

# C-CURRENT

The Newsletter for Alumni and Friends  
of the School of Communication

## TABLE OF CONTENTS:

Letter From the  
Director.....2

Update Your Record.....4

For much more  
School of Communication  
news, please visit:  
[www.ecu.edu/comm](http://www.ecu.edu/comm)

## Student learns about promotions

by Lisa Strickland

A number of communication majors at East Carolina University are partaking in internships. The skills and knowledge learned during an internship are often valuable and plentiful, and can open doors to future career opportunities. Sometimes, with luck, an internship can also be fun while

offering an exciting behind-the-scenes look at the world of communication.

Senior Adeline Trento, who has a concentration in public relations, was able to get an internship at CBS Radio for WPXY in Rochester, N.Y. Her work in the promotions department gave her knowledge of event planning. The promotions department created awareness about the station among the target audience by going to nightclubs and festivals. She learned how to effectively reach an audience.

“Being an intern for a promotions department helped me to learn a lot about that side of the work,” said Adeline. “I was able to find out if I was any good at working in promotions and I was able to see the kind of work it takes to have a successful promotions department.”

A few of the tasks that were involved in the internship included helping DJ’s at nightclubs, handing out promotional material for movies at movie premiers, and hanging up

*continued on page 3*

## Professor wins award for outstanding teaching

by Parker Sawyer

Dr. Laura Prividera, an assistant professor in the School of Communication at East Carolina University, won the University Alumni Award for Outstanding Teaching for the 2006–07 school year.

This prestigious award is given annually to three professors who go the extra mile to ensure excellence in the classroom. It is presented at the teaching awards ceremony at the end of each spring semester, and is supported by alumni contributions.

“I am a teacher who is committed to being a lifelong learner. I value the learning process and view it as active, reflective,



Photo by Ben Harris

**Dr. Laura Prividera. Photo reproduced with permission from *The East Carolinian***

and critical. I am committed to challenging students to ask and

*continued on page 3*

## Letter from the director of the School of Communication

Dear Friends,

In architecture, an arch is constructed with the use of voussoirs—blocks that are set side by side, and work together to provide strength and definition to the arch. The central block is



called the keystone, which locks the voussoirs into position.

The arch and the keystone are often used metaphorically to represent the building of organizations, institutions, personal endeavors, etc. If we look at our students' development into qualified professionals like the building of an arch, their formal education is the keystone, the central voussoir. It is a very important part of a student's journey toward developing a career. In the School of Communication we work hard to provide students with exceptional faculty and curriculum.

However, formal classroom instruction is not the only important element in building a qualified and capable individual. Many other building blocks

are needed to create the best, most well-rounded professional.



**Dr. Linda Kean**

Photo by Jamie Crouhannel

Two of these key elements are internships and alumni.

The School of Communication encourages all students to seek out well-structured and fulfilling internships. Our internship program is designed to help students locate internships, design objectives they hope to meet in their internship experience and provide them with class credit for their work. While students are participating in the internships, we keep in contact with them and the internship providers in order to ensure the quality of the experience for all of those involved.

Internships serve the students in many ways. First, they help the students to investigate their chosen field to determine if the area they think they want to work in is indeed right for them. An internship exposes students to the reality of working in a production company, a PR firm, a newspaper, etc. Students learn

about the roles and responsibilities that are a part of the industry they are interested in. Students who complete internships can come away with a better idea of where they want to put their energies and their goals for their professional lives.

Internships also provide our students with invaluable experience they can take with them upon graduation. The work world is an extremely competitive environment and having the experience of working in their area of interest prior to graduation can enhance students' success when entering the job market. Therefore, internships are an essential building block in readying our students for the professional world.

Our alumni are also an integral part of the completion of the professional development. Alumni do many things for our students. First, they offer current students a goal to be achieved. Our alumni work in many arenas, and have a variety of exciting and inspiring jobs. Our alumni are working in many admirable positions including:

- in journalism—writing and reporting on issues important to people in the community;
- in government—advising some of the highest offices in the country;
- in the public sector and private enterprise—representing various constituencies;
- and in other businesses and industry—creating images and materials that reach many thousands, if not millions.

Our alumni, in doing their jobs,

*continued on page 3*

## Director's letter

*continued from page 2*

show students that their career dreams can be fulfilled.

But our alumni do more. They speak at our reunions, graduation ceremonies, career panels and classes. They convey what it takes to be a success. They give tips and advice. Alumni give real world examples of and credibility to the topics that our professors bring to the classroom. Often alumni offer internships to our current students. Many of our alumni experienced firsthand the opportunity that internships can provide. When they get to a place to do so, they reach back and lend a hand to those working their way up. This connection between alumni, institution and student can be a strong one. It can help to form the arch; the professional individual made strong by the joining of distinct building blocks into a whole.

The professional development of an individual, like an arch, takes time, labor and the right materials. The formal education we provide in ECU's School of Communication, along with the support of our alumni and the experience of an internship, can help to create a strong foundation for a lasting and fulfilling professional life.

**Sincerely,  
Dr. Linda Kean, Ph. D.  
Acting Director**

(<http://www.britannica.com/eb/topic-633082/voussoir>)

## Radio Internship

*Continued from page 1*

Adie Trento



promotional materials. Adeline also participated in advertising by talking to people at night-clubs about the station and getting them to register to play games for prizes.

---

## Prividera

*Continued from page 1*

think through thought-provoking questions," she said.

Dr. Prividera is currently in her fifth year at ECU.

Prividera attained her M.A. in Interpersonal Communication from Bowling Green State University in 1998. She remained at Bowling Green State University until 2002 to earn her Ph.D. in Communication Studies.

Although she enjoys all aspects of the classes she teaches, gender and communication is the subject she is most interested in.

"I love to see peoples' eyes open as I challenge the numerous gender stereotypes they see every day," she said.

Through this internship Adeline was able to go to movie premieres, concerts and other big events. She worked at the sneak previews of "Harry Potter," "Hairspray," "Knocked Up," "The Waitress," "License to Wed" and more.

She also worked at concerts this past summer, including the Goo Goo Dolls, Lifehouse, O.A.R. and the Fray.

One of her favorite assignments was working at private concerts. WPXY sponsored two private concerts for PXY Free-loaders, people who gain points by tuning into the radio station throughout the day to listen for passwords.

"This was a great experience because we were able to see private acoustic shows and meet the bands," said Adeline.

Adeline feels like she gained a lot from her internship because she learned much about the promotions side of public relations. "By doing this internship I learned some really different ways that a company can go about getting their name to the public and I also learned what works to promote a business and what doesn't work," she related.

---

*Special thanks to Fall 2007 students of COMM 3310 for their work on this newsletter's content and design.*

Megan Buchauer	Dana Murphy
Sarah Campbell	Joshua Powell
Jennifer Charlton	Marsha Rinck
Jamie Crouthamel	Parker Sawyer
Melissa Fanelli	Lisa Strickland
James Garver	Arianne Swanek
Amy Herbkersman	Henrique Viana
Megan Kwasnik	Kimberly Weston
Nicole Michael	Kristin White



School of Communication  
102 Joyner East  
East Carolina University  
Greenville, N.C. 27858

Nonprofit Org.  
U.S. Postage  
**PAID**  
Permit #110  
Greenville, NC

**COMM CREW**

Friends and Alumni of the  
East Carolina University  
School of Communication

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

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

- \_\_\_\_\_ Member (\$25)
- \_\_\_\_\_ Patron (\$75)
- \_\_\_\_\_ Photo Display (\$100)
- \_\_\_\_\_ Benefactor (\$250)
- \_\_\_\_\_ Chancellor's Society (\$1,000)
- \_\_\_\_\_ Call me about corporate sponsorship
- \_\_\_\_\_ Other (Amount) \$ \_\_\_\_\_

Please make your check payable to  
the ECU Foundation and return to:  
Dr. Linda Kean, Acting Director  
School of Communication  
102 Joyner East  
Greenville, NC 27858-4353

**Update Your Record:**

Let us know what you're up to. Even if you've only had  
a change in phone number or email address, please fill  
out and return to:

*Barbara Bullington, Alumni Relations Committee Chair,  
School of Communication, Joyner E. 102, Greenville,  
N.C. 27858.*

*Or, email the information to: [bullingtonb@ecu.edu](mailto:bullingtonb@ecu.edu)*

Name:

Semester/year of graduation:

Degree:

Email:

Phone number:

Current job title:

Company/organization:

Personal news (such as marriage, children, awards, etc.):