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Winthrop Alumni and Local Media Executives to Visit Campus During Mass Communication Week

Winthrop University

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Winthrop Alumni and Local Media Executives to Visit Campus During Mass Communication Week

Quick Facts

- This weeklong event, sponsored by the Department of Mass Communication, brings outstanding professionals, including Winthrop alumni, to the campus.
- On Feb. 23, Robert Ariail, prize-winning editorial cartoonist for The State, will give an illustrated talk at 11 a.m. in Johnson Theatre.

ROCK HILL, S.C. - Alumni, newspaper executives, even an editorial cartoonist are on tap for the **17th annual Mass Communication Week** Feb. 21-24 at Winthrop University. This weeklong event, sponsored by the **Department of Mass Communication**, brings outstanding professionals, including Winthrop alumni, to the campus.

"Mass Communication Week continues to be a high point of spring semester for our students and faculty," said **J. William Click**, chair of the mass communication department. "We are delighted this year to add more successful alumni to the program."

The week's events begin on Feb. 21 with alumna **Nicole Boone '88**, news anchor for WBTW in Florence, S.C., making a presentation at 11 a.m. in **Johnson Theatre**. At 2 p.m., **Laurie Schwartz '81**, former director of research for Jefferson Pilot Sports and sales executive with WCNC-TV, Charlotte, will discuss ratings and research at 2 p.m. in 101 Johnson.

On Tuesday, Feb. 22, **John Lemmon**, president of John Lemmon Films, Charlotte, will talk about clay animation at 9:30 a.m. in Johnson Theatre. At 11 a.m. an executive from the integrated marketing firm Jackson Dawson Marketing Communication, Greenville, S.C., will discuss how public relations fits into the integrated marketing communication mix.

Recent alumni will be featured in a panel discussion at 2 p.m. in McBryde Hall. Panelists include **Jennifer Robinson Burton**, Greensboro (N.C.) News & Record; **Dana McKelvey**, Muzak Corporation, Fort Mill, and **Jeff Monheit**, WSOC-TV.

On Wednesday, Feb. 23, **Robert Ariail**, prize-winning editorial cartoonist for The State, will give an illustrated talk at 11 a.m. in Johnson Theatre. Ariail joined The State in 1984 and was a finalist for the Pulitzer Prize in 1995 and 2000.

The final events of the week feature **Herald newspaper publisher Valerie Canepa**, who will speak on Thursday, Feb. 24, at 9:30 a.m., and Mark Washburn, Charlotte Observer media reporter, who will speak at 11 a.m. in Johnson Theatre.

On Thursday, **Clarion award winners** from the recent national convention of the Association of Women in Communications will be on display in the Johnson Lobby.

The events of the week are free and open to the public. For more information, contact the department at 803/323-2121.

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