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National Aquarium Senior VP Highlights 27th Annual Mass Communication Week

Winthrop University

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National Aquarium Senior VP Highlights 27th Annual Mass Communication Week

Quick Facts

- Scott Melton '05, senior vice president and chief philanthropy officer for the National Aquarium in Baltimore, will headline the special event.
- Events are open to the public and campus community.



ROCK HILL, SOUTH CAROLINA – Chief philanthropy officers, political columnists, ESPN marketing directors and more will descend upon Winthrop University Oct. 2-4 for the **27th Annual Mass Communication Week**.

Scott Melton '05, senior vice president and chief philanthropy officer for the National Aquarium in Baltimore, will headline the special event. He will speak on several occasions on Monday, Oct. 2:

*9:30 a.m., [Whitton Auditorium](#) (Carroll Hall)

*11 a.m., [Johnson Studio Theatre](#)

*4 p.m. reception, [Johnson Hall Lobby](#)

In his role, Melton is responsible for all philanthropic functions for the aquarium, including capital and annual operating fundraising, and helps set long-term strategies for the aquarium's operations and future. He previously worked as senior director of individual giving for the NAACP, where he helped the organization more than triple the size of its donor base. He graduated from Winthrop with a Bachelor of Science in integrated marketing communication (IMC).

"Mass Communication Week acts as a bridge between the professions and academia with a focus on student development," said [Padmini Patwardhan](#), professor of marketing and the coordinator for the IMC program.

Other speakers and events include:

*Tuesday, Oct. 3, 9:30 a.m., Johnson Studio Theatre:

Attendees will hear about media relations from Winthrop faculty and staff: [Professor of History Eddie Lee '83](#); [Jeff Perez](#), vice president for university relations; [Professor of Music Ron Parks](#); [Gretchen](#)

Baldwin, clinical coordinator for Health and Counseling Services; **ZaDonna Slay**, Master of Social Work admissions coordinator; and **Joan Winters**, director of the Children’s Attention Home and assistant professor of management and marketing.

*Tuesday, Oct. 3, 12:30 p.m., Johnson Studio Theatre:

A panel of returning accomplished alumni will talk about their careers: **Eddie Scarry '10**, media and politics columnist for “The Washington Examiner,” who broke the story that President Donald Trump was launching his campaign in 2015; **Jasmine Rutledge '11**, marketing director for “730 AM The Game ESPN Charlotte”; and **Taylor McKenzie '10**, learning and development partner for sales at Red Ventures.

*Wednesday, Oct. 4, 9:30 a.m., Whitton Auditorium

Ashley Smalls '11 works as a senior executive at CreateSpace, an Amazon Company, in Charleston.

*Wednesday, Oct. 4, 11 a.m., Whitton Auditorium

The Rev. Dr. Arlecia Simmons '96 is a visiting professor at Claflin University. She has also released devotional books and served as the senior pastor of Faith United Church in Washington, D.C.

For more information on Mass Communication Week, contact **Department of Mass Communication Chair Guy Reel** at 803/323-4531 or reelg@winthrop.edu.

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