnson Hall 101**. Muller began his career as a marketing/development manager for the Multiple Sclerosis Society and later for the American Cancer Society. Since 2007, he has been working on consumer brands for Hanesbrands, in Raleigh, N.C.

Each Wednesday of **Mass Communication Week** features an Alumni Panel of recent graduates. The event will be held at 3:30 p.m. in the Johnson Studio Theater. This year's alumnae include Keri Boyce '08, editor of the West Wateree Chronicle, Camden, S.C.; Erin Miller '07, marketing coordinator for Gantt Huberman Architects, Charlotte, N.C.; and Allison Rauch '07, anchor for CN2

News, Rock Hill. The panel will discuss such topics as job searching and their experience at Winthrop.

Ending the week will be Donna Stine, former policy advisor for former Michigan Governor Jennifer Granholm. Stine, a graduate of Michigan State University, has an extensive career in environmental policy with state government, environmental advocates and environmental consultancies. She will give two talks. The first, at 11 a.m. in [Sims Science Building 215](#) will be “The Politics of Environmental Policy: An Insider’s Perspective.” Her second presentation, “Crisis and Media Coverage: Covering the Midwest’s Largest Oil Spill” will be at 12:30 p.m. in Owens G02.

All Mass Communication Week events are free and open to the public. For more information, visit www.winthrop.edu/masscomm or contact the Department of Mass Communication at 803/323-2121.

Mass Communication Week Schedule:

Monday, Feb. 28

Seanna Adcox '96: “Covering the State House”
10 a.m., Owens G02

Tuesday, March 1

Yvonne Simmons: “Making it in Broadcast Management “
12:30 p.m., Owens G02

Ben Muller '00: “Branding”
3:30 p.m., Johnson Hall 101

Wednesday, March 2

Sheila Solomon: “Cross Media Management”
10 a.m., Owens G02

Alumni Panel

Keri Boyce '08, Erin Miller '07, Allison Rauch '07
3:30 p.m., Johnson 117

Thursday, March 3

Donna Stine: “Politics of Environmental Policy: An Insider’s Perspective”
11 a.m., Sims 215

Stine: “Crisis and Media Coverage: Covering the Midwest’s Largest Oil Spill”
12:30 p.m., Owens G02

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