Alumnus takes talent/experience on the road by Brian Wudwych

His alarm goes off at 5:27 a.m. every Friday, giving him about 20 minutes to wash up and get out the door.

It's now 5:55 a.m. and he's pulling into his work parking lot. What ensues is a day of selling advertisements, recording multiple sports-cast segments and preparing for football broadcasts, which runs all the way to 2 p.m.

The day doesn't end there, however. At 4 p.m. he has a high school football game to broadcast. Thanks to his 15 hours of game preparation, he's ready for the pregame show, the kickoff and interviews.

Finally, it's 10 p.m. He's loading his equipment into his car and heading back to the place where the day all began 16 and a half hours earlier — home.

This is a normal Friday in the life of East Carolina University class of 2015 graduate Josh Graham.

It didn't take Graham long to land a job after graduating in May with a bachelor's degree in communication. By August, he was off to the foreign town of Wray, Colorado, just 2,390 people strong, to work at a local radio station covering high school sports.

Josh Graham was well prepared to help provide sports coverage upon graduation.

Photo courtesy of Josh Graham

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Professor investigates what keeps news sites alive

Dr. Massey's passion for getting answers has led to a new research study on the survival of independent news websites. He teamed up with another communication professor, Dr. Brian Massey, to conduct a survey of independent news websites in the summer of 2014. The survey show that intangible resources are most related to news businesses, a finding that was the most important resource for participants. Massey's research and studies investigate how to help your business, or you can go to a seminar and actually make a [news] website today, but keeping it alive is the hard part, " said Massey. "True entrepreneurship is having an idea and really knowing what to do with it. "

Massey's research and studies in his article. So he sent a Web survey to over 500 independently-owned news websites. At the end, 133 completed the survey, resulting in a response rate of 58 percent. In the article, Massey explores "tangible" and "intangible" resources. In the seminar is the intangible one. Massey's research and studies in his class, " Boles stated, adding that latest version in October.

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More recent publications by Dr. Massey include:


• Massey, B. L. & Ewart, J. (2012). Sustainability of news businesses depends on their resources. "Product reputation" turned out to be the most important resource for the survey respondents.


I was prepared because I prepared myself. The School of Communication played a part in that as well.

Josh Graham was the kind of person that came to college and didn’t wait for some professor to tell him how to do things. He just taught himself how to do anything he wanted to do, and he stuck with it. The media advisor to see that Graham was excited about the opportunity.

Hubbard said that this is the first time that the studio acquires signiﬁcant new technology since the room was set up three years ago.

Thanks to equipment acquisition, TECTV is the student-run news show that is broadcast through the halls of Joyner East. He was the sports editor of The East Carolinian, sports/news director at WZMB, and much more. He's pictured here at Pirate Radio and 94.3 The Game. All of this ambition, as Harvey said, “He just taught himself. I didn’t teach him anything. He wanted to be a broadcast and he stuck with it.”

I was prepared because I prepared myself. I think the School of Communication played a part in that as well. However, it’s up to the college students to prepare the masses.

The SOJC TV studio in room 215 has acquired new robotic video cameras, a remote control unit for the cameras, and a new teleprompter.

PROFESSOR GLENN HUBBARD is excited about the opportunity. He said the new video cameras are really impressive, not only for the robotics, but because the performance of the cameras is such that resolution and quality are both at very high levels.

John Harvey, ECU’s associate provost for communications and technology, said Graham was the kind of person that came to college and didn’t wait for some professor to tell him how to do things. He just taught himself how to do anything he wanted to do, and he stuck with it. The media advisor to see that Graham was excited about the opportunity.

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Agence France-Presse deputy chief editor for North America (and AFP journalist for more than 20 years), Léon Bruneau, visited ECU Oct. 29 to discuss differences between French and American journalism and news audiences.

Invited to ECU as a visiting professional by the School of Communication, Bruneau addressed an International News Communication class in the morning, followed by a public session at 4:30 p.m. He discussed the January 2015 attacks on the French magazine Charlie Hebdo, implications of the attack for freedom of the press in France, and described how it compares to U.S. press freedom.

Prior to his current position, Bruneau was a U.S. politics correspondent in Washington, covered NATO and the European Union in Brussels, and was senior editor on the International Desk in Paris. Agence France-Presse is the world’s third largest news agency, with 200 bureaus covering 150 countries, and nearly 1,600 journalists relaying news around the clock.