

# SPECIAL EVENTS

## MONDAY, MARCH 4TH

KEYNOTE ADDRESS: 10 a.m.  
Bruce Strong

FEATURED SPEAKER: 1 p.m.  
Deirdre Breakenridge

## TUESDAY, MARCH 5TH

FEATURED SPEAKER: 9:30 a.m.  
Risa Matthews

FEATURED SPEAKERS: 2 p.m.  
Glenn Judah, Andrew & Bailey Bernius

## WEDNESDAY, MARCH 6TH

FEATURED SPEAKER: 10 a.m.  
Rob Armstrong

MARKLAND LUNCHEON: Noon

WOMEN ALUMNI PANEL: 1:30 p.m.

FILM PANEL: 3 p.m.

FILM SCREENING: 5 p.m.

## THURSDAY, MARCH 7TH

FEATURED SPEAKER: 9:30 a.m.  
Jim Gilmore

FEATURED SPEAKER: 11 a.m.  
Cathy Jamison

ALUMNI PANEL: 2 p.m.

ALUMNI RECEPTION: 5 p.m.  
San Sebastian Winery

### THANK YOU TO OUR SPONSORS:

Flagler College Communication Department, Flagler College Office of Public Information, Ancient City Baptist Church, Aramark, FCTV, Flagler's Legacy, San Sebastian Winery & Serenity Blue Boutique



**LIGHTS! CAMERA! COM WEEK!**

8th Annual  
**FLAGLER COLLEGE  
COMMUNICATION WEEK**  
March 4-7, 2013

hosted by:  
**FLAGLER COLLEGE  
COMMUNICATION DEPARTMENT**



## KEYNOTE SPEAKER



### BRUCE STRONG

Bruce Strong is a multimedia storyteller who has shot both photography and video in nearly 60 countries around the world. He worked at the Orange County Register in Southern California for over a decade and has freelanced for a variety of international publications and non-profit organizations. Strong's work has also been published in world-renowned publications such as TIME Magazine and National Geographic. Strong currently is an associate professor at Syracuse University S.I. Newhouse School of Public Communications and enjoys helping others tell stories that matter.

## FEATURED SPEAKERS



### DEIRDRE BREAKENRIDGE

Deirdre K. Breakenridge is Chief Executive Officer at Pure Performance Communications. A veteran in PR and marketing, Breakenridge has counseled senior level executives at companies including the Academy of Nutrition and Dietetics, Hershey's, Kraft and the World Bank. She is a member of PRSA and has served on the Board of NJ/PRSA and the New Jersey Advertising Club. Breakenridge is also the co-founder of #PRStudChat, a dynamic Twitter discussion scheduled monthly for PR students, educators and PR pros.



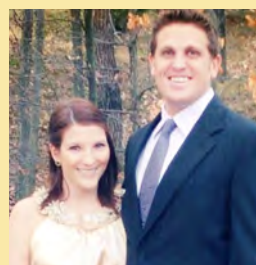
### RISA MATTHEWS

Risa Matthews is Director of Ad Sales Marketing at Scripps Networks Interactive, and works for four of the six networks within the portfolio: Food Network, Cooking Channel, HGTV and DIY. She builds multi-million dollar revenue by collaboration with Licensing and Merchandising, which enhances New Business initiatives. Matthews is also a Flagler College alum.



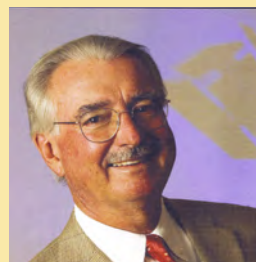
### CATHY JAMISON

Cathy Jamison has led high performance Marketing, Marketing Strategy and Communication teams in the highly competitive, complex and rapidly changing network television industry with FOX Sports and Networks Divisions of News Corp. She successfully generated revenue, growth margin and market share through developing and executing creative marketing.



### BAILEY & ANDREW BERNIUS

Bailey is an Online Engagement Manager at the National Military Family Association, where she oversees social media strategy and management, maintains the blog and contributes to web content updates. Andrew is a broadcast technician at C-SPAN, where he is a control room director, video editor, and master control operator. He and his wife are Flagler College alumni..



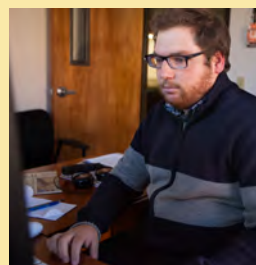
### ROB ARMSTRONG

Rob Armstrong is an award-winning journalist and educator. Armstrong spent nearly 32 years as a broadcast journalist, 25 of them with CBS News. He joined the faculty of Flagler College, and taught journalism for 13 years until he retired in 2011. He is a member of the prestigious Oxford Round Table, and has authored nine books including two college-level journalism textbooks.



### JIM GILMORE

Jim Gilmore is a documentary filmmaker who has established a track record of focusing on issues of social change. He serves as executive producer of Acadia Pictures, an independent non-fiction production company he founded, and as associate director of the Acadia Institute of Oceanography. Gilmore is currently a professor at the University of Michigan- Dearborn.



### GLENN JUDAH

Glenn Judah is the digital editor for The St. George Spectrum in St. George, Utah. He is in charge of breaking news coverage, social media strategies and digital-subscription delivery. Judah was previously the editor of The Sanford Herald. He is a Flagler College alum, and is a former editor of the Gargoyle.

# MARCH 4-7, 2013

## Monday, March 4th

9:30 a.m. – Continental Breakfast  
Gamache-Koger Theater Entrance

10 a.m. – Bruce Strong, KEYNOTE SPEAKER  
CLASSES: COM 420, COM 310  
LOCATION: Gamache-Koger Theater

11 a.m. – Andrew Bernius  
CLASS: COM 217  
LOCATION: COM 1

1 p.m. – Glenn Judah  
CLASS: COM 451  
LOCATION: COM TV Studio

1 p.m. – Deirdre Breakenridge, FEATURED SPEAKER  
CLASSES: COM 307, COM 215  
LOCATION: Gamache-Koger Theater

## Tuesday, March 5th

9:30 a.m. – Risa Matthews, FEATURED SPEAKER  
CLASSES: COM 355, COM 317  
LOCATION: Gamache-Koger Theater

11 a.m. – Maria Coppola & Bonnie Upright  
CLASS: COM 222  
LOCATION: Kenan 421

11 a.m. – Stephanie Meyers  
CLASS: COM 251  
LOCATION: Ponce 3

2 p.m. – Glenn Judah, Andrew & Bailey Bernius,  
FEATURED SPEAKERS  
CLASSES: COM 460, COM 235, COM 306  
LOCATION: Gamache-Koger Theater

## Wednesday, March 6th

10 a.m. – Rob Armstrong, FEATURED SPEAKER  
CLASSES: COM 20, COM 310  
LOCATION: Gamache-Koger Theater

11 a.m. – Jim Gilmore  
CLASS: COM 217  
LOCATION: COM 1

Noon – MARKLAND LUNCHEON

1:30 p.m. – MEDIA MAKERS, MOVERS AND SHAKERS:  
Female Communication Alumni Speak  
Bailey Bernius, Angela Daidone, Margo Brown & Brittany Hackett

2 p.m. – Dave Rosenberg  
CLASS: COM 318  
LOCATION: Student Center 201

# MARCH 4-7, 2013

# MARCH 4-7, 2013

## Wednesday, Continued

3 p.m. – FILM PANEL: Jim Gilmore, Patrick Barry, Frank Goodin,  
Gerald Jackson, Kim Murray & Jonathon Chambers

CLASSES: COM 405, COM 305

LOCATION: Gamache-Koger Theater

5 p.m. – FILM SCREENING: Women's History Month "Global  
Women's Rights and Film: Using Documentaries for Social Change"

Discussion with Jim Gilmore

LOCATION: Gamache-Koger Theater

## Thursday, March 7th

8 a.m. AND 9:30 a.m. – Dave Rosenberg

CLASS: COM 318

LOCATION: Student Center 201

9:30 a.m. – Melissa Simpson

CLASS: COM 355

LOCATION: Library 315

9:30 a.m. – Jim Gilmore, FEATURED SPEAKER

CLASS: COM 317

LOCATION: Gamache-Koger Theater

11 a.m. – Cathy Jamison, FEATURED SPEAKER

CLASSES: COM 222, COM 417

LOCATION: Gamache-Koger Theater

11 a.m. – Megan Kramer

CLASS: COM 251

LOCATION: Ponce 3

12:30 p.m. – Jessica Echterling

CLASS: COM 305

LOCATION: Library 311

2 p.m. – ALUMNI PANEL: Brittany Hackett, Jessica Echterling,  
Megan Kramer, Jessica Fast & Joe Wolf

CLASSES: COM 460, COM 235,

LOCATION: Gamache-Koger Theater

2 p.m. – Rob Armstrong

CLASSES: COM 306

LOCATION: Wiley 2

3:30 p.m. – Dave Rosenberg

CLASS: COM 318

LOCATION: Student Center 202

3:30 p.m. – Jim Gilmore

CLASS: COM 320

LOCATION: COM 1

5 p.m. - 7 p.m. – Alumni Reception

LOCATION: San Sebastian Winery, 157 King Street

# MARCH 4-7, 2013