13th Annual Communication Week: April 7-11, 2008
A New Generation of Technologies: Challenges and Opportunities

Cosby Center for Mass Communication, Central State University, Wilberforce, OH 45384
Sessions in Cosby 101 will be broadcast live on WCSU-TV, Time Warner Cable Channel 3.

PROGRAM SUBJECT TO CHANGE

Monday, April 7
3:30-10:00 a.m. Opening Program/Breakfast--Keynote Speaker: Leon Harris, Anchor, WJLA-TV and former CNN Anchor; special guest: Dean Ditmer, General Manager, ABC22/FOX45, Dayton, OH (media coverage by ABC22/FOX 45 Dayton; breakfast provided; Cosby Center, RSVP required)

10:10:50 a.m. A Day in the Life of a Creative Team--Kayla Stickel, Designer, and Dan Rapp, Associate Director, Northlich Public Relations (Cosby 101)

11:15 a.m. Careers in Advertising--Northlich Public Relations (Center for Education and Natural Resources First Floor Lounge)

11:15 a.m. Behind the Scenes in Hollywood Part I--Linda Arnold (Los Angeles), Emmy-nominated hairstylist and past Craft President of Motion Picture Hairstylists; projects include Perfect Stranger with Hallie Berry; Miss Guided, Desperate Housewives, Jerry Maguire, and other films and TV shows (location TBA)

12:50 p.m. Climbing the Corporate Ladder--A Brown-Bag with Edwina Blackwell Clark, Senior VP for Audience, Cox Ohio (Center for Education and Natural Resources First Floor Lounge)

1:50 p.m. Behind the Scenes in Hollywood Part 2: Other Hollywood Trades with Linda Arnold (Cosby 101)

1:50 p.m. Online Media and the Digital Age--Mike Goheen, Online Director, DaytonDailyNews.com (Cosby 120)

3:50 p.m. Making Effective Audition Tapes--Steve Diorio, News Director, WDTN-TV (Cosby 104)

1-2:15 p.m. Producing Content for Online Media--Otis Gowens ’97, Online Content Developer, Dayton Daily (Cosby Student Resource Center & Lounge)

1-2:15 p.m. Producing Content for Online Media--Kenyon Hardy ’04, Web Reporter, Dayton Daily News (Cosby 120)

1-2:15 p.m. Tips on Effective Public Speaking: City of Dayton Toastmasters Club, Dayton, OH (Cosby 119)

2:30-3:30 p.m. Yahoo Hot Jobs & other Hot Jobs--Mark Stange, Director of Classified Recruiting, CO: Ohio (Cosby 101)

2:30-3:30 p.m. Student Research Panel: Presentations and Speeches: Public Speaking classes (Cosby 119)

4:45:50 p.m. From Idea to Page: Tips on Effective Storytelling--Ryan Justin, General Assignment Reporter, Dayton Daily News (Cosby 118)

4:30-5:30 p.m. Producing Effective Radio Airchecks, Ed Spillers ‘00, Director of Creative Services, WLJB/WMXD, Detroit and CEO/Owner Famous Productions, Inc. (Cosby 101)

6:00-7:30 p.m. A Viewing and Discussion of Sisters in Cinema: an Yvonne Welbon film; Facilitator, Gail Taylor Assistant Professor of English, CSU (Wesley Auditorium FREE; refreshments served)

Wednesday, April 9
9:00-9:50 a.m. Producing for Television--Tiffany Oliphant, Producer, WDTN-TV (Cosby 101)

10:10-10:50 a.m. Real Talk About the Business—Dominic Wilson ’05, Videographer, WDTN-TV and Rhonda Moore, Reporter, ABC 22/Fox 45 TV (Cosby 101)
**Wednesday, April 9 continued**

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<th>Time</th>
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<tr>
<td>6:50 p.m.</td>
<td>Finding Your Niche in Independent Production</td>
<td>Steven Bognar, Emmy Award-winning filmmaker (Cosby 101)</td>
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**Thursday, April 10**

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<td>30-10:45 a.m.</td>
<td>Convergence in the Digital Age: Scot Kirk '05, Producer, Dispatch Digital, and Darryl McGee, '03, Wilberforce Community Correspondent, Greene County Dailies (Cosby 120)</td>
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<td>10:50 a.m.</td>
<td>In Touch with Language: Bilingualism &amp; Beyond—Tina Gonzalez, CEO &amp; Founder, Miami Valley Interpreters, LLC (Cosby 101)</td>
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<td>2:15 p.m.</td>
<td>Television Ratings: How They Do Them &amp; What They Mean--Fantine Kerckaert, Prog./Research Director, WHIO-TV (Cosby 118)</td>
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<td>3:50 p.m.</td>
<td>Online Social Networking Sites and Privacy Issues—MySpace, Facebook, etc.--Katherine Early, Esq., Sebaly, Shillito &amp; Dyer (Cosby 101)</td>
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<td>30-3:45 p.m.</td>
<td>Building a Nest Egg for Your Future—Dominique Mosley '03, Human Resources Supervisor, UPS and Marya Rutherford, VP for Community Relations, National City Bank (Cosby 119)</td>
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**Friday, April 11**

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<td>4-5:00 p.m.</td>
<td>It’s a Story, Not a Report--Kelli Wynn, reporter, Dayton Daily News (Cosby 118)</td>
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<td>4-5:30 p.m.</td>
<td>Creating Design Elements Using Digital Technology--Gregg DeGroat, graphic designer Cox Ohio (Cosby 120)</td>
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<td>6-6:50 p.m.</td>
<td>The Collaborative Art of Independent Filmmaking--Melissa Godoy, Emmy Award-winning producer. Projects include PBS documentaries A Lion in the House by Steven Bognar &amp; Julia Reichert (Line Producer), Do Not Go Gently (Director/Producer), and Election Day by Katy Chevigny (Cincinnati Field Producer/DP). (Cosby 101)</td>
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<td>7-9 p.m.</td>
<td>Breakin’ News—A play written and produced by Latisha Walker, Darryl Brownlee, and Alfred Battle, communication majors (Large Robeson general admission: $3 in advance, $5 at the door)</td>
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<td>9-9:50 a.m.</td>
<td>Artisha Lawson ’05, PR Consultant and Freelance Reporter, The Sojourner’s Truth, Toledo (Cosby 101)</td>
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<td>10-10:50 a.m.</td>
<td>Finding Your Niche in Broadcasting: Terri Cope ’91, Community Affairs Producer, WRTVI Indianapolis and Tina Nyongesa ’04, National Sales Assistant, Radio One/WCKX, Columbus, OH (Cosby 101)</td>
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<td>12-2:00 p.m.</td>
<td>Networking and Awards Luncheon, Norman Ward Ballroom, Speaker: Ray Marcano, Internet General Manager, Cox Ohio (RSVP and ticket required; great door prizes!!!)</td>
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**SESSIONS ARE FREE AND OPEN TO THE PUBLIC.**

Door prizes drawn daily

**ACKNOWLEDGEMENT**

**SU Family partners**
- President John W. Garland
- Terrence Glass/Office of Academic Affairs
- Willie Houston/College of Arts & Sciences
- Geoffrey Giddings/Department of Humanities
- Office of Sponsored Research
- Center for Student Opportunities
- Colette Burnett/Office of Administration and Finance
- Office of Information Technology
- John Logan/WCSU Radio
- The Gold Torch
- Communications Club
- SU Chapter of the NAACP

**WCSU-TV/Studio C Productions**
- Facilities Department
- Office of Alumni Relations
- Mr. Terry Gooding, ’75
- Mr. Curtis Symonds ’78
- COM alumni
- Communication Majors
- Mr. Gorgui Ndao
- Mr. Clark Fuller
- Mr. Ken-Yon Hardy ’04
- Mr. Victor Adegbola
- Wanda Canales
- Sodexo