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Circle Park News October 2010

College of Communication and Information

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OCTOBER 2010

COLLEGE NEWS

NANNETTE A. BAKER '78 HONORED AS UT ACCOMPLISHED ALUMNI

While on campus to present a speech entitled, "The Courts and the Media," CCI alumna The Honorable Nannette A. Baker '78 was presented with the University of Tennessee's Accomplished Alumni Award. This award is sponsored by the UT Knoxville Office of Alumni Affairs and recognizes graduates who have achieved great professional success. ***+ read more***

INAUGURAL DIVERSITY AND INCLUSION WEEK HELD IN COLLEGE

During the week of September 27th, CCI held "Diversity and Inclusion Week: Working Together to Build a Better World." The week-long series of events, including lectures, films, discussion sessions and keynote presentations, focused on making the college's students, faculty and staff more aware of issues related to diversity and inclusion. Participants gained diversity skills and knowledge, learned about "best practices" from college leaders and experts both inside and outside the university, and dialogued with each other about a variety of diversity and inclusion issues. ***+ read more***

CCI WELCOMES 7 NEW BOARD OF VISITORS MEMBERS

THE UNIVERSITY of TENNESSEE UT KNOXVILLE

CAMPAIGN PRIORITIES

- Scholarships/fellowships
- A diversity programming endowment
- Study abroad/ internationalization programs
- A WUTK endowment
- The College Fund

UPCOMING EVENTS

- **November 12** - **PR Day**
- **November 13** - CCI Homecoming Open House
- **December 7** - Memphis Donor Appreciation Reception

THE COLLEGE FUND

Many of you have already received a letter and a phone call about CCI's annual College Fund drive. Anything you can give to the College Fund is

The College of Communication and Information officially welcomed seven new members to its Board of Visitors at its Fall 2010 meeting. The new members participated in an orientation session on Friday, Oct. 22, prior to joining the rest of the board for the full meeting. The new members are Nannette Baker, Patrick Birmingham, Hamp Hampton, Veon Mynatt, Pam O'Connor, Steve Spiro and John Wilken. ***+ read more***

JOIN US FOR CCI'S HOMECOMING OPEN HOUSE - NOV. 13

Visit the college, tour new spaces and chat with faculty, staff and students at the CCI Homecoming Open House on Nov. 13. ***+ more information***

ALUMNI & FRIENDS

MARY BETH WEST '94 HONORED WITH 2010 DAVID FERGUSON AWARD

Mary Beth West, APR, principal, Mary Beth West Consulting, LLC., was selected as the recipient of the Public Relations Society of America's (PRSA) 2010 David Ferguson Award, which was presented at the PRSA Educators Academy reception held during the PRSA 2010 International Conference in Washington, D.C. The David Ferguson Award recognizes outstanding contributions to public relations education by a practitioner. West is a 1994 graduate of the College of Communication and Information and a member of its Board of Visitors. ***+ read more***

BOARD OF VISITORS SPOTLIGHT: ED INGLE '83

R. Edward Ingle, a 1983 graduate of CCI, is Managing Director of Government Affairs at Microsoft Corporation. He also holds an MPA in Public Policy and Public Finance from Indiana University. Ed is an adjunct professor for New York University's Graduate Program for Corporate Communication, a board member for Operation Hope, principal for the Council for Excellence in Government, and a board member of the Bryce Harlow Foundation. Ed and his wife, Arezu, live in Virginia. ***+ read more***

FIVE TIPS FOR SUCCESSFUL COMMUNICATION CAMPAIGNS

By Dr. Candace White, associate professor in CCI's School of Advertising and Public Relations

1) **Set a campaign goal that can be stated in one sentence.** A successful campaign begins with an articulated purpose and specific outcomes. The goal

greatly appreciated! Donations made to this fund are used for many purposes including helping the college offset some of the budget cuts it has had to make in response to major reductions in state funding for the college and university.

If you have not already made your annual contribution to the College Fund, please consider doing so today. **Click here** to make a donation.

RECENT GRAD?

Congratulations and welcome to the ranks of CCI alumni! Please stay in touch and let us know how you're doing. Click **here** to update your information.

give NOW

UPDATE YOUR INFORMATION

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90.3 THE ROCK
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is where you want to be when the campaign is finished. When you reach that point, the campaign needs to have done something tangible to serve the goals of the organization and to move it forward. ***+ read more***

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