



# CENTRAL STATE UNIVERSITY

*29th Annual Communication Week  
April 1-5, 2024*

**BUILDING SUCCESSFUL CAREERS IN COMMUNICATIONS**  
*Beyond the 1974 tornado*

**Registration Link: <https://forms.office.com/r/gQez7WhsvD>**

**ALL SESSIONS WILL BE HELD IN THE MASS COMMUNICATIONS CENTER TV STUDIO UNLESS SPECIFIED OTHERWISE. ZOOM OPTION AVAILABLE FOR SOME SESSIONS.**

# Program

MONDAY, APRIL 1

**10-10:50 a.m.**

**Opening Program/Continental Breakfast  
(RSVP REQUIRED)**

**Keynote Speaker:** Jazmyne Courtnee Byrd '09  
Vice President of Marketing and Promotions,  
Mastermind Productions, LLC  
Award-winning International Journalist  
Owner/Creator, The Divah Filez  
Corresponding writer, Sheen Magazine,  
Corresponding writer, Upscale Magazine  
Writer, Ebony Magazine

**MCs:** Alana Jones and Dora Lee Black



**1-1:50 p.m. Telling Your Story through Digital Marketing**

**Speakers:** TiaMarshae Johnson, Marketing Development Coordinator;  
Robin Davis, Interim Associate Director of Marketing; and Alissa Paoella, Communications  
Manager, Division of Institutional Advancement, Central State University

**Moderator:** Mikayla Killings

**2-2:50 p.m. The Evolution of TV Production and News Gathering Technology  
(live drone demonstration, weather permitting)**

**Speakers:** Mike Strotman, Production Manager and Maddy Schmidt, Photographer,  
WCPO-TV, Cincinnati

**Moderator:** Elijah Harvey

**3-3:50 p.m. Moving Up the Chain of Command in the Industry**

**Speaker:** Amber Tweedie, Executive Producer, NBC 5, Chicago (virtually)

**Moderator:** Damia Harris

**Zoom option:** <https://us02web.zoom.us/j/83053903994> Meeting ID: 830 5390 3994

**4-4:50 p.m. Looking Your Best in the Workplace: A Fashion Show**

**Presenter:** New Age Models and Black Define

**Moderator:** Melissa Barbee

**6:30 p.m. Movie Night**

(followed by a discussion of image and reality)

**Moderator:** Damia Harris

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# *Program*

TUESDAY, APRIL 2

**9:30-10:45 a.m. Storm Chasing**

**Speakers:** Aaron Rigsby, Storm Chaser (**virtually**)

Laci Graham, Storm Chaser (**virtually**)

**Moderator:** Melissa Barbee

**Zoom option:** <https://us02web.zoom.us/j/83053903994> Meeting ID: 830 5390 3994

**12-12:50 p.m. Videography Tools & Techniques**

**Speaker:** Jeremy Glover, Creative Services Producer, WCPO-TV 9, Cincinnati, Ohio

**Moderator:** Damia Harris

**1-2:15 p.m. Journalism Toolbox for the 21st Century**

**(live drone demonstration, weather permitting)**

**Speakers:** Adam Aaro, News Anchor and Lee Furry, Chief Photographer, WKEF-TV and WRGT-TV (Sinclair Broadcast Group, Dayton)

**Moderator:** Nya Brunson

**3-3:45 p.m. Minority Entrepreneurship: Finding Your Place in Media Ownership**

**Speaker:** Skip Ross, Owner, WRCX TV 40, Dayton, Ohio

**Moderator:** Dennis Parker

**4-4:45 p.m. Social Media and YOU: Opportunities and Challenges**

**Speaker:** Ofelia Patrick, Founder, Philosophy

**Moderator:** Alana Jones

**Zoom option:** <https://us02web.zoom.us/j/83053903994> Meeting ID: 830 5390 3994

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# *Program*

WEDNESDAY, APRIL 3

## **10-10:50 a.m. Making It as an Independent Producer**

**Speaker:** Shantell Francher-Brown, Independent Producer, Atlanta **(virtually)**

**Moderator:** Alana Jones

**Zoom option:** <https://us02web.zoom.us/j/83053903994> Meeting ID: 830 5390 3994

## **11-11:50 a.m. New Frontiers in Radio**

**Speakers:** Kevin Washington, Promotions Director - WDHT, WROU, WGTZ, WCLI, WING-AM; Faith Daniels, Assistant Content Director - WDHT, Content Director/community affairs, director/afternoon drive personality; and Paul Lyons, Chief Engineer, Alpha Media

**Moderator:** Victoria Daniels

## **12-12:50 p.m. Making the Pitch: Finding Your Niche in Advertising and Sales**

**Speaker:** Dan Abercrombie, Vice President and General Manager, Radio One Stations

**Moderator:** Damia Harris

## **1:30-2:00 p.m. Do You Know Where to Take Shelter?**

### **CSU Police Campus-wide Tornado Drill**

The drill will simulate communication and safety procedures in the event of a tornado on/near campus. You will receive an alert on the ALERTUS App and an email.

## **3-3:50 p.m. How Internships Can Advance Your Career**

**Speaker:** Nancy Robinson, Director, Education Programs, Television Academy Foundation **(virtually from Hollywood)**

**Moderator:** Elijah Harvey

**Zoom option:** <https://us02web.zoom.us/j/83053903994> Meeting ID: 830 5390 3994

## **4:15-4:45 p.m. Tornado Remembrance Memorial Service (Alumni Tower)\***

**Guests:** Professor Robert Marcus and Nathan Bouldin '74

\*Inclement weather plan: Charles H. Wesley Arts & Science Building Auditorium, Room 112

**Moderator:** Professor Michael Gormley

**Zoom option:** <https://us02web.zoom.us/j/83053903994> Meeting ID: 830 5390 3994

## **5-5:40 p.m. Artist Management & Content Development in the Recording Industry**

**Speaker:** Michael "Blue" Williams, CEO and Founder, Family Tree Entertainment, featured on billboard.com; has a CSU connection **(virtually)**

**Moderator:** Timothy Gilbert

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THURSDAY, APRIL 4

## **9:30-10:45 a.m. Survivors' Panel**

**Speakers:** Alma Brown, Lesa Taylor Devond, Victor Davis '74, Obie Houston '74, and Greta Winbush '76

**Moderator:** Brandon Peterson

**Zoom option:** <https://us02web.zoom.us/j/83053903994> Meeting ID: 830 5390 3994

## **12-12:50 p.m. Forecasting and Preparedness: Then and Now**

**Speakers:** Ethan Raby, Director, Greene County Emergency Management and Ashley Novak, Meteorologist, National Weather Service

**Moderator:** Khamari Smith

**Zoom option:** <https://us02web.zoom.us/j/83053903994> Meeting ID: 830 5390 3994

## **1-1:30 p.m. Are You Ready for Lights, Camera, and Action?**

**Speaker:** Cierra Johnson, News Anchor, NBC4, Columbus, Ohio

**Moderator:** Mikayla Killings

## **1:35-2:20 p.m. Alumni Power Panel: Life after College—Expectations and Reality**

**Speakers:** Danyae Thomas '11, Director, Programming and Strategic Partnerships, The Park Community Development Corporation; Tracie Potts '97, Casting Producer, MTV Network; Bryant Perkins '14, Communications Manager, Urban Land Conservancy (**virtually**); Tyreese Burnett '97, Screen Actors Guild actor and Producer, TyBu Studios (**virtually**); Kyra Shahid '09, Director, Trotter Multicultural Center, University of Michigan (**virtually**); Travis Monford '98, Terminal Operator, Buckeye Partners; Courtney Edwards '12, Freelance TV Writer/Producer, CEO LiveWithCourt (**virtually**)

**Zoom option:** <https://us02web.zoom.us/j/83053903994> Meeting ID: 830 5390 3994

**Moderator:** Kymani Colquitt

## **4:30-5:30 p.m. Alumni Tea Talk**

**Speakers:** Angela Davis '95, National Business Development Manager and Brandon Johnson '11, Microsoft 365 Product Owner, Dallas Cowboys **Panelists:** Courtney Dove '13, Director, Public Relations and Marketing, Kettering College; DaJon Humphrey '08, AV Lead, I.A.S.T.E. /RoomLyric; Kiersten Johnson '21, Admissions Recruitment Specialist, CSU; Nike Seay '20, Case Worker, Love in Action; C'Erra Wingo '09, Learning Consultant, Dayforce; and Curtis Symonds '78, Founder, HBCU GO/former BET Executive

**Moderator:** Kymani Colquitt

## **5:35-6:15 p.m. Do's and Don'ts of Podcasting**

**Speakers:** Scot Kirk '05, Multimedia Web Producer, (Gannett) The Columbus Dispatch and Amelia Robinson, Opinion/Community Engagement Editor, (Gannett) The Columbus Dispatch

**Moderator:** Steven Key

## **6:30-8:00 p.m. Student Poetry Open Mic**

**Moderator:** William Abbott, Associate Professor of English

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# *Program*

FRIDAY, APRIL 5

**11:30 a.m. to 1 p.m.**

**Networking Luncheon (by invitation only)**

**Speaker:** Ms. Terri Cope Walton '96

Vice President and General Manager, WJXT-TV/WCWJ-TV  
Jacksonville, Florida



**ANNOUNCEMENT OF SCHOLARSHIP RECIPIENTS AND  
OTHER STUDENT AWARDS**

## ACKNOWLEDGEMENTS

### IN LOVING MEMORY



Sidney Bryant '13



Brandon Billips '16



NFL Network paid tribute to longtime producer Larry Campbell  
Larry Campbell '96

### PROSPECTIVE COMMUNICATION GRADUATES

Melissa Barbee  
Damia Harris  
Shaniyah Hubbard  
Mackenzie Johnson  
Koby Keith  
Lamar Pope  
Sarah Ross  
Kevin Scott

### PLANNING COMMITTEE

Melissa Barbee  
Dora Lee Black  
Victoria Daniels  
Elijah Harvey  
Alana Jones  
Mikayla Killings  
Dennis Parker  
Marvin Trotter

### Other volunteers

Damia Harris  
Anareean Covington  
Maria Ramirez  
Kymani Colquitt

### Adviser

Dr. Lovette Chinwah-Adegbola

### EXHIBITS – ALL WEEK

#### Photo Exhibit: 50 years since F5 Tornado Struck

(Main Floor, Hallie Q. Brown Memorial Library)

#### Ohio Women Vote: 100 Years of Change

(courtesy of Ohio History Connection)

Mass Communications Center

**\*Preserve your history.** The Afro-American Museum and Cultural Center will digitize your photos of the 1974 tornado. Contact the museum at 937-376-4944 for more information.

## ACKNOWLEDGEMENTS

### SPONSORS

Ohio Association of Broadcasters  
College of Humanities, Arts, and Social Sciences  
Dr. F. Erik Brooks, Provost and VP for Academic Affairs  
WCSU-FM  
Mr. Damon Woods, COX Media  
Macy's (Easton Town Center, Columbus, Ohio)  
Mr. Oye and Mrs. Funke Olatoye  
Mr. Samson '84 and Dr. Mrs. Veronica Adedapo '89  
Dr. Martin and Dr. Mrs. Ijeoma Akusoba  
Dr. Chris and Mrs. Ebisan Igodan  
Mr. Tobias and Mrs. Benedette Iloka  
Mr. Promise and Mrs. Emilia Oduah  
Mr. Scot Kirk '05  
Mr. Tyreese Burnett '97  
The Adegbola Family

### SPECIAL THANKS

Ms. Angela Davis '95

### JOURNALISM AND DIGITAL MEDIA FACULTY AND STAFF

Professor Michael Gormley, Chair, CCL Department  
Dr. Colin Lasu, Associate Professor  
Dr. Lovette Chinwah-Adegbola, Professor Emerita  
Dr. Andrew Gilmore, Adjunct Faculty  
Stanley Jefferson, TV Production Studio Manager  
Evan Ellis, Administrative Assistant

### College of Humanities, Arts, and Social Sciences

Dr. Amy Hobbs-Harris, Dean

### CSU & COMMUNITY PARTNERS

The Academy of Television Arts & Sciences, Los Angeles  
Alpha Media Radio Stations  
WCPO-TV (Cincinnati)  
WKEF-TV and WRGT (Dayton)  
Radio One Stations (Cincinnati)  
WCSU-FM  
Dayton Public Schools  
Ohio History Connection  
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CSU Hallie Q. Brown Memorial Library  
CSU Journalism and Digital Media Majors  
CSU Journalism and Digital Media Alumni  
CSU Jazz Ensemble  
CSU New Age Models  
CSU Black Define

**Inquiries:** [Lchinwah@centralstate.edu](mailto:Lchinwah@centralstate.edu) or 937-376-6190

**Registration link:** <https://forms.office.com/r/gQez7WhsvD>