

JOMCC

Spring
2024

Connections



SEE our
CROSBY
EXPERIENCE

TABLE OF CONTENTS

ACHIEVEMENTS



10 WNAA 90.1 FM Thrives with Students' Involvement

- 3 Word from the Interim Chair
- 4 Wieden+Kennedy Scholarship Recipients
- 5 Aggies Bridging the Gap In MIT
- 6 Successful Partnership Between JOMC and NBCUniversal
- 12 Students Share their Journey at the College Media Association
- 21 A Sneak Peak Inside the NABJ Short Course
- 23 Crosby Kids Benefit from ANA Educational Foundation
- 24 Crosby's Next Gen X Spotify



16 Rosegalie Cineus & the Dow Jones HBCU Media Collective Program

FEATURES



9 Welcoming New Department Assistant: Donna Hendrickson

- 8 Dr. Sheila Whitley Marks 40 Years at NC A&T State University
- 20 Alumni Wisdom: Sharing Knowledge and Advice with Crosby Kids

- 18 Student Organizations: Making and Impact
- 22 New PR Professor Joins JOMC Department
- 26 Beyond Blackboard: JOMC Faculty is Hard at Work
- 30 Student Research Engagement

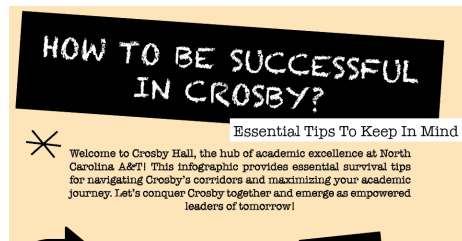


14 Re'Onna Vines WBENC Journey

CROSBY NEWS

28

See Who Our OUSTANDING SENIORS Are



31

JOMC Connections

Department of Journalism and Mass Communication at North Carolina Agricultural and Technical State University

Spring 2024 Interim Chair

Dr. Yahya Kamalipour

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MANAGING EDITOR

Dr. Ecaterina Stepaniuc



WORD

from the Interim Chair



Yahya Kamalipour

Welcome to the spring 2024 issue of JOMC Connections! On behalf of the Department of Journalism and Mass Communication, I would like to express my appreciation to Dr. Ecaterina Stepaniuc and her creative JOMC 396 (Publication Design and Layout) students for planning, contributing, designing, and producing a visually attractive and informationally impactful issue. Moving forward, our goal is to continue publishing a new issue each semester; thereby, providing a practical hands-on experience to our JOMC students.

The JOMC Connections, published in print and digital formats, intends to keep current students, alumni, and friends abreast of the multitudes of activities that routinely take place in the Department. As you thumb through these pages, you will learn about our students' accomplishments, alumni success stories, faculty scholarly achievements, and Department's activities.

To enhance our students' success, we continue to collaborate with many new and ongoing partners including: (1) NBCUniversal, (2) Spotify, (3) ANA Educational Foundation, (4) MIT's Knight Science Journalism Program, (5) Wieden+Kennedy Advertising Agency, and (6) AdPR Academy. They collectively contribute to our students' education through offering master classes, internships, scholarships, and seminars.

The Department's goals are to equip students with the necessary theoretical and practical knowledge to successfully face an array of media, social, political and economic challenges. In doing so, the strong commitment of our dedicated faculty, staff, and partners allow us to remain responsive and steadfast in preparing our students to cope with the rapidly evolving media and journalism market.

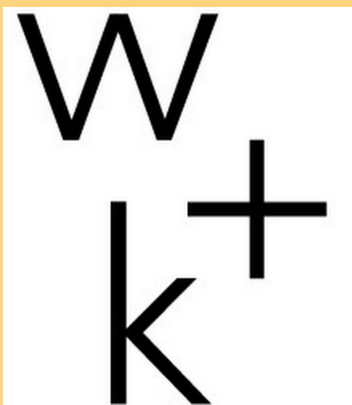
Respectfully,
Dr. Yahya R. Kamalipour
Interim Chair

WRITING, LAYOUT, AND DESIGN

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Croxie Janiya
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Pitzer Santroya
Reid Sydara
Sanders Sydne
Tyler Sydney
Williams Madisyn



JOMC WIEDEN + KENNEDY SCHOLARSHIP RECIPIENTS

by Kennidi COTTLE

Met Sydney Bryant and Tania McClary, two JOMC public relations students who have been awarded \$15,000 Wieden & Kennedy scholarships. Both Bryant and McClary, stumbled across this opportunity while scrolling through the monthly JOMC Opportunity List.

The students said that the scholarship immediately caught their attention. “I am interested in both marketing and advertising for a future career path potentially,” said Bryant.

As part of the application process, students submitted a short video expressing their interest in the scholarship and why they believe they should receive it.



Tania McClary

McClary decided to create a short video inspired by the recent release of the movie “Mean Girls.”

Her friends supported McClary’s creativity, and accepted to be part of the video by acting in certain

scenes. McClary also included a script in her submission with dialogue, setting, and stage directions that she learned to create under Professor Michael Carter’s Script Writing course.

Bryant pursued a different genre when it came to her submission for the scholarship. Bryant produced an awareness video that transitioned into a monologue. In that video she focused on her accomplishments and skills in hopes of conveying her interest into the scholarship. Bryant used her creative ability and the support from her brothers that in a way contributed to her video submission.

For McClary, the Wieden+Kennedy scholarship would help cover education expenses at Columbia University, where she will be pursuing a Masters degree in nonprofit management.

“It means a lot to me to be a recipient of a grand award. Truthfully, I was unaware of how much the scholarship was worth when I applied, but my love for the work that Wieden+Kennedy produces, encouraged me to apply,” said McClary.

For Bryant, being a recipient of the scholarship is deeper than many may know. After being

challenged by grief, setbacks, and failures, she remained resilient.

“Being a recipient reminded me that I am capable, blessed, and highly favored, more than I think. I went through a year of getting denied everything that I applied for, feeling like applying for scholarships was a waste of time and even being one step away from giving up.”

Bryant plans on using the scholarship to help fund her senior year of college and any graduation expenses she may have.

The scholarship came at a time when she needed financial, mental, and emotional relief, she experienced in the past years.

One thing that’s true for both McClary and Bryant is their appreciation for the JOMC department. They said the guidance they received over the years from the faculty and staff played a huge role in their development as future media professionals.



Sydney Bryant

bringing DIVERSITY to SCIENCE journalism

Aggies bridging the Gap In MIT's New Fellowship for HBCU Students

by Jayden ADAMS

In an effort to amplify diverse voices in science journalism, the Knight Science Journalism Program at MIT has announced the launch of a groundbreaking fellowship program aimed at students from Historically Black Colleges and Universities (HBCUs).

This initiative seeks to provide invaluable training, mentorship and early career support to aspiring journalists interested in reporting on critical issues in science, health, and the environment. Among the inaugural fellows are two exceptional Aggies,



Steven Matthews Jr.

Christén Davis and Steven Matthews Jr. The Knight HBCU Science Journalism Fellowship represents an effort to address the underrepresentation of Black science writers in the field of journalism.

By creating a pathway for HBCU students, the fellowship aims to foster diversity and inclusivity in science reporting, ensuring that the perspectives

and experiences of marginalized communities are represented.

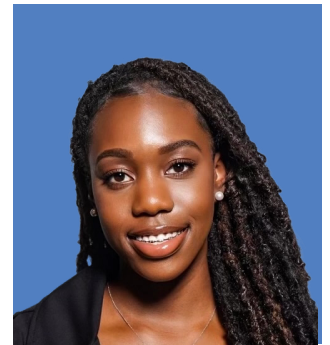
Dr. Kamalipour and Professor Squires were challenged with selecting two individuals who could demonstrate their passion for journalism and commitment to storytelling in the realm of science, health, and environmental issues.

Christén Davis, a junior with an eager interest in international economics and infectious diseases, brings a unique perspective to science journalism. Her dedication to understanding complex global issues and communicating them to diverse audiences will undoubtedly make a significant impact.

Steven Matthews Jr, inspired by his fascination with meteorology and natural disasters since he was a kid, is excited to be able to combine his two passions and make waves in science journalism. With a passion for uncovering the stories behind environmental phenomena. Seven is ready to make profound contributions to the field.

The Knight HBCU Science Journalism Fellowship will kick off this June with a week-long science journalism summer camp hosted at MIT. During this experience, fellows will have the opportunity to collaborate with award-winning science

journalists, meet with esteemed editors, and hone their skills while forging invaluable connections within the industry. Over the course of the following year, fellows will be mentored by seasoned professionals, guiding them on their journey to becoming impactful science journalists. The launch of the Knight HBCU



Christén Davis

Science Journalism Fellowship marks a pivotal moment in the quest for diversity and representation in science journalism.

This initiative not only opens doors to new opportunities, but also ensures that the narratives shaping our understanding of science are more inclusive and reflective of the communities they serve.

As we celebrate the achievements of Christén Davis, Steven Matthews Jr., and their fellow fellows, let us also recognize the transformative potential of initiatives like these in creating a more equitable and vibrant media landscape.

Successful Partnership Between JOMC & NBCUniversal

by Daniel BRADFORD

The \$500k NBCUniversal multi-year partnership with N.C. A&T and the JOMC department is set to expire June 1, 2024. The grant, announced in 2021, has allowed the department to provide scholarships, masterclass and seminar sessions, and upgrade technology for Crosby students.

“Roughly about 10 students have received scholarships through the program,” said professor Yayha Kamalipour, interim JOMC department chair, highlighting the program’s success.



Director and Producer Oji Singletary Presents for JOMC Masterclass Series

Dr. Daphne Valerius, a second-year multi-media professor within the Crosby department, spearheaded an effort hosting multiple masterclass sessions over the course of four semes-

ters. These sessions have included presenters such as, Felicia Pride., Tarvenia “T” Jones, Oji Singletary, Jocelyn Jackson, producer, and more!

“Something I wanted to do was to see where there was a deficit within the mass media curriculum that I could fill in.,” said Valerius.

During these sessions, students not only had the opportunity to learn how to structure and finalize their resumes, how to find jobs within the film industry, and hear about the day-to-day life of industry professionals. The sessions also included a hands-on component, with students actively creating projects, working both in front of the camera and be





Producer Jocelyn Jackson host hands-on session in JOMC TV studio

hind the scenes.

“I appreciated being able to learn about the smaller details of their professions, while getting real experience and guidance doing the work I want to do in the future,” said Nya Brielle, a senior mass-media production student.



Producer T. Jones & Senior Nya Brielle

Students had the opportunity to share classwork, projects, future ambitions, businesses, and personal interest with the speakers, all of whom were eager to connect students with other members of their professional networks. Trinity Rogers,

a junior multi-media journalism student, was able to share her poetry book “The Sunflower Child” with T. Jones and gained a mentor. “Connecting with T. Jones has really opened up a door of mentorship and reassurance. Knowing she has been in the industry; I am reassured I am in good hands.” Rogers said.

ProPublica journalists Topher Sanders and Corey Johnson held day-long investigative journalism masterclasses twice, at the invitation of Professor David Squires. 4x NAACP Award winning journalist Roland Martin also joined Crosby students on Wednesday, November 29, 2023 for a morning masterclass session. During his session, he worked with students to improve their reporting skills and encourage use of multimedia in journalism.

“People in media now, they do it all. They do TV, they write, they make documentaries. All students need to get their toe in the water for all aspects of

media.” Squires said.

Faculty across the department agree professionals visiting Crosby hall and presenting to students is a necessity that should continue beyond the NBCUniversal deadline.

“It’s good to bring other people, who basically, cosign what we tell students,” said Squires. “There are no shortcuts. You have to be aggressive.”

Secured by former JOMC Department Chair, Gail Wiggins, the funding has allowed the department to upgrade its cameras, wireless mics, and purchase a news desk for the television studio.



Roland Martin & Junior Sydney Bryant

Dr. Sheila Whitley Marks 40 Years at NC A&T State University

Celebrating Four Decades of Dedication



Sheila Whitley

by Sydney BRYANT

F

or Sheila Whitley, Ph.D., 40 years at A&T equates to an impressive 2085.71 weeks or 14,610 days in counting.

That's the remarkable tenure she has devoted to NC A&T State University thus far.

As the Associate Dean for Undergraduate Student Affairs in the College of Arts, Humanities and Social Sciences, Whitley's journey began in High Point, NC, where she was born and raised. Her academic pursuit led her through UNC at Chapel Hill for her bachelor's in Radio, Television and Film, followed by a Master's in Educational Media at Appalachian State University. Continuing her academic journey, she earned her Ph.D. in Curriculum and Instruction with a focus in Higher Education from UNC at Greensboro, all while dedicating herself full-time to N.C. A&T.

Throughout her tenure, Whitley has worn many hats, transitioning from the School of Agriculture, to her current role as Associate Dean. Reflecting on her journey, Whitley expressed gratitude, saying, "A&T has been good to me," recalling the campus' evolution, including the transformation of monumental locations on campus. "I remember when Fort used to be the old library before they built the new Bluford Library."

Her dedication to students is unparalleled, with countless stories of guidance and encouragement leading them to graduation. Whitley emphasizes the importance of attending class, recalling only one missed session from her first day in undergrad to her last in her doctorate program. Regretting the missed opportunity to learn, she still feels to this day that she missed important information in that psychology class because of that one day missed.

"I would say that, you know you need to go to class, and you need to take that side of it very, very seriously, and work very hard," Whitley said.

"This is because we're moving into a time where you're competing with people from all kinds of institutions. You may say you're an average student here, but you're competing with the top 1 percent from another university, and you could compete with them if you did everything that you were supposed to do."

Dr. Whitley acknowledges her position as a white woman in an

HBCU setting, describing herself as an anomaly; she navigates questions and adversity with grace. Undeterred by skepticism, she pursued her passion for higher education administration, achieving her goal of becoming Associate Dean.

Whitley is happy to have reached the highest goal she's set at A&T when it comes to her career. "So dreams do come true," said Whitley when sharing her career path to the dean's office.

Even though Whitley thinks she has not climbed the normal routes faculty do, her entire attention was at administrative roles.

"I knew what my goal was, and I knew where I wanted to go, which was not the vision that other people necessarily had."

Reflecting on her journey, Whitley offers sage advice, urging individuals to follow their own vision despite others' expectations. Her resilience and determination have been instrumental in her success, culminating in her tenure as an invaluable member of the N.C. A&T community.

As N.C. A&T celebrates Whitley's 40 years of service, the JOMC department recognizes her unwavering commitment and impact on countless students and colleagues. Dr. Whitley's legacy serves as a testament to the power of dedication and staying true to one's vision.

Welcoming New Department Assistant: Donna Hendrickson

by Christina MOSLEY

We are delighted to introduce the newest member of our Journalism and Mass Communications (JOMC) family, Donna Hendrickson, who joins us as the department's assistant/advisor. Donna brings with her a wealth of experience and a passion for supporting both faculty and students alike.

Starting her career in the finance sector at Wells Fargo, Donna took on various roles, including program management, quality assurance, and project management. She spearheaded numerous projects, such as managing investments for charities and overseeing large-scale system implementations.

A few years later she transitioned into the healthcare domain, serving as the Operations Consultant/Project Manager at CVS Health. Here, she navigated complex projects bridging business and information technology, where she enhanced patient care through innovative applications.

Subsequently, Hendrickson moved onto emergency services for a software company dedicated to enhancing 911/emergency systems. After that, she took some time off from the workforce to care for her husband during his medical challenges.



Donna Hendrickson outside of Crosby Hall Department building.

She then pursued real estate, obtaining her license and immersing herself in the industry for a number of years.

Yet, Hendrickson still had a passion for project management, leading her to North Carolina A&T. Following the recommendation of her sister, a retired dean of Education who shares a deep love for the university, Hendrickson stepped into the role of the JOMC's department assistant/advisor.

In this role, she wears many hats. From balancing budgets to advising students, she ensures that the JOMC department is smooth functioning and productive. Hendrickson expressed that student connection is her favorite thing about her new role, "Connecting with the

students here has been the best part because I have gained so many new perspectives."

With two kids of her own, she remembers her children trying to navigate college and the challenges that they went through. Hendrickson hopes to help the students in this department as much as possible and help guide them to success.

Outside of her professional endeavors, she has a love for decorating and spending her free time with her family. She cherishes moments spent with her husband, two children, and adorable grandson.

A warm welcome to Donna Hendrickson, we eagerly anticipate the invaluable contributions she will make to our JOMC community.

Breaking into Broadcasting:

How Crosby's WNAA 90.1 FM Thrives with Students' Involvement

by Sydara REID



North Carolina A&T's WNAA 90.1 FM radio station recently held an event for students interested in becoming an On-Air radio personality. Students had conversations with special guest Big Mo from 102 Jamz, N.C. A&T student and voice of On-Air talent Elaina White, or Lady E, and WNAA-FM's Music and Program Director, Ezinma Murphy, to learn about the radio market.

These are just some of the many opportunities for students to experience the world of radio right here in Crosby Hall. WNAA-FM was established in 1979 as an outgrowth of NC A&T's first radio station, WANT-AM. In 1996, electronics students, including Tony Welborne, built the station as a class project. From September 2010, WNAA-FM 90.1 The Voice operates 24/7 – 365 as the only noncommercial public radio station in the Triad area. Located on the third level of Crosby Hall in room 302, WNAA-FM serves 14 counties in the North Carolina Northern Piedmont region and Southwestern Virginia, and proudly serves generations of the N.C. A&T student body. Behind these efforts are General Manager, Tony Welborne, Music and Program Director, Ezinma Murphy and Office Manager, Lonnie Atkinson.

Aggies can get involved at WNAA-FM as DJs, announcers, volunteers, and social media upkeepers through an application process. Ezinma Murphy oversees nearly ten ambitious students who dream of a broadcasting career. Students benefit from the station's services by using a wide array of technology equipment existing in stations around the country today. According to Murphy, "We have students who come in to gain a real hands-on experience with our services." WNAA aims to promote, inform, and entertain students and the community. Furthermore, they are looking for ways to help them get visibility from the campus. Murphy says at WNAA, "We look for who's going to be the best representation of the radio station."

WNAA opens its doors to community volunteers and N.C. A&T Alumni who are eager to take a turn behind the microphone. WNAA encourages all JOMC students to stop by and engage with their resources to gain new skills because "that's what we are here for, to help you prepare for your future." As for the future of WNAA-FM, they will continue their tradition of being the powerhouse for creating the future voices of radio.



"We have students who come in to gain a real hands-on experience with our services."

- Ezinma Murphy, WNAA Music/Program Director



Photos taken at the "Tune In With 90.1 FM" event

Unleashed Creativity

Students Share their Journey at the College Media Association

by Sydne SANDERS

As the bright lights of New York City shine amongst the skyline, a group of eager students from the School of Journalism and Mass Communication embarked on a transformative journey to the College Media Association conference. Under the guidance of their supervisor, Nicole Watson, and fueled by their aspirations, they delved into an immersive experience that promised insights, inspiration, and invaluable connections.

Professor Nicole Watson, the guiding force behind the students' expedition, orchestrated a meticulous itinerary aimed at broadening their horizons and equipping them with the tools to navigate the dynamic landscape of modern journalism. Among the various sessions attended, one stood out vividly - a keynote address by Boman Jones, a renowned sports commentator. For Caulin Avery and Ashton Griffith, aspiring sports talents and producers, this session was enlight-

ening. They eagerly posed questions, absorbing wisdom and strategies from a seasoned industry expert.

Yet, the conference was not solely focused on traditional journalism. A keynote speaker, an AI specialist, unraveled the potential of artificial intelligence in the classroom. This informative conversation underscored the importance of embracing technological advancements to nurture the skills of budding journalists in an ever-evolving digital era.

Beyond the confines of conference halls and lecture rooms, the students embarked on an exploration of the city's iconic landmarks. Guided by curiosity and wonder, they traveled the streets, marveling at the towering structures of NBC, Radio City and ABC Studios. For two students who had never set foot in the city before, this excursion was a journey of discovery, igniting their imaginations and expanding their perspectives.



Student Voices



Gabrielle Heyward

Gabrielle Heyward, one of the attendees, reflects on the enriching experience, emphasizing the profound impact of sessions centered on social media strategies and broadcast voice development. The immersive discussions on social media not only explained effective branding techniques but also underscored the pivotal role of digital platforms in modern journalism. Heyward found herself captivated by the dynamic interplay between traditional broadcast methods and emerging digital trends, recognizing the importance of adapting to the ever-evolving media landscape. Furthermore, the keynote speeches by Priya Krishna and Bomani Jones served as inspiration, offering firsthand accounts of perseverance, innovation, and resilience in the face of industry challenges. Their narratives not only resonated with Heyward, but also ignited a desire to chart her own course in journalism, fueled by determination and a steadfast commitment to excellence.

Ashton Griffith echoes Heyward's sentiments, expressing gratitude for the opportunity to glean wisdom from Bomani Jones and gain insights into podcasting in the digital age. His reflections show the profound impact of the trip, not only in honing journalistic skills but also in fostering leadership qualities that he is eager to impart to his peers at North Carolina A&T State University. Inspired by the conference's emphasis on leadership development, Griffith envisions himself as a catalyst for change within his university's journalism department. With a newfound sense of purpose and confidence, he is determined to cultivate an environment where aspiring journalists can thrive, fostering collaboration, innovation and a spirit of excellence. As he reflects on his journey in New York, Griffith is fueled by the belief that true leadership lies not only in acquiring knowledge but also in empowering others to realize their full potential.



Ashton Griffith

Igniting Success: Re'onna Vines WBENC Journey

by Chloe HOWARD

The department's very own Re'onna Vines' experience with Women Business Enterprise National Council (WBENC) and Women of Color Incubator have played a significant role in shaping her entrepreneurial journey.

Back in 2021, as a freshman, she embarked on a journey with the Women of Color Incubator. Now fast forward as an alumna of the Women of Color Incubator, she received an email invitation asking her to apply for WBENC exclusive opportunity.

Vines' actual decision to apply stemmed from a desire to expand her network, access valuable resources, and gain insights into securing funding—an essential aspect of business growth.

Vines has witnessed firsthand the power it holds in empowering women, especially women of color, to thrive in the world of business. This accelerator program was designed to equip participants with the essential skills needed to build successful businesses from the ground up. Little did she know then that this experience would lay the foundation for her own entrepreneurial endeavors.

Reflecting on her journey thus far, Vines is immensely grateful for the support and guidance



Building Bridges: WBENC fosters a supportive community for aspiring entrepreneurs like Re'onna Vines, CEO of Fire Inspired, to thrive.

provided by WBENC. “That exceeded my expectation beyond words,” Vines reflects. “It pushed me out of my comfort zone and allowed me to develop my brand in a way that may have taken me much longer to do. In the span of one week, I was able to expand my brand.”

However what truly made Vines' experience exceptional, was the vibrant community she found within the program. With 30 participants, each representing diverse industries and backgrounds, the energy was electric.

Despite being competitors for pitch money, the atmosphere was one of unwavering support and camaraderie. “We were all equally supportive of each

other,” she notes. Vines advises future applicants, “you have to be confident in what your business is. And don't doubt yourself. So don't knock yourself because of what you think you don't have or what you think may hold you back. Do it anyway. And be transparent about what you're working around. And WBENC has the type of staff, support, and leadership where if it's within reason, they'll support you.”



WBENC cultivates an encouraging community focused on fostering



Re'Onna Vines transcends her role as the founder and CEO of Flier Inspired; she embodies the spirit of a visionary leader, propelled by an unwavering dedication to empower students and foster vibrant communities. Her extraordinary odyssey commenced at the tender age of 15, with the birth of Flier Attire. Since its humble beginnings, her brand has undergone a remarkable metamorphosis, blossoming into Flier Inspired

Understanding the myriad challenges and demands of college life, Flier Inspired provides a tailored suite of services to support students in their academic and personal pursuits. From time management assistance to study abroad support and public speaking guidance, our aim is to empower students to excel both within and beyond the classroom.

Exciting opportunities await students seeking to enrich their college journey by joining a dynamic team committed to personal and professional growth. Flier Inspired, a company devoted to offering resources and peer-to-peer professional development services, is expanding its horizons and inviting passionate individuals to apply for its inaugural cohort intern program for the fall semester.

To advance their mission, applications are now open for our cohort intern program. As a cohort intern, you'll have the opportunity to collaborate closely with the founder of Flier Inspired to build upon our established foundation. Responsibilities may include, aiding in sales and branding endeavors, contributing to our active blog, and engaging with our community through



Re'Onna Vines, CEO of Flier Inspired, dedicated to student empowerment

public speaking engagements and workshops.

Flier Inspired transcends mere branding; it represents a collective movement driven by students, for students. Together, students work to cultivate a sense of empowerment and community, fostering a spirit of positive transformation within academic environments and inspire others to realize their fullest potential.

Flier Inspired provides resources and peer-to-peer professional development services to college students

WE ARE LOOKING FOR FALL 2024 SEMESTER INTERNS:

CEO Personal Assistant
Social Media Manager
Graphic Designer
Blog Writer
Service Coach

Application link:
www.flierinspired.org/careers



DIVERSE STUDENTS
from underrepresented backgrounds

VERSATILE STUDENTS
with transferrable skills

PASSIONATE STUDENTS
on intentional leadership & career journeys

COMMITTED STUDENTS
with the ability to give 2 hours a week to the program

COMMUNITY-ORIENTED STUDENTS
who want to inspire others and learn

Application link:
www.flierinspired.org/careers

Rosegalie Cineus

Dow Jones HBCU Media Collective Program Intern

by Janiya CROXIE

Rosegalie Cineus, a senior journalism major at North Carolina A&T State University, has been making waves in the world of journalism. Selected as one of eight media students for the prestigious Dow Jones HBCU Media Collective program, Cineus is representing her university and making history as the first student from A&T to be a part of this esteemed initiative.

“It feels amazing to have been accepted. I am very excited to grow from this experience and to be the first one from A&T to be a part of this; it is truly an honor,” shares Cineus. “I am forever grateful that the recruiters for the program are giving me the opportunity to participate in such an incredible program.”

The Dow Jones HBCU Media Collective program offers students a unique opportunity to delve into the world of business journalism. For Cineus, this program represents a stepping stone toward her future career. “I think this program will really help me learn more and dive deeper into what business journalism looks like,” she says. “This program will allow me to really sharpen my skills and my storytelling; I am excited to be a sponge soaking up all that knowledge.”

Cineus’ journey to this point has been shaped by her time at N.C. A&T, where she is affectionately known as a “Crosby kid.” Being a Crosby kid is more than just a label; it’s a testament to the rigorous training and mentorship that students receive within the journalism department.

“As a Crosby kid, I’ve had some great professors and leaders in the field who have always taught me to work hard and really set myself up for success,” reflects Cineus. “I have grown so much as a student, human being, and overall journalist. From hearing tough feedback that only helped me grow, to speaking with like-minded peers and professors who inspire me; this department has truly helped me become an advocate for myself and be confident in who I am as a journalist.”

Cineus’ gratitude towards N.C. A&T and the journalism department is clear. “I have learned a lot as a Crosby kid, and I’ll always be grateful for that experience,” she says proudly. “Aggie Pride!”

As Cineus prepares to embark on her post-graduation journey, she carries with her the lessons learned and the experiences gained from her time at N.C. A&T. With the support of the Dow Jones HBCU Media Collective program and the foundation laid by her university, Rosegalie Cineus is undoubtedly poised to make a significant impact in the world of business journalism. Her story is not just one of personal achievement but also a testament to the power of hard work, dedication, and the invaluable mentorship provided by N.C. A&T’s journalism department.



DOW JONES



Student ORGs.

by Kaila COLLIER & Nya MCKENNIE



National Association of Black Journalists (NABJ): The National Association of Black Journalists student chapter hosts the annual NABJ Multimedia Short Course, offering vital networking, mentorship, and scholarship opportunities. They are advocates for fair media representation, support diverse newsroom leadership, and celebrate journalistic excellence. For more information, visit their page on Instagram @ncat_nabj

Aggie News: Do you want to gain skills in front of the camera, behind the scenes or just learn how to make packages in a timely manner? AGGIE News provides students with the hands-on experience of working in a news station. From production assistants to producers, there is a role for everyone. Check out the weekly newscasts productions in the Crosby Hall TV Studio, located on the 3rd floor of Crosby Hall. For more information visit their page on Instagram @ncatstudentnews



The A&T Register: Want to increase your knowledge and portfolio on writing, photography and social media? Come pick up a story every Monday at 5 PM in the General Classroom Building (GCB), Room 328. For more information visit their page on Instagram @theatregister

Public Relations Student Society of America (PRSSA): Are you interested in learning more about public relations and how to get into the industry? Be equipped with in-depth knowledge about public relations. Members attend conferences and events where they can develop their skills in public relations, communication and leadership. For more information and meeting dates, visit their page on Instagram @ncatprssa



Associated Press Sports Editors (APSE): Are you interested in learning how to get your foot into the sports journalism industry? Come learn and get training in live game coverage. For more information and meeting dates, visit their page on Instagram @ncat_apse

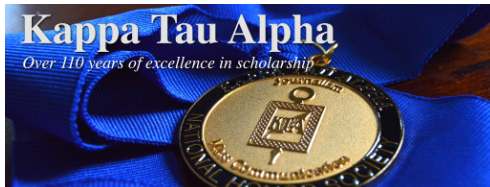
Aggie Filmmakers: Do you want to learn the art of filmmaking, including editing, directing, acting and video production? Come learn about all the parts of filmmaking and get hands-on experience. For more information and meeting dates, visit their page on Instagram @aggiefilmmakers



Aggie Media Group (AMG): Are you interested in joining a student-run public relations agency to help serve the A&T community. AMG is dedicated to amplifying brands and empowering students. The mission is to provide high-quality public relations services to its clients while fostering a collaborative and inclusive environment that promotes creativity, teamwork and professional development among its members. For more information and meeting dates, visit their page on Instagram @ncat_amg



Making an Impact



Kappa Tau Alpha: Becoming a member under Kappa Tau Alpha (KTA) isn't always an easy task. Students that join the organization should meet a rigid requirement of academic performance and character. Recent graduate and JOMC Alum, Sydney Ross, says that while being a part of the organization was a great goal to achieve, it was never about "getting in," rather just

merely becoming a better journalist. Ross credits hard work and determination as motivating factors for her induction. Ross says that since being inducted into the organization, it has certainly had its perks. "When in interviews, it is always a conversation starter. Employers always ask 'Well, what does Kappa Tau Alpha mean?' This allows me to explain in great detail all the things I've completed, the experiences I've had, and how I plan to use them in my future endeavors. All in all, it's been a great experience." The N.C. A&T Department of Journalism and Mass Communication is proud to be 1 of the 99 chapters on college campuses. For more information, please contact chapter advisor, Nicole Watson.

WNAA-FM Radio Station: As part of the N.C. A&T Department of Journalism and Mass Communications, WNAA operates professionally. WNAA also has several student DJs as well as community volunteers. Senior, multimedia journalism student, Elaina White who goes by



Josh Levi (left) visited WNAA, and was interviewed by radio personality, "Lady E."

"Lady E" as the 90.1FM, The Voice On-Air Talent, credits WNAA as helping her grow her voice both on and off the air. "WNAA has allowed me to find my voice and figure out what exactly makes me Lady E," White shared. As it relates to her favorite experiences, finding one was hard to do. "The exposure I've gained has been great. Interviewing with people like Zaythagoat and Josh Levi was really exciting. Being able to share those experiences and build those relationships with underclassmen has been very humbling," White said. For more information and to see how you can get involved with WNAA, contact 90.1 FM Program/Music Director, Ezinma Murphy.

Alumni Wisdom

Sharing Knowledge and Advice with Crosby Kids

by Alloysia OVERTON

S

hamyah Tatum, a public relations graduate from the class of 2020, has been working with NC A&T Athletics for the past three years.

After she struggled to find a job as a post-graduate during the COVID-19 pandemic, Tatum found herself back at the place where she interned as a Crosby student.

Now Tatum is the Communications Assistant, where she works on public announcements for games, press releases, and writing individual stories for the athletics page. Tatum also had the opportunity to intern with HBCU Pride Nation's public relations team, where her learned skills have helped her to excel as the communications assistant.

Tatum emphasizes the importance of taking advantage of all opportunities that present themselves, advising everyone to "Apply for the internships! I had an internship while at A&T that led to my first career job in journalism.



Shamyah Tatum

Knowing what I know now, I would have applied for every internship I came across, even if I felt underqualified."

Jaydn James, a multimedia journalism graduate from the class of 2023, is a reminder that putting yourself out there can get you far. While James was in her senior year, she presented her research study, "How Consistent Blue Light Exposure Affects the Circadian Rhythm Among Journalism Students," at a competition for the Black



Jaydn James

Doctoral Network. James used her experience with The A&T Register to help with her internship with Live 5 News WCSC in Charleston, SC. During undergrad, she also had the opportunity to intern with the Athletics Department. James has used her experience in the sports industry to launch her podcast, #BlackWomenKnowSports, where she interviews Black women who have made their mark on the sports world. Special guests include sports journalists, athletes and moms of athletes. One of her most notable guests was Taylor Rooks, a sports journalist and broadcaster.

James advises Crosby students to, "Step out of your comfort zone – something I wish I had done early on, especially as a transfer. Once you step out of your comfort zone, you will be unstoppable."

A Peak Inside the NABJ Short Course

Exploring Journalistic Horizons at the NABJ Short Course as Crosby Hall Devles into Social Media Strategies and Skill Expansion

by Sydney TYLER

Let's dive into an exclusive interview with Kaila Collier, a senior Journalism and Mass Communication student with a minor in political science, to get the inside scoop on her experience with the recent NABJ Short Course. Collier shared awesome insights into what went down during this eye-opening event.

According to Collier, the NABJ Short Course was really like a crash course type of concept in all things journalism, with alumni coming back to share their industry secrets and tips for eager students.

She described it as a fantastic



Kaila Collier & Gabriel Woodard

opportunity for everyone involved to learn from the pros. Before the main event kicked off, students that were registered for the course, got to hop on a pre-Zoom meeting with some of the guest speakers that share advice. Collier highlighted the networking potential of this meeting, citing its role in creating relationships with some of the guest speakers. It was a chance for them to break the ice, chat a little about mentorship, and maybe even lay the groundwork for future job opportunities.

The sessions were filled with insightful discussions covering topics essential for aspiring journalists. From mastering the art of interviewing, to understanding one's professional worth, and navigating the intricacies of social media presence.

Reflecting on the discourse surrounding social media, Collier remarked, "A lot of what was being talked about as far as social media, really made me reflect on my own social media content."

As for the guest speakers, the students were treated to some amazing people like Siobhan



Kaila Collier & NABJ Short Course Participants

Riley, an anchor specialist from News 1 in Raleigh, and Alexis Wainwright from CBS 11 in Dallas, Texas.

These amazing people didn't hold back, giving them a sneak peek into the real-world challenges and opportunities awaiting them in the industry. Students were able to ask questions and soak up all the wisdom the guest speakers had to offer.

In the end, Collier summed it up perfectly, "the NABJ Short Course was an amazing opportunity for those really wanting to get more in-depth knowledge than what professors could give in class sessions. This was an invaluable opportunity to learn, connect and grow in journalism."

Linita E. Shannon

Joins JOMC Department as New Public Relations Professor

by Madisyn WILLIAMS

In the fall of 2024, Linita E Shannon, Ph.D., will join the JOMC department as a faculty member in the area of Public Relations, as part of the department's expansion plan.

As part of this course, Shannon will be teaching an introductory course in public relations and a course in public relations writing. Aside from her experience teaching in Washington, D.C., at both the undergraduate and graduate levels, she has also held a number of positions in public relations.

Shannon earned a degree in radio, television and film from Syracuse University, followed by a master's in media studies and a doctorate in mass communication and sociology from Syracuse University.

Despite her extensive experience as a lecturer, she is passionate about helping students understand how important public relations is in the modern world and how they can use

it to their advantage. It is with great enthusiasm that she strives to help students develop their skills and knowledge required to succeed in this field.

In response to the question of what Shannon finds most enjoyable about PR, Shannon said, "PR is always changing, and you always learn something new in a dynamic field, which is one of the reasons why I enjoy PR so much. It is my favorite part of telling stories, but you need to adapt to the audience you wish to reach. AI is constantly evolving and will help you keep up with new PR techniques."

As a professor, Shannon is undeniably inspired by the students she has taught throughout her career to become the person she is today. According to her, she finds her motivation as a professor comes from listening to her students' stories about where they come from and where they wish to go in the future. As a teacher, one of her favorite parts of the job is



empowering her students to use their voice by encouraging them to express themselves.

She teaches based on her students' learning styles. It is Shannon's constant quest for new and innovative ways to teach her students that keeps her students interested in learning.

Overall, Shannon has a lot of enthusiasm for joining the JOMC department, and she is eager to bring positive energy, enthusiasm, and a positive impact on the students' learning journeys. Her main goal is to make a positive difference in the lives of her students.

CROSBY KIDS Benefit From ANA Educational Foundation Partnership

by Santroya PITZER

Last year, North Carolina A&T was able to secure a partnership with ANA Educational Foundation, AEF, through their HBCU Campus Connect program. This program provides the university with access to seasoned professionals from various backgrounds regarding marketing firms and advertising agencies. These seasoned professionals offer their time to conduct sessions with students on topics like, media, integrated marketing, strategy and research. Professors from N.C. A&T are able to schedule guest speakers during their classes, in order to provide students with professional insight and meaningful interactions. This gives students a chance to ask questions and learn from people who are where they want to be.

Recently Gary Guffey, PhD, Adjunct Professor in Journalism and Mass Communications, JOMC, utilized this resource to provide his students within his Communication Law and Ethics class with three visiting speakers employed by St. Jude Children's Research Hospital. All of the students joined via zoom to hear from Natalie Malane

(Executive Counsel), Tanya Frey (Territory Vice President), and LaTanya Walker (Lead Counsel). Throughout the speaker session, each of them spoke on copyright, trademark, defamation and false advertising. "It was one of the best presentations ever made to my law classes. The group was right on point with the communication law and ethics class content," said Guffey. He and his students enjoyed having open conversation with direct relation to his teachings, he stated that with the opportunity to obtain speakers, they provide the opportunity to discuss prior, in order to ensure the speakers align with the class.

Guffey has not been the only professor within the JOMC department to utilize the partnership for his students' benefits, Maria Zhang, PhD, Assistant Professor in the JOMC department, also introduced speakers to her classroom. More speakers from the public relations team of St. Jude Children's Hospital, Jerica Phillips, Shayna Steward and Shanice D. Oliver, were able to speak on their daily

work routine, career paths and recent campaign cases. Zhang's Introduction to PR class was able to divulge in conversation with them, especially on their recent campaign constructed during the Chinese Lunar New Year. Researchers also joined as speakers for her Mass Communication Research class to discuss their career journeys as well. Nolon White and Lindsey Pender joined zoom to provide illustrations of data visualization, survey design, and narrative techniques using data with the class.

The professors who have been able to utilize the partnership have spoken highly of the experience. For many students, it allows them to understand what life looks like in the job field and after graduation. The partnership is benefiting students by allowing them to see the use of what they are being taught in the careers that they one day will find themselves in. It is through these presentations and coaching conversations that students are able to see the capabilities of the knowledge they gain within the halls of Crosby.



**THE ANA
EDUCATIONAL
FOUNDATION**

CROSSBYS



by Tahya MORRISON

With an investment of \$50,000 in scholarships, Spotify's NextGen program aims to empower students at North Carolina A&T State University to pursue their passions and shape the future of the industry. Through a rigorous selection process, five exceptional students have been awarded scholarships: Armani Ross, Christén Davis, Chrysta Nichols, Emery Whipple and Nicole Neal. These recipients embody creativity, resilience and a commitment to making their mark in the world of media.



Christén Davis

Christén Davis, a junior majoring in Multimedia Journalism, draws inspiration from trailblazing creators like Issa Rae and AMP (the YouTube creative group), emphasizing the importance of representation and authentic storytelling. She aspires to leverage her platform to raise awareness about global issues and amplify marginalized voices, a mission deeply rooted in her personal experiences.

Chrysta Nichols, also a junior majoring in Multimedia Journalism, underscores the transformative power of initiatives like Spotify's NextGen program in promoting equity and access within the media industry. She sees this opportunity as a direct pathway for underrepresented voices to be heard in public spaces. Through her platform, The Resonate Effect, she seeks to advocate for underrepresented communities and spark meaningful change through digital media.



Chrysta Nichols

Expanding the NextGen program to include North Carolina A&T State University not only enhances access to valuable resources for students, but also strengthens Spotify's connection to diverse communities. This collaboration fosters a relationship where both parties benefit from shared knowledge, perspectives and talents. By embracing inclusivity and investing in the future of content creation, Spotify continues to position itself as a leader in supporting emerging artists and shaping the cultural landscape for years to come. These Aggies epitomize the future leaders who will influence the industry's narrative and serve as inspirations for generations to come, amplifying diversity and innovation in the process.



Armani Ross

Armani Ross, a junior majoring in Mass Media Production, emphasizes the significance of scholarships like those offered by Spotify's NextGen program in fostering a culture of learning and collaboration at HBCUs. Ross is inspired by filmmakers like Ava DuVernay and Issa Rae for their approach with storytelling. She highlights the invaluable opportunities for networking and skill development, enriching students' educational experiences beyond the classroom.

Emery Whipple, a freshman majoring in Public Relations with a minor in Public Health, highlights the pivotal role of scholarships in providing opportunities for young Black students to pursue their dreams. Led by domestic and international volunteer opportunities, Whipple is determined to seek for solutions in underrepresented areas. Inspired by creators like Tabitha Brown, Whipple, aims to address systemic barriers and promote diversity, equity and inclusion in her future endeavors.



Emery Whipple



Nicole Neal

Nicole Neal, a sophomore majoring in Mass Media Journalism, acknowledges the importance of scholarships in providing financial support and facilitating learning opportunities in music and content creation. Inspired by creators like Issa Rae and Aliyah Simoné, Neal has aspirations to produce high-quality content consistently. Neal is driven by a passion for storytelling and artistic expression.

BEYOND BLACKBOARD:

JOMC Faculty is Hard at Work

by Amina CHILDS

The Journalism and Mass Communication (JOMC) faculty have been actively engaged in a variety of creative and academic projects during the Spring 2024 semester, showcasing their commitment to teaching, research and service. Here's a glimpse into some of the exciting endeavors our faculty members have been involved in:

Public relations professor, Laura H. Marshall, is awaiting news on a grant proposal submitted to the Historical Society of Philadelphia. This project aims to explore how Black organizations collaborated during the Civil War to disseminate scientific and health information.



Marshall



Jowers

Multimedia instructor Joe Jowers' journey through the streets of Panama is currently on display at Guilford College Hege Library. The slideshow features photographs of street vendors, documenting their creative survival strategies. Jowers' work is closely intertwined with María Amado's publication, "Neoliberalism and Labor Displacement in Panama," where his photo is featured on the cover.



Kamalipour

JOMC interim chair, Yahya Kamalipour's book, "Global Communication: A Multicultural Perspective" was published by Rowman and Littlefield this April. This publication marks his 22nd book.

Instructor Gary Kenton's work on the history of misinformation and disinformation will be explored in his upcoming book, "The Origin of the Specious."



Kenton



Smith

Professor Kim Smith's poster focusing on how he connected JOMC alumni to current students via LinkedIn to help interns find mentors, will be presented at the AEJMC's Great Ideas for Teachers session during its August meeting in Philadelphia. Additionally, Smith's article arguing for the need for social media literacy was recently published in *Journalism Educator*.

Professor Maria Zhang's research, published in *International Journal of Communication* slated for presentations at ICA 2024, discusses corporate social advocacy and consumer responses. Zhang, alongside a colleague in the College of Science and Technology, also received the Provost Summer Seed Grant 2024 for their project on social network influence on public reactions to corporate social advocacy. Additionally, Zhang's student, Tahkya Morrison, gave a presentation at N.C. A&T's undergraduate research symposium.



Zhang



Valerius

Multimedia professor, Daphne Valerius, has a forthcoming book chapter on mediated counter-narratives and a book contract with Oxford University Press, focusing on racial and ethnic narratives in the digital realm. Her manuscript exploring media storytelling and audience perceptions is currently under review.

Where in the World Does Our Aggies Work Take Them?



Stepaniuc

Professor Kate Stepaniuc's scholarly endeavors extend to a forthcoming book with Lexington Books, focusing on the media framing of Moldova's democracy spanning from 1991 to 2024. Additionally, her manuscript under review with *Journalism History* explores John Oliver Emmerich's portrayal of Black Americans and integration in the *McComb Enterprise Journal*.



Perry

Senior lecturer Arthea Perry is working in collaboration with Common Cause for women in the Democratic Republic of Congo and the UK. Their collaboration will include a series of lectures and art exhibitions that showcase and empower women. Perry has photos featured in the forthcoming book, "Seeds of Awakening," by Iya Orite Olasowo-Adefunmi. Perry has also been actively involved in service-learning projects, including a recent initiative in Atlanta focusing on gentrification around HBCUs and Black art.

The diverse range of projects and initiatives undertaken by our faculty members reflects their dedication to education, research, and service. For more on what our faculty is up to visit ncat.edu.

Our **OUTSTANDING** SENIORS

by Melanie Katen



Name: Arafat O. Jolaoso-Perry
Major: Multimedia Journalism



Name: Cymone T. Lucas
Major: Public Relations



Name: Ashlee M. Deloatch
Major: Mass Media Production



Name: Dasia N. Williams
Major: Multimedia Journalism



Name: Christina J. Mosley
Major: Public Relations



Name: Kaila A. Collier
Major: Multimedia Journalism



Name: Kiyah J. Gause
Major: Public Relations



Name: Pedro Dudley
Major: Multimedia Journalism



Name: Madisyn V. Williams
Major: Public Relations



Name: Rachel M. James
Major: Multimedia Journalism



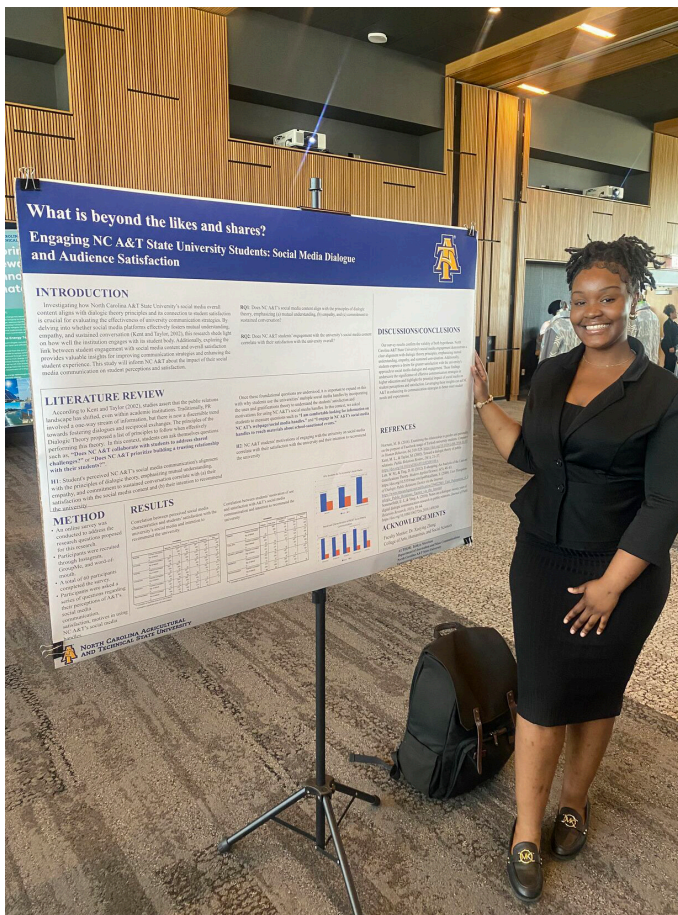
Name: Michelle R. Williams
Major: Public Relations



Name: Zachary N. Yeager
Major: Multimedia Journalism



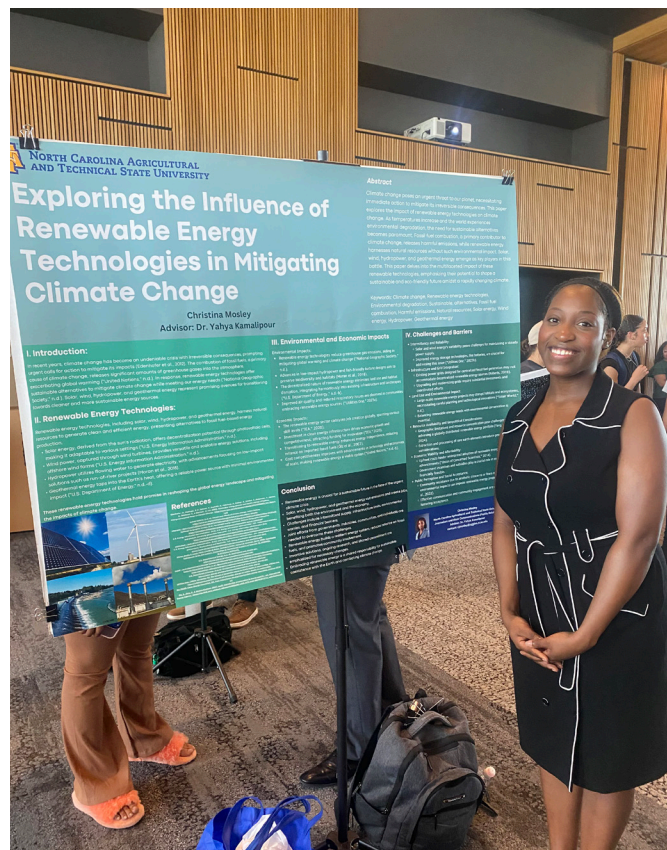
STUDENT RESEARCH ENGAGEMENT



Tahya Morrison presented on the university's undergraduate research symposium on April 16. Her research was titled "What is beyond the Likes and Shares? Engaging NCA&T Students: Social Media Dialogue and Audience Satisfaction." Morrison applied Dialogic Theory and Uses and Gratification Theory to examine A&T students' perceptions and satisfaction with the university's social media content.

The results provided practical advice for the social media managers to improve engagement with current and potential future students.

Research study completed under Dr. Xueying Zhang's guidance.



Christina Mosley presented on the university's undergraduate research symposium on April 16. Her research was titled "Exploring the Influence of Renewable Energy Technologies in Mitigating Climate Change."

Mosley investigated the impact of renewable energy technologies like solar, wind, hydropower and geothermal energy on climate change mitigation, while also examining their environmental and economic implications, as well as the associated challenges.

As a Public Relations student delving into a STEM topic, Mosley discovered that effective communication and marketing strategies are crucial for encouraging the adoption of renewable technologies among the general public.

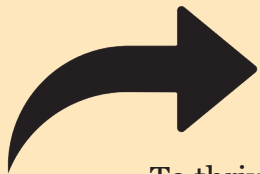
Research study was sponsored by the NASA ULI (University Leadership Initiative) Initiative and completed under Dr. Yahya Kamalipour's guidance.

HOW TO BE SUCCESSFUL IN CROSBY?

Essential Tips To Keep In Mind

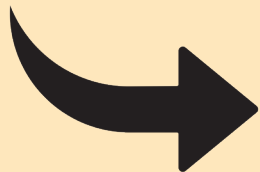


Welcome to Crosby Hall, the hub of academic excellence at North Carolina A&T! This infographic provides essential survival tips for navigating Crosby's corridors and maximizing your academic journey. Let's conquer Crosby together and emerge as empowered leaders of tomorrow!



CONNECT

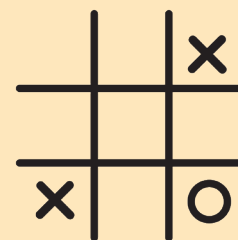
To thrive academically, connect with professors by building strong relationships and attending office hours to discuss coursework, seek advice and clarify doubts.



COLLABORATE

Collaborate with your peers by forming study groups with classmates and working together on projects, sharing resources and discussing course materials.

tic-tac-toe



EXPLORE



Explore the resources available in Crosby Hall by taking advantage of academic support services, including seeking assistance from tutors, advisors, and academic counselors when needed.

Make a Difference



JOMC Gifts Fund

Yes, I want to support the JOMC Gifts Fund with my gift of:

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(# of months)

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•Please send me information about establishing scholarships for JOMC in my estate plan.

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