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# 24th Annual Mass Communication Week Challenges Students to “Take a Chance”

## Quick Facts

- The week’s keynote speaker is Steve Brusik, political unit coverage manager for CNN. He will speak on Tuesday, Feb. 26 at 9:30 a.m. in Owens G02 and 2 p.m. in Johnson 101.
- An Alumni Panel of recent graduates will speak at 3:30 p.m. in the Johnson Blackbox Theatre. This year’s alumni include Laney Whittle ’11, administrator at Agapé Senior Care; Jessica Pickens ’11, education and county government reporter for the Shelby Star; and Dwayne Greene ’08, Capital Tonight producer for News 14 Carolina, Raleigh.



Steve Brusik

ROCK HILL, S.C. — The [Winthrop University Department of Mass Communication](#) presents **Mass Communication Week 2013**, Feb. 25-28.

“This year’s theme, Take a Chance, dares students to make educational and career moves that will enhance their experiences in the fields of journalism, broadcast and integrated marketing communication. The speakers will touch on subjects from their respected fields and how they made seemingly risky moves to advance their careers,” said [William Click](#), chair of the Mass Communication Department.

The week’s keynote speaker is **Steve Brusik**, political unit coverage manager for CNN. A graduate of Ohio State University, Brusik has played an important role in the coverage of three presidential campaigns, the 9/11 tragedy, Hurricane Katrina, and the Space Shuttle Columbia disaster. He will speak on Tuesday, Feb. 26 at 9:30 a.m. in Owens G02 and 2 p.m. in Johnson 101.

On Monday, Feb. 25, **Winthrop IMC alumna Allie Tsavdarides** (’04), community and grassroots manager for TOMS Shoes, Los Angeles, will discuss her role in the company’s development from a start-up shoe company to a global One for One brand. She will speak at 11 a.m. on Monday at Dina’s Place in the DiGiorgio Campus Center (Global Cultural Event) and at 2 p.m. in Whitton Auditorium in Carroll Hall.

On Wednesday, the publisher and CEO of Pride Magazine, **Dee Dixon**, will speak at 11 a.m. in Dina’s Place in the DiGiorgio Campus Center (Cultural Event). Dixon is an experienced advertising professional who was instrumental in the development of Pride Magazine, a Charlotte-based magazine targeted to the African American community. She recently launched Pride Public Relations.

Also on Wednesday, an **Alumni Panel** of recent graduates will speak at 3:30 p.m. in the Johnson Blackbox Theatre. This year’s alumni include **Laney Whittle** ’11, administrator at Agapé Senior Care; **Jessica Pickens** ’11, education and county government reporter for the Shelby Star; and **Dwayne Greene** ’08, Capital Tonight producer for News 14 Carolina, Raleigh. The panel will discuss such topics as job searching and their experiences at Winthrop.

Ending the week will be **Adam O’Daniel** ’05, finance editor at the Charlotte Business Journal. Previously, O’Daniel served as the business writer for The (Rock Hill) Herald and has covered the **Democratic National Convention** in Charlotte in his current role. He will speak Thursday, Feb. 28,

at 9:30 a.m. in Owens G02 to conclude the week's activities.

All **Mass Communication Week** events are free and open to the public. For more information, contact the mass communication department at 803/323-2121.

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