

Wilmington Police Department

<http://wilmingtonnc.gov/policedept/tabid/153/Default.aspx>

Talk PR

<http://www.talkprinc.com/>

University of North Carolina Wilmington

<http://www.uncw.edu/>

Wilmington Sharks

<http://wilmingtonsharks.com/>



The UNCW Communication Studies Society's mission is to prepare members for a clear understanding of the communication field and to provide networking opportunities with peers and professionals in communication-related fields. For more information, visit the CSS website at <http://student.uncw.edu/org/css>.

Partial funding provided by SGA.

Under Pressure



What to do and

what to say

A Crisis Management PR Panel

Presented by the UNCW Communication Studies Society

Wednesday, November 14, 2007

7:00 p.m.

LeaTze Hall 143



The Panelists:

Lucy Crockett, Public Affairs Officer, Wilmington Police Department

Lucy Crockett came to Wilmington in December 2006 to assume her position as public affairs officer for the Wilmington Police Department. She serves as the official spokesperson for the agency and promotes the Police Department's programs and services. The most exciting aspect of her job is responding to major incidents to coordinate media relations. She also supervises WPD's crime prevention unit. Lucy has spent most of her career in municipal government except for a five-year stint promoting alternative fuel vehicles for a national trade association. Prior to coming to Wilmington last year, she was in south Florida working for municipalities in the Fort Lauderdale area. Lucy majored in English at Duke University, and she obtained a masters degree at the University of Virginia's School of Education.

Ned Glascock, PR Director Talk PR

Ned Glascock is PR Director for Talk PR, Inc., Wilmington's premier public relations and marketing firm targeting North Carolina and the nation. Ned gets clients noticed – from marine biologists to bankers to the world's largest turkey producer – conducting publicity campaigns, media training and crisis communications. Earlier in his career, as a journalist with *The News & Observer* in Raleigh, N.C., Ned was nominated for a Pulitzer Prize for an investigatory series on immigration between North Carolina and Mexico. As a PR practitioner, he has collected statewide PR awards and nabbed an honorable mention in the nationally competitive PR Week awards. Ned conducted international PR in Latin America, the United Kingdom, Canada, Australia, New Zealand, South Africa, Spain and other nations for the Visiting International Faculty Program, an education company in Chapel Hill, N.C. Ned graduated cum laude from the University of Maryland, College Park, with a Bachelor of Science in journalism.

Cindy Lawson, Assistant to the Chancellor for Marketing and Communications, University of North Carolina Wilmington

With more than 30 years experience, Cindy's breadth of public relations experience includes crisis communications, issues management, media relations, web communications, advertising institutional research, integrated marketing, photography and videography, event planning, publications, community relations, visitors centers, and speakers bureaus. As a member of the Department of Homeland Security's National Emergency Response and Recovery Training Center, she provides consultation to cities, counties, and municipalities regarding their crisis communications preparedness. Prior to her current position, Cindy served as the Vice President for Communications and Strategy Development for the entire University of North Carolina system. Cindy received both her B.A. Ed and M. A. Ed degrees from the University of Michigan, majoring in education and communication strategies. She has completed additional coursework in higher education management at Harvard University, in public relations at New York University, and in micro-economics at UCLA. She received her *Economic Development* certification from the University of South Florida.

Chris Reavis, Assistant General Manager, Wilmington Sharks

Originally from Yadkinville, NC, Chris Reavis graduated from UNC Wilmington with a B.A. in Communication Studies in 2005. Chris has been involved with the Wilmington Sharks since 2004, where he worked as summer game time employee and as an intern in 2005. He now serves as the Wilmington Sharks Assistant General Manager. Chris is also actively involved in the Communication Studies Alumni Chapter where he serves as director. In 2007, Chris served as a UNCW Alumni Association Board Member. Some of his accomplishments include: Alumnus of the Year Award 2006, Young Professional Service Award - Port City Executive 2006, Sales Associate of the Year – Wilmington Sharks 2006.