UNCW Communication Studies Society Meeting Minutes
November 5, 2008

Roll Call:

Kelly Padykula, Sean McBride, Amanda Frasca, Hayley Lovitt, Reagan Thomas, Taylor Bailey, Alyssa Brass, Erica Tucker, Brent Kight, Ashley Scales, Jessica Costanza, Michelle Billick, Stephanie Celenza, Mike Pandich, Marisa Munoz, Daniel Cameron, Shannon Blake, Nicole Doherty, Sean O'Connell, Courtney Gardner, Jill Murtaugh, Candi Hunt, Susan Surey, Shannon Meadows, Ryan McCarthy, Robert Dough, Kate Heaton, Heather Cornman, Stephanie Saulsbury, Mallory Cunningham, Hunter Crumpton, Monica Tockman, Caitlin McCusker, Erin Connolly, Kristina Duerr, Kat Newton, Monique Williams, Allison Day, Meredith Morgan, Brittney Sito

Meeting Started by President Sean McBride at 7:03 p.m.

1. Food!
   a. Special thanks to Alyssa Brass, Jill Murtaugh, Kat Newton, Shannon Meadows, Brent Kight, Caitlin McCusker, Erin Connolly, Michelle Billick, and Erica Tucker for bringing food!

2. President Sean McBride introduced our "got.net? Advancing Media Relations One Click at a Time" Panelists.

   a. Kirsty Piper is the Communications Director for Talk PR, Inc. in Wilmington. Kirsty graduated from Florida State University with a B.A. in Communication and an emphasis in Public Relations. Kirsty has crafted communication and media strategies for a variety of national clients including Levitt & Sons, Engle Homes and Butterball as well many other industries such as real estate, manufacturing, restaurant, healthcare, banking and finance and education. Talk PR is a full-service marketing agency serving companies throughout the Carolinas. Talk specializes in creating brand and communication strategies that help businesses grow and navigate change. Kirsty also takes on community leadership roles with Carolina Canines for Service, Brigade CORPS Boys & Girls Club and Junior League of Wilmington. Visit Kirsty's organization at www.talkprinc.com

   b. Dana McKoy is the Coordinator of Special Events and Donor Relations for CFCC. Dana graduated from UNC Wilmington with a B.A. in Communication Studies and a minor in Leadership Studies. Dana joined CFCC in January 2008 and is supervising the inception of the all-new CFCC Alumni Association, producing a quarterly Foundation newsletter and coordinating special fundraising events for the Foundation. She also oversees the college's Student Ambassador Program, and has the privilege of working with a diverse group of student leaders each semester. Dana is currently enrolled in UNCW's Masters of Public Administration program and the Wilmington Chamber of Commerce's *Leadership Wilmington* program. Visit Dana's organization at http://cfcc.edu/foundation/.

c. Katie Gurgainus is an Account Executive for RBW Advertising Agency in Raleigh, NC. Katie graduated from UNCW in 2007 with a B.A. in Communication Studies and a minor in Spanish. Katie served as the UNCW Student Body President and President of the Student Government Association. Katie has worked at RBW since 2007 and her primary accounts include BB&T, Dollar Tree, Old Dominion Freightliners and Wrangler Jeans. Founded in 1985, RBW has become one of NC's largest independently-owned marketing and advertising firms. RBW serves a variety of clients under the philosophy, "Be Smart, Be Creative, Be Brave." Visit Katie's organization at www.rbwagency.com.

d. Dana Fischetti is Manager of News and Media Relations in the Marketing and Communications office at UNCW. Dana graduated from the University of Massachusetts at Amherst with a B.A. in Journalism. Dana worked at the University of Louisville, the *Amherst Bulletin* and GE Appliances prior to coming to UNCW. Dana has also earned IABC and CASE III awards. At MaC, Dana works to enhance the university's image and position in the higher education marketplace by supporting and advancing the institution's mission and strategic goals. MaC works with divisions and departments of UNCW to develop, research, write and promote UNCW publications, web sites, marketing plans and more. Visit Dana's organization at http://www.uncwil.edu/marketingcommunications/index.html.

3. President Sean McBride led a Question & Answer Discussion.

4. President Sean McBride and Secretary Kelly Padykula conducted the raffle.
   a. Congratulations to Monique Williams for winning a $20 gift certificate to Indochine!

Meeting ended at 8:14 p.m.

Next meeting: Wednesday, November 19, 2008 in Leutze 143 at 7 p.m.

Meeting Minutes by CSS Secretary Kelly Padykula and Faculty Advisor Jennifer Chin.