



Spring 2-14-2007

Mass Communication Department Hosts 18th Annual Mass Communication Week

Winthrop University

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Winthrop University, "Mass Communication Department Hosts 18th Annual Mass Communication Week" (2007). *Winthrop News 2007*. 42.

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02/14/2007



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Mass Communication Department Hosts 18th Annual Mass Communication Week

Quick Facts

- The Department of Mass Communication will host the 18th annual Mass Communication Week Feb. 26-March 1.
- Headlining the week-long conference will be David K. Rehr, president/CEO of the National Association of Broadcasters.

ROCK HILL, S.C. - The president and CEO of the National Association of Broadcasters will headline **18th annual Mass Communication Week** at Winthrop University Feb. 26-March 1.

Sponsored by the **Department of Mass Communication**, this year's program boasts industry powerhouse **David K. Rehr** of NAB as well as distinguished alumnae **Crysty Vaughan**, news director at WOLO-TV in Columbia, S.C.

Presenters also will include **Evan Brown**, copywriter for BBDO Atlanta, and the president/publisher of The Charlotte Observer **Ann Caulkins**.

"Mass Communication Week offers an opportunity for the Winthrop community to meet nationally known leaders," said **William Click**, chair of the **Department of Mass Communication**. "We are fortunate to have these individuals speak to our students and invest their time to help them understand the realities of the marketplace."

On Monday, Feb. 26, **Rehr** will speak at 11 a.m. in **Johnson Theatre**. He holds a doctorate in economics from George Mason University and has been named a "top association lobbyist" by the Hill multiple times. Prior to taking his seat at the NAB, **Rehr** was the president of the National Beer Wholesalers Association and has more than 20 years of experience on Capitol Hill in the lobbying community.

On Tuesday, Feb. 27, **Brown**, of Batten, Barton, Durstine & Osborn Advertising Agency in Atlanta, will discuss the role of copywriting in advertising during his lectures. **Brown** spent two years at The Creative Circus, a portfolio school in Atlanta preparing for his present position. He has worked for such clients as Pizza Hut to The Peace Corps and the Georgia Lottery. **Brown** will speak at 11 a.m. in Johnson Theatre and at 2 p.m. in Johnson 101.

Vaughan, distinguished alumna from Winthrop University and news director for WOLO-TV ABC News Columbia, will speak at 11 a.m. on Wednesday, Feb. 28, in Johnson Theatre. Vaughan has been with ABC Columbia since 1995 and has covered such major stories as four hurricanes, the Republican primary and a visit from President George W. Bush. Apart from news director, she also has served as producer, reporter and anchor in addition to receiving the Associated Press award for consumer reporting.

At 3:30 p.m. a panel of more recent alums including Mary Dolan '03, of The Sumter Item, and Tanya Hilton '03, assistant vice president of card services for the Bank of America, will speak in **McBryde Hall**.

On Thursday, March 1, Ann Caulkins, president/publisher of The Charlotte Observer, will speak at 9:30 a.m. and 11 a.m. in Johnson Theatre. Caulkins, the former publisher of The State, Columbia, S.C., moved to take the top position at The Observer last year.

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

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