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## Alums and Other Professionals Scheduled to Talk at 26th Annual Mass Communication Week

Winthrop University

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# Alums and Other Professionals Scheduled to Talk at 26th Annual Mass Communication Week

## Quick Facts

- All mass communication events are free and open to students of all majors.
- This year's event brings in tech experts from international companies including Thomson Reuters of Washington, D. C., and Zebra Technologies of Highland Park, Illinois.

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Marilyn Sarow

ROCK HILL, SOUTH CAROLINA — The Winthrop University [Department of Mass Communication](#) presents the 26th annual Mass Communication Week, “**yes, we comm,**” from March 2-6.

[Marilyn Sarow](#), interim chair of the mass communication department, said this year's event brings in tech experts from international companies including Thomson Reuters of Washington, D. C., and Zebra Technologies of Highland Park, Illinois. “We promise that the week's activities will offer the campus community the opportunity to expand their knowledge,” she said.

## The scheduled events include:

### Monday, March 2

Presentation by **Scott Ramming**

President, Wholesale Marketers Association, Washington, D.C.

11 a.m. and 1 p.m., Carroll Hall

Media Mixer

Hosted by Winthrop Association of Black Journalists

7-9 p.m., Dunlap Roddey Room, Johnson Hall

### Tuesday, March 3

Presentation by **Bethany Senkowsky '05**

Manager of Internal Communication, Zebra Technologies

1 p.m. and 3:30 p.m., Carroll Hall

Screening of “Generation Like,” a documentary on social media

7:30 p.m., Dina's Place, DiGiorgio Campus Center

Approved cultural event.

### Wednesday, March 4

Presentation by **Jason Thomas**

Chief Innovation Officer, Thomson Reuters Special Services, Washington, D.C.

11 a.m., Carroll Hall; 3:30 p.m., 101 Johnson Hall

**Thursday, March 5**

Alumni Panel

**Jonathan McFadden '12**, small business reporter, The Charlotte Observer; **Billie Jean Shaw '13**, digital journalist/assignment editor, Fox 46 Carolinas; and **Kristen Edwards Sigmon '10**, marketing manager for Latin America, ACN Worldwide  
11 a.m., Blackbox Theatre, Johnson Hall

**Presentation by Greg Brannon**

Executive producer, TV broadcasting and digital media, Carolina Panthers  
1 p.m., Johnson Theatre

All mass communication events are free and open to students of all majors. For more information, contact the **Department of Mass Communication**, 803-323-2121, or check out the department's Facebook account.

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