9 a.m.
How to Achieve Your Career Goals: My Experiences in Hollywood, 111
Switzer
Steve Wagner, BA ’84, former cinematographer for major Hollywood studios

10 a.m.
Avoiding the Escalator: 10 Steps that Make a Difference, 001 Switzer
Mary Chalender, BA ’83, general sales manager, KY3 Inc., Springfield, Mo.

Research and Analytics in Business: If You Don’t Know Your Audience, You’re Winking in the Dark, 2206A
MU Student Center
Darrin Widick, BA ’93, partner-director of Interactive Marketing and Public Relations at Group 3 Solutions

11 a.m.
What is Your Why?, 301 Switzer
Steve Wujek, BA ’91, vice-president and account executive, Barkley

The Man, the Movement, the Memorial: The Marketing of a Memorial on the National Mall, 1209
A/B MU Student Center
Ty Christian, BA ’77, managing partner, TRC Consulting Group/former chief marketing strategist for the Martin Luther King Jr. Memorial

3 p.m., Department Colloquium Series
Community Resilience to Disasters: A Communication Perspective, 201 Switzer Hall
Brian Houston, director; Matt Spialek; Jennifer First; and Mimi Perreault, of the University of Missouri Terrorism and Disaster Center

COMM WEEK
UNIVERSITY OF MISSOURI
APRIL 21 - 25, 2014

LET’S TALK
Department of Communication
communication.missouri.edu

Comm Week is generously sponsored by
Monday, April 21

1:30–4 p.m.
Let’s Talk...Careers, Switzler Hall, First Floor
Mock interviews, résumés and cover letters, job hunting and internship searches

Open House, Switzler Hall
Drop by and learn about the undergraduate program in communication

7 p.m.
Let’s Bowl, AMF Town and Country Lanes, 1508 North Providence Road

Tuesday, April 22

11:00 a.m.–12:15 p.m.
Clichés, Cultures, and Competencies: Overcoming Barriers to Leadership Development for Millennials, 001 Switzler
Deb Snellen, BS Ed ’79, MA ’80, director of organizational and professional development, MU

Writing for Broadcast in Three, 301 Switzler
Stan Silvey, BA ’87, director of Missouri Network, University of Missouri Athletic Department

5:30–6:30 p.m.
Let’s Talk...Finding the First Job, S304 Memorial Union
A panel of first-year alums share their stories for how to find your first job.

7 p.m.
Let’s Talk...Trivia, Benton-Bingham Ballroom, N214/215 Memorial Union
Join us for our 7th Annual Trivia Night in a fundraiser for Rainbow House

Wednesday, April 23

9 a.m.
Branding Yourselves, Branding Your Company, 2501 MU Student Center
Terrie Robbins, former vice-president of marketing, St. Louis Post-Dispatch

1:00 p.m.
Facing Consumers’ Wrath: The New Corporate Communication Challenge, 301 Switzler
Anna Hargis, BJ ’87, MA ’95, director of advertising, Shelter Insurance

3–4:15 p.m.
Digital Promotions and Social Media: How to Reach Your Audience, 318 Switzler
Susan Burchfield, BA ’81, MA ’82, research director, social media and digital promotions, KDNL ABC 30, St. Louis

5:30 p.m., Key Note Address
The Ties That Bind: Sports, Media, and Relationships that Matter, Stotler II & III Memorial Union
Michael Mulvihill, BA ’94, senior vice-president, programming, research, and content strategy, Fox Sports Media Group, New York

Sports is all about bringing people together and reinforcing the relationships that matter to us in our lives (friends, family, community, country). As American life has fragmented in countless ways, sports have taken on a unique role as one of the few remaining things that still brings people together in great numbers. How do sports act as a prism through which we examine the most important issues of our day?

Thursday, April 24

3:30–5 p.m.
Let’s Talk...Research, Stotler II & III, Memorial Union
Undergraduate Research Posters

5–6 p.m.
Let’s Talk...Celebration, Stotler II & III, Memorial Union
We invite all students, staff, faculty, alumni, and friends of the Department of Communication to join us in a celebratory toast to a successful Comm Week and all of the accomplishments of the year. Undergraduate Awards will be presented from the department, Lambda Pi Eta, and the Intercollegiate Communication Organization of MIZZOU.

Friday, April 25

9 a.m.
How to Build a Better Team: Group Cohesion, Conflicts, and Getting Things Done, 201 Switzler
Michael Atchison, BA ’90, JD ’93, author of True Sons: A Century of Missouri Tigers Basketball

What Does it Take to Become a Sportscast Announcer? 112 Switzler
Bob Harrison, BA ’64, former professional sports announcer and station manager