A passion for sporting events and commentating led Brian Meador to the East Carolina University School of Communication.

The Fuquay-Varina native graduated from ECU in 1996 with a Bachelor of Science degree in communication with a concentration in video performance.

Aside from taking courses necessary for his degree, Meador gained experience in on-air and behind-the-scenes broadcasting, and news desk work. After falling in love with the field, he knew he wanted to make a career of it. Today, at 45, he is ECU’s director of video production.

“I always liked sports,” he said. “As a kid, I would fake commentate the games I watched on TV.”

To begin his career, he interned at WNCT in Greenville with Brian Bailey in 1995. “I looked up to Brian Bailey and was excited to intern with him. We became best friends and he gave me pointers,” said Meador.

As an employee at WNCT, he worked as a production producer and a videographer. He had the opportunity to shift towards local live news but enjoyed the sports route more. Meador was offered a job in Raleigh in the same field but turned the position down due to his love for the Greenville area.

“Working for WNCT gave me confidence from the positive feedback I would get from those around me,” he said. “I was shy before coming to ECU, so I really began to open up as I gained experience.”

In 2003, Greg Pierce, ECU’s assistant athletics director of video services, met Meador through WNCT. A year later, Meador went to work in WITN’s sports department working on coaches’ shows.

“Greg created a position for me at ECU that allowed me to focus all of my attention on the shows as well as Pirate athlet-
On June 12, the world witnessed “the most horrific day in the history of the City of Orlando,” according to Mayor Buddy Dyer. Forty-nine loved ones lost their lives to a senseless act of violence and 53 others were injured at the Pulse nightclub shooting.

One of the deceased, Shane Evan Tomlinson, was a 2003 graduate of the ECU School of Communication. As a communication major, Shane excelled. Michael Aho, a distinguished SOC graduate and member of the East Carolina Alumni Association, attended classes while Shane was a student. Aho talked about Shane being a part of the program as it was beginning to grow. “He’s the type of student—and person—that all of us are proud to call a fellow alumnus. Anyone who knew Shane at ECU or in the years after he graduated has the same impression: a man taken too soon from us but who has left great memories and inspiration for everyone.”

Shane’s family moved to North Carolina in 1995, just before he started his freshman year of high school. Even as a high school student, Shane had a passion and a gift for communicating to those he met, no matter the background or ethnicity, as he was always drawn to multi-cultural organizations. In high school, he was a member of the marching band and sang in the multicultural student choir.

According to Shane’s mother and father, Corliss and Stephan Tomlinson, Shane was a very spiritual person and believed it was important for him to show the love that Christ showed to the church. Shane was raised in a tight-knit and God-fearing family.

As he prepared for college, they wanted to steer him toward majoring in business. “Shane agreed to give it a try but quickly found he was more inclined to lean towards communication. He was a very natural and effective communicator. He knew how to start a conversation, convey his ideas, and ask the questions that provided the information he needed,” related the Tomlinsons’ in a combined written response to questions about their son.

East Carolina was the school where Shane was “determined to become a man.” He had several friends also attending the university, and “believed that the educational environment would be the perfect place for him to thrive and find his true career,” according to Stephan and Corliss, who added how proud they were of Shane and how much they respected him.
One memory that Shane’s parents shared of Shane’s time at ECU was during Hurricane Floyd. The damage to Greenville was extensive, forcing nearly 5,000 students out of their dwellings. Corliss detailed how the conditions continued to worsen. There was no water and no working restrooms available for students. Shane was determined to get out of the city, and managed to make it home safely to Concord, North Carolina with four other friends. “Needless to say, for two and a half weeks, he and the other students stayed with us as we clothed, fed, and sheltered them. Shane reassured us that God had chosen us to be a blessing to others.”

In addition to being helpful to others and a skilled communicator, Shane was also a very talented vocalist. He was a member of ECU’s choir. After graduation, he became the lead singer of an up and coming cover band, Frequency. The night Shane was killed, he had just finished a performance with Frequency and was with friends at Pulse. Shane was preparing to launch a new video of the band that the Tomlinsons believe would have given them access to the national entertainment stage. His family saw big things ahead for the band, including being a warm-up band for major entertainers, and even being “signed for longstanding contract to perform in clubs like those in Las Vegas and Hollywood.” Singing and performing defined Shane. “Music was important to Shane because he always had a melody in his heart,” according to the Tomlinsons.

Corliss and Stephan learned about the tragedy before they were aware that their son was inside the nightclub. They texted him with no response. After several hours, they discovered that a friend of Shane’s had been shot, and they felt a sense of panic and urgency to get to Orlando because it was likely that Shane was one of the victims. The Tomlinsons turned to God as they prayed ceaselessly that Shane would be fine and that they would have the strength they needed. “We never gave up hope. But the closer and closer we got to Orlando, the more difficult it became to remain optimistic. It was like traveling in the valley of the shadow of death,” related his parents.

Shane's deep love for humankind and ability to accept without judgment are attributes his family remembers most. “In his death we just came to realize how many people Shane knew and how their paths crossed,” said the Tomlinsons.

On his Facebook page, Shane described himself as an “ordinary guy living an extraordinary life using God given gifts to navigate through this journey.” Although Shane’s journey on Earth may be over, his spirit will long be remembered.
**Meador**

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The job opening brought Meador to ECU in January 2010 as a media specialist for Pirate Video. This allowed him to work with the school's players and coaches while continuing to do what he enjoyed most. Meador has been with the university ever since.

“Brian's work ethic is awesome,” Pierce stated. “You can tell he went to East Carolina because, with everything he does, he has the school and its athletics in mind. He doesn't put anything out that's not of superior quality.”

Meador describes his work as a chance to get to know new people each year and tell their stories through a lens. “I never get bored with the teams because there are new players and coaches that come each year. Each new season never feels like the last,” he said.

As the director of video productions, Meador produces The Coach Mo Show as well as The Coach Lebo Show for ECU Athletics. The shows connect fans to the coaches, and the football and basketball teams respectively.

The job comes with its difficulties as well. Fans, parents and coaches can create challenges when it comes to entitlement and dealing with game losses. This part of the job helped Meador learn how to be patient and get the job done despite the bumps in the road.

These bumps were no measure for Meador. He was nominated for a Sports Emmy Award for a video he created. Up against ESPN and the NFL Network, the nomination was an honor. “That was one of my greatest career achievements. That and having my mom see me anchor for the first time on Channel 9 in '96,” he said.

Meador’s advice for those striving to pursue a career in the communication field, specifically in broadcasting and video production, is to work hard. “Some people feel too entitled in receiving rewards,” he related. “You need to do more than you are told in order to learn to be valuable. Rid yourself of entitlement.”

He also recommends knowing all aspects of the job, such as how to shoot film, edit and perform, in order to appeal to those looking to hire.

“The more you know, the more valuable you will be. Get out and do it,” he said. Meador said that success will follow hard work.

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**School of Communication announces Certificate in Health Communication**

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Or contact Dr. Laura Prividera, Associate Director, School of Communication, 252-328-5304, privideral@ecu.edu.
The time following college graduation is often marked by endless job searches and wistful thinking about when times were easier, but that was not the case for East Carolina University alumnus Ryan Clancy. Instead of taking a job right after graduation like many of his fellow graduates, Clancy found himself working as a copy editing intern with the Tampa Bay Times through the Dow Jones New Fund.

The News Fund is a national foundation supported by Dow Jones, Dow Jones Foundation and others within the news industry. The fund emphasizes education for students and educators as part of its mission to promote careers in journalism. To land the internship, he, along with a few other students, took a test during the application process.

“I wasn’t sure how it was going to turn out,” said Clancy. “I just took the test and hoped for the best.” Even though Clancy was unsure how well he did, he prepared for it vigorously by brushing up on his copy editing, current events and reviewing previous Dow Jones News Fund copy editing tests. “I even had to match presidential candidates to the state where they were from and that was at the time there were 16 republican candidates,” he said.

The fact that he landed the internship was no surprise to John Harvey who is the advisor for The East Carolinian. “I was thrilled,” said Harvey. “It’s very hard to get in and it’s an honor that he got in.”

Harvey witnessed Clancy’s progression during his time at The East Carolinian and said that he really stepped up to the plate when he became an editor and, eventually, editor in chief. Harvey said that Clancy helped make the organization what it is today.

“He was one of the best editors that we’ve had since I’ve been here,” said Harvey. “Very smart, level-headed, responsible. He really leveled things out.”

After Clancy graduated and moved to St. Petersburg, Florida, he had to quickly brush up on his copy editing skills as he began working for the Pulitzer prize winning newspaper.

“While I’ve done copy editing in the past, I hadn’t been a copy editor at a major newspaper,” said Clancy. “It was a bit of a learning curve. It was interesting.” At the Tampa Bay Times, Clancy worked afternoons and nights editing copy and writing headlines. During his time there, he even got to work with deadline stories for both the democratic and republican national conventions.

“During the conventions, things were a little crazier because deadlines were extended because the conventions would run late,” said Clancy. “So the papers would extend their print deadlines to capture the important things that happened at the convention. Those [stories] were more special because there was so much content and people would be editing at the last minute.”

His favorite part of his internship at the Tampa Bay Times, besides the people he worked with, was seeing all

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**Dow Jones internship**

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of the headlines he had written in print. “I guess I never got tired of that,” said Clancy. “It was always fun, especially when it was on the front of a section. I had a few headlines right on A1. I [even] wrote every headline above the fold on one of the regional additions.”

Now that he is back in Greenville, North Carolina, Clancy is continuing down his path in journalism by working as a digital content producer at WNCT. He gets to do a number of tasks on top of editing stories for the web including photo and video editing and posting to WNCT’s social media accounts.

“I’ve been wanting to get into the web side of journalism,” said Clancy. “I know that I’m going to have the opportunity to do a lot of different things in journalism [here] and that’s something that I like about it.”

Clancy made some notable achievements during his time at ECU, including participating in Dr. Glenn Hubbard’s special topics course that traveled to Las Vegas to help produce the BEA awards, and working as the Editor-in-Chief of The East Carolinian.

He attributes most of his success to the experiences he had while attending ECU, especially working for The East Carolinian.

“I wouldn’t have gotten here without having that experience at The East Carolinian and having been a reporter for awhile and then being an editor for awhile,” he said. “Being at The East Carolinian helped me become a better writer.”