



# ELLIOTT SCHOOL OF COMMUNICATION WEEK

OCT. 10-14, 2009

## SATURDAY, OCT. 10

### GOLF AT BRAEBURN GOLF COURSE

Tee-times reserved from 11 a.m. to 1 p.m.; \$39.95, includes fees, cart. Looking to find alumni partners?

Contact: Jeffrey.Jarman@wichita.edu

### CAMPUS ART TOUR

1 - 5 p.m., Ulrich Museum of Art

The Ulrich will offer free admission for ESC alums and friends. In addition, you can take a self-guided tour of the ourtdoor sculpture collection.

### ALUMNI REUNION

6:30-10 p.m., Hotel at OldTown

Join ESC faculty and alumni for a relaxing evening. The reunion will feature a silent auction, a 20th anniversary video and a short program featuring Vernon Keel, ESC founding director, at 7:30.

## MONDAY, OCT. 12

### SPOTLIGHT ON A 20-YEAR PARTNERSHIP: SHS, ESC & STUDENT SCHOLARSHIPS

9:30-10:45 a.m., RSC 203

Help celebrate the SHS/ESC partnership with a spotlight on the two new SHS copywriting scholarships. Meet the recipients, see an IMC campaign presentation and watch the 20th anniversary video. Coffee and pastries served.

**Sam Williams, CEO, Sullivan, Higdon & Sink**

*Moderator: Susan Huxman, ESC director*

### A MARRIAGE OF WORDS AND IMAGES

11 a.m. - noon, RSC 203

Every visual decision needs to support and convey the message. Anything else is merely decoration. Based on Poynter's EyeTrack studies for print and online, this session will look at what and how people read, and how they understand information.

**Sara Quinn, Poynter Institute for Media Studies**

*Moderator: Amy DeVault, ESC Faculty*

### SOCIAL MEDIA IN RELATIONSHIPS AND COMMUNITY DEVELOPMENT: ICT2DC

1:30-2:20 p.m., RSC 203

The catalyst for the explosive growth in social media is the powerful role they play in developing and maintaining personal relationships and communities. This panel focuses on a case study examining social media and the development of relationships and community during the 2008 presidential election that culminated in a road trip to the inauguration.

**ICT2DC group: Steph Barnard, Amy Delamaide, Dustin Deckard, Josh Dutcher and Allison McConnell**

*Facilitators: Deborah Ballard-Reisch, ESC Faculty, and Bobby Rozzell, ESC Graduate Assistant*

### DOCUMENTARIES: THE NAKED TRUTH

2:30-3:20, RSC 203

Just what is a documentary? As technology has changed, so has how these stories are told. This panel looks at the demand for documentaries and how to get them done and seen.

**Panelists: Philip Gaunt, ESC Faculty; Jesse Huxman, director of content, KPTS; and Gabe Juhnke, production manager, KPTS**

*Moderator: Kevin Hager, ESC Faculty*

### \*ESC STUDENT JOURNALISTS' Q&A WITH JOHN STOSSEL

3:30 - 4:45, Elliott Hall 112

\*Invitation only; Faculty-nominated students

*Moderator: Susan Huxman, Director*

### AN EVENING WITH JOHN STOSSEL

7 p.m., Hughes Metroplex

This is a free, but ticketed event. For ticket information, call the WSU Box Office at (316) 978-3233.

## TUESDAY, OCT. 13

### ARE YOU READY FOR THE NEWS BUSINESS? IS IT READY FOR YOU?

9:30 - 10:45 a.m., CAC Theatre

We'll talk about what news and media organizations are looking for from the people they'll hire over the next five years. You'll see inspiring models of excellence from groups both large and small.

**Sara Quinn, Poynter Institute for Media Studies**

*Moderator: Amy DeVault, ESC Faculty*

### WHERE ARE WE GOING?

11 - 11:50 a.m., RSC 203

This session will focus on the future of advertising and public relations, especially the skills ESC graduates will need. We'll recognize new ESC scholarship recipients before this session.

**Panelists: Susan Armstrong, Armstrong Shank, Deanna Harms, Greteman Group; Mike Snyder, Associated Advertising; and Sam Williams, Sullivan Higdon & Sink**

*Moderator: Lisa Parcell, ESC Faculty*

### PIZZA PARTY

Noon - 1 p.m., Elliott Hall commons

### TECHNOLOGY IN ACTION

Noon-1:15 p.m., Elliott Hall, 1st-floor classrooms

Check out the latest in interactive communication technology, including Ubiq window from IMG, Vimeo, the Boxcar iPhone application and cell-SMS technology called Mobile Riot. Professional demonstrations and hands-on learning.

### ENTREPRENEURIAL JOURNALISM

1:30-2:20, RSC 203

As mainstream news outlets struggle to keep an audience, smaller niche opportunities are becoming viable, and even profitable.

**Panelists: Barry Owens, College Hill Commoner and Downtowner; Nicole Howerton, Howerton+White and goplaykansas.com; Carrie Follis, GreenTangerine Publishing, home of NakedCity Magazine; Rebecca Zepick, stateofthetateks.com**

*Moderator: Les Anderson, ESC Faculty*

### MAKING MOVIES IN THE DIGITAL AGE & ESC ONE TO WATCH PRESENTATION

2:30-3:30, RSC 203

Celluloid and darkrooms are of the past. Digital cinematography and video manipulation has made it possible to make high-quality movies anywhere.

**Panelists: Lee Whitman, Uncheckable Films & ESC's 2009 One to Watch; Lonnie Quattlebaum, filmmaker; and Rod Pocowatchit, Harmacy Films**

*Moderator: Mike Wood, ESC faculty*

### ALUMNI MIXER & OUTSTANDING ALUM PRESENTATION

5-7 p.m., RSC 203

Reception begins at 5 p.m.; keynote at 6 p.m. Join us as we honor Sara Quinn, the 2009 ESC Outstanding Alum. Quinn is a faculty member in the Visual Leadership Group at the Poynter Institute for Media Studies in St. Petersburg, Fla.

## WEDNESDAY, OCT. 14

### "SPORTS DAILY" KFH RADIO LIVE FROM THE ESC

8:30 - 11 a.m., ESC Commons area

Local sports personalities Bruce Haertl and Bob Lutz take their show on the road, and you can see it live. "Sports Daily" has long supported ESC students with scholarships and opportunities. Come at 8:30 for coffee and pastries, and to help honor this year's Sports Daily KFH Scholarship recipients.

### NEW WORLD OF OPEN GOVERNMENT: TWEETING, SCAVENGING & DATA MINING

9 - 10 a.m., RSC 203

Many forms of government claim to be more transparent, but walls still go up. How has new technology changed how reporters and citizens can dig deeper to find that once-hidden gem? And we'll reveal the exclusive results of an ESC audit of government transparency.

**Panelists: Dr. Pat Dooley, ESC graduate coordinator; Ron Sylvester, multi-media storyteller, Wichita Eagle**

*Moderator: Randy Brown, ESC senior fellow & executive director of the Kansas Sunshine Coalition*

### CAREER PREP: PORTFOLIO EVALUATIONS

1-4 p.m., RSC 203

Seniors graduating in December or May, come with portfolio in hand and network with local communication professionals in a variety of emphasis areas, practice your interviewing skills and have your portfolio critiqued.

*Facilitators: Eric Wilson, ESC Faculty; Susan Huxman, ESC Faculty; and Marathana Prothro, ESC Outreach*

### COMMUNICATION WEEK WOULD NOT BE POSSIBLE WITHOUT THE GENEROUS SUPPORT OF OUR SPONSORS

**Fred C. and Mary R. Koch Foundation**  
John Stossel lecture

**The Wichita Eagle**  
Sara Quinn, 2009 ESC Outstanding Alum, visit and presentations

**Office of the Provost, WSU**  
John Stossel event

**WSU Alumni Association**  
Alumni Reunion & Outstanding Alum Reception

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