Alyssa Arnold has returned to her alma mater hoping to provide a positive impact on students. As the newest member of the School of Communication advising team, Arnold is excited about coming back to East Carolina University.

The Long Island, New York native attended ECU for her undergraduate studies, graduating with a degree in psychology. Arnold then traveled across the state to Western Carolina University, or the “other purple and gold school” as she puts it, where she completed her master’s degree in higher education concentrating on counseling and psychology.

Arnold’s passion for advising and counseling began at Wilson Community College where she worked with student support services for close to three years. Her many duties ranged from personal counseling to academic counseling.

When an advising position for the ECU School of Communication opened up, Arnold immediately knew that it was the perfect position for her. “I decided that I really wanted to be back at ECU, because I love it here. Purple and gold run through the veins. One day I knew I needed to be back here,” Arnold said.

According to Arnold, the advis-
ECU grad contributes success to ECU

Article by: Ashley Federici

East Carolina University’s School of Communication alumna Katey Lezotte is currently an account coordinator at Robertson & Markowitz Public Relations and Advertising Inc. in Savannah, Georgia. Lezotte has held several jobs in the communications field since graduating in 2012 and says the knowledge and experiences she gained at ECU helped her reach success in her career today.

“I think at ECU you get the most hands-on experience, the classes are small and the teachers are awesome,” said Lezotte.

Lezotte transferred to East Carolina University her sophomore year and became involved with the student newspaper, The East Carolinian.

ECU’s School of Communication professor, Dr. Glenn Hubbard, advises students to take advantage of the student media opportunities, such as The East Carolinian.

“There’s nothing like experience. Your college degree only gets you so far,” said Dr. Hubbard.

Lezotte spent her time at ECU focusing on journalism but said she fell in love with public relations after working her first internship at J Public Relations in New York City. Lezotte said she came across this internship opportunity through her work for The East Carolinian, when she wrote an article about two former ECU Pirates who started the public relations company.

“I got that first internship with a PR company and the way that I met them was initially writing about them through the paper. It was two former Pirates who had graduated and started their own bi-coastal PR firm,” said Lezotte.

Lezotte said having both journalism and public relations experience has been helpful in her work today.

“We just need to be ready to adapt to anything that comes out way, especially in the communication field.”

The companies I’ve worked for usually have to do a little bit of everything so it was extremely helpful to have experience on both sides of the fence,” said Lezotte.

ECU’s School of Communication professor, Dr. Glenn Hubbard, advises students to take advantage of the student media opportunities, such as The East Carolinian.

“There’s nothing like experience. Your college degree only gets you so far,” said Dr. Hubbard.

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From local news to national broadcast
Article by: Danielle Henderson

Christiane Cordero is an investigative reporter for an NBC-owned television station in Hartford, Connecticut. She said she owes her career in part to the journalism faculty of East Carolina University’s School of Communication.

“What I like about East Carolina [journalism program] is the charisma,” Cordero said in a phone interview.

During her time at ECU, Cordero obtained an internship with local news station WNCT, which eventually led to a bigger internship with CNN.

“Interning for WNCT is one of the perks of attending East Carolina University and I interned there for a couple of years and that’s where I got the real-life experience I needed.”

After graduation, one of her colleagues from her CNN internship suggested that she apply for a news internship where NBC assigns you to the Today Show or the Nightly News.

New advisor promotes ‘holistic learning environment’ for students
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Jennifer Cabacar, a veteran academic advisor at ECU, said that Arnold fit exactly what they were looking for as a new advisor. “She’s approachable, a good listener, understands the transfer process and is dedicated,” Cabacar said.

As a new advisor, Arnold’s main goal is to help her advisees academically and socially by ensuring that they grow and develop during their academic career at East Carolina University.

“I want to encourage students with their academic success and with their personal success by promoting a holistic learning environment and putting together the puzzle that is college,” Arnold said.

Arnold stated that she had a close relationship with her academic advisor and wishes she can be the same for her advisees. She creates a positive learning environment by building relationships with her advisees using the people and counseling skills she learned during her personal academic career.

“Sometimes it’s so easy to focus on what is in front of us,” Arnold said. “It takes a conversation with someone else to broaden the spectrum of what we are looking at and to open our eyes.” Creating conversation and building relationships is something that Arnold wishes to achieve during her advising career at ECU. Whether she is helping a student graduate within four years or a student adjusting to living in a new town, Arnold is committed to the success of the students in the School of Communication.

“I want to learn everything that ECU has to offer. There are so many different individuals on campus that do all these great things. I’m making it my personal quest to get to know as many people as possible to help better my students,” Arnold said.
Cordero received a call from the NBC News Associates program, a yearlong program that allows aspiring journalists to gain real-life journalism experience and learn to hone their skills. She was asked if she had any interest in moving to Hartford, Connecticut.

Cordero said, “I was in a bigger market but I was still a small fish in a big market.”

Cordero worked as news associate for about six months before two of her colleagues left. Their departure left an opening for an investigative reporter and she knew that was her chance.

She said, “I went to executive producer and I told her that I’ve been doing this for six months now and I applied for the job and I just wanted to let you know.”

Cordero and the executive producer both decided that she needed more on-air experience before she could take the position on the investigative reporting team.

“From then on, I did about eight to 10 stories where I was basically proving myself to them. It was December of last year when my news director approached me and said, ‘You’re ready. You got the job, now go get the stories,’” said Cordero.

Her first story as an investigative reporter is her most well known one; it is the story of Cassandra C., the Connecticut teenager who was forced to receive chemotherapy treatment.

Soon after Cordero published the story, the NBC Today Show contacted her and said that they were bringing in a crew and that they were going to follow the story as well.

When the show contacted her, she had no idea what to do. She said, “Sometimes you have to fake it until you make it and that was one of those times.”

When her contract is up in the year 2017, her goal is to go to a sister station in the Bay or Los Angeles area.
Dream comes true for Pirate grad
Article by: Kristopher Walter

East Carolina University alumni Lawrence Gerald has made his dreams come true after recently accepting a position with WXII News 12, a station based out of Winston-Salem, North Carolina.

“My dream is to become a reporter,” said Gerald, “climbing from the bottom to the top.” Currently he works as a production assistant, which involves controlling the teleprompter and maintaining camera shot angles during broadcast.

Gerald, a Hillsborough, North Carolina native, was inspired to become a reporter in high school. Gerald was encouraged by one of his teachers to join the yearbook staff where he became editor who made him “fall in love with journalism.”

He attended ECU from 2011-2014 graduating with a bachelor’s degree in communication with a concentration in media studies.

“Knowing connections is key,” said Gerald. “Being more involved on campus means coming in contact with more diverse people; therefore, making connections.”

After graduation Gerald began the job hunt into the work jungle and described that year as “pure hell.” He was determined to find a job relative to his degree and would not bother wasting his time on unrelated jobs.

After almost a year after graduating, with months of persistence and determination, he finally became apart of WXII News 12 in January 2015.

“I got my foot in the door,” said Gerald detailing his new ambition of becoming a digital content editor, “and communication opens doors to a lot of things.”

ECU alumnus has professional success
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tion offers a wide range of courses from video news production to media writing. Lezotte said that having this variety of knowledge has helped make her a well-rounded employee.

“I’ve realized that [variety] is very essential especially in our ever changing world with technology moving a mile a minute. We just need to be ready to adapt to anything that comes our way, especially in the communication field,” said Lezotte.

Working as an account coordinator, Lezotte said she serves as the liaison to the clients. She is the communicating link from the graphic designers, web developers and media buyers to the client.

Lezotte said she has to make sure everything is running smoothly and on time for the client.

“I’m the type of person who likes to do a bunch of things at once so for me I like being in a full service atmosphere because it allows me to do so many things and work with so many different people,” said Lezotte.

After moving three times since graduating, Lezotte said she plans on staying with Robertson and Markowitz in Savannah, Georgia for a while. Lezotte lives with her husband, whom she recently married in June, and her German Sheppard. Lezotte enjoys trying new restaurants, reading fashion blogs and watching Netflix in her free time.

Photo by: Kristopher Walter
Gerald posing behind the news desk at WXII News 12 in Winston-Salem, North Carolina.

Article by: Kristopher Walter
Joyner East, a communication/journalism major’s home at East Carolina University, is also a place where research is often underway by students and professors, such as journalist and professor, Dr. Brian Massey.

Massey is on the brink of having an article published in Journalism & Mass Communication Quarterly, a journal that is issued four times a year by the Association for Education in Journalism and Mass Communication.

Massey’s article, which he first submitted to Journalism Quarterly in February 2015, has been peer-reviewed and returned as of Sept. 2015.

“Now I’m in the midst of making the changes suggested and when I finish I will resend it. The fact that they actually made edits and returned it to me shows they like what they saw. It’s a good sign for me,” said Massey, who added, “This is what I do when I’m not grading papers or teaching.”

For the article, Massey conducted a survey on independent Web news sites in the summer of 2014. “Anyone can 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 sent a web survey to over 500 independently-owned news websites. Roughly 133 completed it.

The survey shows the performance of these businesses depends on their resources. Advertising was revealed to be one of the most profitable resources with a revenue diversity score of 89 percent.

In the article, Massey also explores both tangible and intangible resources within each independent news website and which is more effective for the survival of the business.

“Say you can either go buy the nicest newest computer or laptop that is capable of doing lots of things and could help your business, or you can go to a seminar and actually learn how to do lots of things that could help your business,” said Massey, referring to tangible versus intangible sources. The tangible resource would be the new computer, while the seminar is the intangible one. Massey’s research and survey show that intangible resources are most related to these sites. Therefore, going to the seminar would be the best choice for these businesses.

In addition to working on his own publications, Massey has teamed up with another communication professor, Dr. Cindy Elmore, working to bring newer diverse courses such as Entrepreneurial Journalism to the School of Communication.

“True entrepreneurship is having an idea and really knowing what to do with it.”
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