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C-CURRENT

A newsletter for Alumni and Friends of the School of Communication

Spring 2011

School of Communication alumna returns to share comm expertise

by **Madonna Messana**

A degree in communication can start a person on the path to a lifetime of making a difference in the communication field. Just ask Amanda Diane Miller.

After graduating with a bachelor's degree in communication, Miller went on to earn a master's degree from ECU's School of Communication.

Miller is currently a Health Communications Specialist contracted to the Centers for Disease Control and Prevention (CDC) in Atlanta, Georgia.

Her role for the CDC is to consult and provide guidance on the planning, completion and evaluation of various communication campaigns and programmatic initiatives.



Photo by Madonna Messana

**Amanda Miller,
Health Communication
Specialist**

Miller returned to ECU this February to speak at the School of Communication Colloquium and visit two graduate health communication courses. She also attended the Public Relations Student Society of America regional event on Feb. 25.*

At ECU, Miller spoke about her various projects/roles/experiences in the field as well as the types of health communication jobs available.

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Please update your information:

- We'd love to know what you're up to.
- Even if you've only had a change in phone number or address, etc., please let us know so we can keep you informed about the School of Communication and what we're up to.

Email **Barbara Bullington** at bullingtonb@ecu.edu with any updated information and/or news (marriage, awards, volunteerism, children, job info, etc.) as well as any article/photo/content ideas for C-Current.

'Bold Sports Talk' going where no radio show has gone before

by Ashley Crossan

When tuning into East Carolina University's radio station WZMB, one might catch the twice-weekly sports banter between Kevin Jones and Nabeel Ahmadieh as they host their radio show, "Bold Sports Talk."

But, it began outside the studio with typical conversation and harmless sports-related arguments between the future hosts. Friends would comment on the endless entertainment of their discussions.

"I was tired of arguing about it," Ahmadieh said. This sparked the realization that it was time to take the bickering off of the couches and into a public forum.

The prospect of hosting a show began in February 2010 with Ahmadieh, Jones, and two former students, Chris Albright and Mark Davis. The four began recording podcasts on a Macintosh computer in the ECU Joyner Library under the name "LoudMouth Sports Talk."

The program dematerialized in the summer of 2010. Jones

...it was time to take the bickering off the couches and into a public forum.

landed an internship with the Florida League in Orlando, Fla. as a reporter and radio broadcaster for a summer baseball team. At the same time, Ahmadieh held a summer job working at a radio station in Washington, D.C.

But, in August 2010, Jones and Ahmadieh met with WZMB to pitch the idea of hosting a radio show. The show would feature the bantering their fans love, hot topics and sports-related guests.

"People want to hear other people's opinions," Jones said.

The station supported the idea and soon Ahmadieh and Jones began hosting a show Mondays and Fridays under a different name – "Bold Sports Talk."

Perhaps the biggest breakthrough in "BST" history took place in early October 2010.



Photo contributed by Kevin Jones

Nabeel Ahmadieh, Kevin Jones and one of their celebrity guests, Washington Redskins wide receiver Brandon Banks (middle).

Jones wrote an article for bleacherreport.com on Cincinnati Bengals receiver Chad Ochocinco and how he markets himself well as a product. The article talked about how Ochocinco "could reach Oprah-esque fame among men in the United States."

"BoldSports Talk" fans and Bleacher Report readers used Twitter to generate buzz around the article and helped increase chances of Ochocinco seeing the article himself. —

Ochocinco did read it, liked it, and "re-Tweeted" the article to his 1.6 million followers, calling it a "must read." Jones' article had about 10,000 views within an hour.

Following the success of the

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SOC and Sports Studies students team up for 'Bold Sports Talk'

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Ochocinco article, "BST" has been able to bring in some big names for their show.

Washington Redskins wide receiver Brandon Banks came to the studio to take part live on the show. Other guests include: ECU Alumni and NFL Houston Texans fullback Vonta Leach and Sports Illustrated football writer Don Banks.

The work doesn't stop once the show ends. Ahmadieh and Jones each spend upwards of 30 hours per week working on all things "Bold Sports Talk." The most time-consuming aspect is the website, BoldSportsTalk.com. The site features blogs, articles, podcasts and games to watch, and is updated about every five hours.

The hosts have a knack for generating buzz around their show. They hosted two live shows in front of an audience in downtown Greenville, and have created marketing tools such as T-shirts, posters and can huggies. They also created and maintain profiles on social media networking sites Twitter and Facebook.

Ultimately the hosts would like to be on the radio Monday through Friday. Ahmadieh said, "10 years from now I hope to have my own radio show and column."

Nabeel and Kevin have applied to 45 radio stations and heard back from 20 with positive reviews.

So, what is in store for the future of the

**Jones' article had about
10,000 views within an hour.**

increasingly popular show?

"Right now we're just living in the moment and enjoying our last couple months of college," Jones said. "The distant future is bright. The immediate future is unknown."

Editor's note: In early March, Kevin Jones' article posted on philadunkia.com was sited on ESPN's Web site's "Wednesday Bullets" (<http://espn.go.com/blog/truehoop>). Jones said it was "an honor" to be featured on a site that highlights the best NBA sports writers.

Special thanks to:

*Spring 2011
COMM 3310
Copy Editing and
Design students
for their
contributions to the
content of this
newsletter.*

Congratulations to:

ECU Scholar-Teacher 2010–2011

**Dr. John W. Howard III
School of Communication**

College of Fine Arts and Communication
*Howard is one of nine ECU faculty members
to be selected for this honor.*

SOC making a splash in the south and nationally thanks to many talented students and alumni

ECU School of Communication students were incredibly well received at this year's Southeast Journalism Conference "Best of the South" contest. The winners were announced at the 2011 conference at Troy University.



•**Kyle Walker** won first place in the **Best Television Journalist** category for his work with Campus 31 TV, where he serves as station manager.



•The East Carolinian features writer **Katey Warren** won eighth place for in the **Best Feature Writer** category.



•**Chris Rupe** won **honorable mention**

in the poetry category for "Chrysanthemum," published in Rebel 52.

The SEJC competition is open to member schools from Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina and Tennessee. All member universities compete in each category, regardless of school size.

ECU competed against, among others, The University of Mississippi, The University of Alabama, The University of Southern Mississippi, The University of Memphis, Auburn University, Mississippi State University and Florida A&M University. This year's competition included 331 entries from 33 eligible member schools. Judges included 20 journalism professionals from newspaper, broadcast outlets and magazines across the country.

The Avett Brothers were a highlight of the 53rd annual Grammy Awards, performing with legendary artist Bob Dylan. Seth and Scott Avett formed The Avett Brothers in 2001 in Charlotte, N.C., after teaming up with standup

bass player Bob Crawford. **Scott Avett** earned his bachelor's degree in communication from ECU in 1999.



ECU School of Communication alumni, **C.J. Wilson** and **Jay Ross**, played on the winning team in this year's Superbowl.

Wilson earned a BS degree in communication (media studies concentration) in the spring of 2009. He has since become the first player ever

from East Carolina University to be drafted by the Packers.

Ross was a communication major with a concentration in Broadcast Journalism. He also graduated in spring 2009.

For more information about both players: <http://www.packers.com/>

Miller speaks about health communication

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“We are incredibly proud to count her as an alumna twice— B.A. and M.A.,” said Dr. Linda Kean, Director of the School of Communication. “We believe that our current undergraduate and graduate students can learn a great deal from Ms. Miller and go on to fulfilling and exciting careers of their own.”

Miller also spoke about the importance of making the most of one’s education.

“I want to encourage the students to make the most of what’s available, as I was someone who was involved in... student organizations, research assistantships, teaching assistantships, conferences, etc.”

Miller completed the master of arts degree in communication with an emphasis in health communication in December 2007. This is a 30-hour degree program with a thesis option as well as a non-thesis option. The program includes courses that provide students with an in-depth understanding of both theory and application in the field of communication, as well as the health communication area.

Dr. Sachiyo Shearman, whom Miller worked for as a graduate research assistant while she was at ECU, said that she felt Miller’s expertise and experience was “invaluable” for both

current MA students and anyone interested in health communication issues.

Shearman explained that the SOC wanted to invite a successful graduate student back to ECU to speak at the SOC Colloquium “so that students can be inspired by the successful student who graduated with the same degree that they are working on.”

**This year’s regional event, “A PR Life Is the Life for Me: A Guide to Becoming Successful in the Professional World,” was hosted at East Carolina University.*

Keep an eye out for information about next year’s CommCrew reception, and keep up with other School of Communication happenings and events by joining us on social media.

Here’s how to find us on social media:

LinkedIn
www.linkedin.com
 (search “Comm Crew”)

Facebook
www.facebook.com
 (search “CommCrew”)

Twitter:
twitter.com/commcrew

CommCrew News:



Margaret O'Connor, '71

The CommCrew’s Fifth Annual Spring Reception was held April 2 at Emerge Gallery.

Pulitzer Prize winner Margaret O’Connor ‘71, retired director of news design for The New York Times, was the featured speaker. O’Connor spent the last 23 years of her career working as a visual journalist for the Times. She was photography director of the Times on September 11, 2001. She and her staff won two Pulitzer prizes for Breaking News Photography and Feature Photography for their coverage of that day and the months that followed.

CommCrew invites all alumni, communication professionals, faculty, and staff to the annual receptions.

You can help the School of Communication continue to grow by:

joining **CommCrew**

for friends and alumni of the East Carolina University School of Communication

Name: _____

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Recent Alumni (\$25) Member (\$50)

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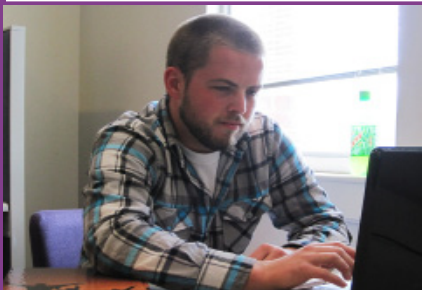
Other (Amount)

Your membership supports academic scholarships, student journalism and creative media production.

Please make your check payable to the ECU Foundation and return to:

Dr. Linda Kean, Director School of Communication, 102 Joyner East Greenville, NC 27858-4353

Or, you can donate online at: onestop.ecu.edu/onlinegiving/



*Please designate your gift to:
"College of Fine Arts and Communication,"
then "School of Communication,"
and under "other area" type "CommCrew."*

**Ready for more SOC news and info? Check out:
www.ecu.edu/comm**

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