

S.O.C TALK

Radford University School of Communication

Volume 1, Issue 1
February/March 2010

Keep in touch with the School of Communication

Welcome to our first issue of S.O.C. Talk, the School of Communication's newsletter for alumni and friends! Our intent is to start with a once-a-semester e-mail "publishing" schedule, and perhaps (fingers crossed) increase the number to quarterly as our resource picture improves.

Each issue will contain stories about what is happening in the School, activities on campus that affect us, and several alumni profiles written by our students. Our editor is Christina Moore, '10, a journalism major interning with us this semester, and all of the articles in this inaugural issue were written by students as class assignments.

On the following pages you will find stories about the wonderful speakers who helped us kick-off our first Communication Week in February. Thanks to an en-

dowment established by Debbie Brown, former Vice President for University Relations, we were able to host a wide variety of communication professionals who brought the work world and the future of our fields to our students.

This is a challenging time for Radford University and the School of Communication as we find ourselves in a belt-tightening mode along with the rest of the Commonwealth. The good news is that students continue to be drawn to our majors and our numbers have decreased only slightly during the last two years of dwindling resources. The bad news is that in the last year we saw the retirements of Drs. George Grice and Clay Waite, and in May we will lose Dr. Gwen Brown.

Through all the ups and downs, in the months since the formation of the School in July

2008 we have found that the synergy of once again merging two faculties with different outlooks has created increased energy and optimism among the students. Their horizons are being broadened by the diversity of course options, opportunities and opinions available to them.

I thank you for your continued connection to RU and to the School of Communication. If you found this newsletter interesting, please pass it on to a friend who has lost touch with their alma mater. We need all of you involved for us to continue to improve and to grow.



February, March History of Radford University

February 13, 1924: Name changed to "Radford State Teacher's College."

February 13, 1960: Radford College was first represented at the College Drama Festival in Richmond, Virginia, with the play "Riders to the Sea."

February 22-24, 1963: Radford College girls attended a mock U.N. Assembly held in Blacksburg. Delegations came from colleges all over Virginia—two of which represented Radford in the assembly.

February 19, 1964: Name change to "Radford Col-

lege" (Legislation approved to dissolve marriage between V.P.I and Radford College).

February 8, 1980: The Radford University Athletic Association approved by the Board of Directors of the RU Foundation.

February 5, 2009: RU Advocacy Day held for seventh year.

February 9, 2009: Radford University was named to the President's Higher Education Community Service Honor Roll.

March 10, 1910: Charter

Signed.

March, 1914: The Alma Mater written by Florence Campbell Baird.

March 27, 1914: Name change to "State Normal School for Women at Radford."

March 20, 1972: Donald N. Dedmon took office as RU's fourth president.

March 2, 1979: Name change to "Radford University."

March 11, 1982: The School of Nursing created.

March 19, 2009: Men's Basketball, Big South Champions.

RU Student Media

- [The Tartan](#)
- [Radio Free Radford](#)
- [Radford on Camera](#)
- [Exit 109](#)
- [The Beehive](#)
- [Whim-Internet Magazine](#)
- [Student Media Advertising](#)

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Where Are They Now?

Brittain says, "the more connections, the better"

By: Allison Coleman '10

Before coming to Radford University Jennifer Brittain ('98) traveled to Europe with friends who were interested in the fashion industry. She said the experience "was good, I got to see a different culture and be the minority for once. It was exciting learning how to navigate a new system." The opportunity to travel helped her grow up first before coming to college. "I think this was one of the reasons I did so well at RU," Jen said.

"I liked to be challenged," Jen responded when asked what courses/classes she found to be most valuable. She really enjoyed the Communication Theory class because of its logical thinking

approach. She also mentioned a Speech Communication class similar to Public Speaking. The instructor had the class go to the local high school and teach a couple of classes, then the students came back to RU and gave a presentation. Jen said this made her think about what she was going to say in front of an audience. "Once you're in the business world you have to be able to think on your feet and tailor your message on the spot," she said. Overall, RU gave her a great basis of knowledge; and allowed

her to experience a lot of good theoretical situations that helped get her set up for the real world.



Jen leveraged her Communication degree at Radford and her seven years of work experience to land a job working for one of the largest accounting firms in the country.

In the DC office, Jen works for the business development side of KPMG where she asks the question "how does KPMG approach the market place?" Then she actually takes the answer into the field

and develops a strategy for each client.

She travels a lot around the Mid-Atlantic Region, frequently going to cities such as Norfolk, Richmond, Pittsburgh, and Baltimore. Meetings with clients, potential clients and partners, she gives them an overview of KPMG and what the firm can do for them.

Even with her busy and fast-paced schedule she still finds time to do the things she loves. Jen enjoys boating in the summer on the Chesapeake or the Potomac with her boyfriend, as well as playing tennis. She also recently started biking the trails around the DC area.

Finding Success in a Changing World

By: Austin Phillips '10

In the spring of 1981 Dale Ardizzone ('85), like many others found the perfect fit to further his education nestled in the New River Valley at Radford University.

Among the faculty, campus, and administration Dale felt like Radford University presented the ideal college environment.

During his time at RU, the campus and student population were growing and RU had just entered Division I athletics.

Dale studied a wide array of subjects including religion, sociology, history, and communication. He became interested in communication, especially media law his junior year and felt that it seemed to bring everything together for him regarding his other studies.

Dale was class president both his junior and senior years. He also served as an active assistant with the Quest Program and served as a Resident Assistant his sophomore year.



After receiving his Bachelor of Science Degree here at Radford University in 1985, Dale continued his studies at Radford, earning a Masters of Science in Counseling & Personnel in December of 1986.

While in graduate school Dale earned two paid fellowships: one working for Radford's First Distinguished Visiting Professor, Jehan El Sadat, and the other in the office of the University President.

With advice, encouragement and guidance from faculty and administrators here at Radford, Dale ultimately applied and was admitted to Widener University School of Law in Wilmington, Delaware.

Dale graduated with a law degree in 1990 and was admitted into practice before the Supreme Courts of Pennsylvania, New Jersey, and The District of Colum-

bia. He spent the next 8 years litigating commercial, defamation and insurance cases in Philadelphia state and federal courts before accepting a position with an international paging and voicemail company in Charlotte, North Carolina.

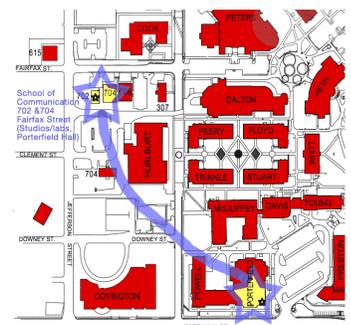
In February of 2001 Dale came back to his media roots when he accepted a position with a cable television network in Charlotte, North Carolina. The company, which has experienced tremendous growth in recent years, has mushroomed from a small broadcasting network with less than 100 employees to a multimillion dollar cable and satellite television entity. It has four different networks distributed both internationally and domestically and is home to over 300 employees.

Dale also serves as Corporate Secretary to the organization, and serves on the Boards of Directors of each of the company's wholly-owned subsidiaries. He oversees all legal & business affairs issues pertaining to the corporation as well as managing the company's Human Resources Department.

Do you have an interesting story, or know an alumni who does? Send ideas for alumni profiles to comm@radford.edu

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Find us on campus



Where Are They Now? (cont.)

Donnellan and JD Media deliver results

By: Ella Beale '09

Joann Donnellan, Class of '86 and president of JD Media LLC in Washington, D.C., recalls her favorite quote from Eleanor Roosevelt: "We gain courage and confidence by looking fear in the face and doing things we think we cannot do." These words seem remarkably appropriate for the way that Donnellan has approached her life.

As the former Director of Media Relations and spokesperson for the National Center for Missing and Exploited Children, and the traveling press secretary for the President's Commission on Care for America's Returning Wounded Warriors, Donnellan has advocated for a variety of issues with class and conviction.

"In life, I have found when you follow your passions, which come from the heart, you will be happier and successful in whatever you're doing," she says.

From a young age, Donnellan recognized her creativity and an interest in telling a compelling story through broadcast news. "I grew up with TV and loved current events, and knew I wanted to be on

the front lines of what's happening in the world," expresses Donnellan.

To help foster her creativity, her father built her a darkroom in their home so that she could pursue her love of photography. "My dad was a dentist and in the summer I used to develop his x-rays. That inspired him to build me a darkroom and buy me my own camera," Donnellan says. "I've always been a very visual and creative person so TV was the natural path for me," adds Donnellan.



Following high school graduation Donnellan enrolled at Radford, where she continued to express her creative side through hosting her own jazz show on the University radio station and developing essential leadership skills as president of her sorority, Alpha Sigma Alpha.

Knowing what is important in her career and life is something that Donnellan has learned from experi-

ence. She feels a great sense of accomplishment about being a leading advocate for the AMBER alert system that helps to notify officials and the public when a child is abducted or goes missing. "There is nothing more rewarding than having a recovered child give you a big hug and thank you for making sure the program was established across the country," said Donnellan.

In her personal life, she found inspiration and empowerment when she quit her job in New York City at the age of 30 to backpack around the world, visiting more than 13 countries. "It was the most empowering experience on all levels- emotionally, intellectually, spiritually and physically," confirms Donnellan.

Donnellan's career and personal life took another unique turn when she accepted the position of traveling press secretary for President George W. Bush's Wounded Warrior Commission in 2007. Donnellan and the nine member commission traveled throughout the United States to complete a comprehensive review of the military's healthcare system. This decision meant leaving her job at the National Center for Missing and Exploited Children after seven years.

"I was very comfortable where I was but I took a leap and accepted the job because it was an opportunity of a lifetime," says Donnellan. "I didn't know what I would do after the five months so it was a big risk, but I just believed that doors would open after this assignment and I wasn't wrong."

This belief is what eventually led Donnellan to open her own PR firm in Washington, D.C. "When I decided to start my own boutique PR firm I had to take a leap of faith," said Donnellan. "When I made the decision to start JD Media I said to myself 'I'll give it a year and if it doesn't work out I'll get a regular job.' It's working out and I'm in year two and loving it." Her company has already built an impressive client list including the Bipartisan Policy Center, University of Miami and the National Rehabilitation Hospital. As a client of JD Media and co-chair of the President's Commission on Care for America's Wounded Warriors, Former Senator Bob Dole sums up Donnellan's unique abilities: "Joann is a true professional...if you want results, you want Joann on your team."

Communication Week, Feb. 1-5

Burford tells students to use their talent to help others

By: Kara Rogers '10

Doug Burford has scared Mexican gangsters away with a Tootsie roll, written an advertisement while passing time in an Irish bar and saved more than 10,000 children. He insists, however, that he has done nothing out of the ordinary. "I'm by far not the sharpest knife in the drawer," Burford said. "I solve all my problems with common sense."

In the 40 years since he founded Burford Advertising, Doug Burford has devoted his life

to worthy causes. For 17 years, his company represented the Richmond, Va.-based Christian Children's Fund, which in June changed its name to ChildFund International.

Through his work with nonprofits, Burford has traveled to some of the world's worst places. He has visited the ghettos of Nairobi, Kenya, been in Tanzania with an AK-47 assault rifle pointed to his head, and he has been surrounded by a gang on a trip to Mexico.

Burford related his adventures to a packed auditorium in McGuffey

Hall at RU on Monday evening, Feb. 1. Students and professors joined to participate in the inaugural lecture of Communication Week, sponsored by the newly formed School of Communication. The audience found Burford to be entertaining and "quite funny," said Media Studies major Christina Ju, who is studying web design.

Burford recalled being with a female assistant when they were surrounded by a Mexican gang. The men made rude gestures and

the assistant made the mistake of laughing at the men. "I knew we were in trouble," Burford said. "I had this brown bag with me that I carry everywhere I go," he said, holding up the bag and dropping it on the floor again. "I had my sunglasses on so I looked mean and I stared...and put my hand in the bag." The men backed away and Burford was able to get in the van with his crew and drive away. "Thank God you have that gun," said the photographer. "It really wasn't a

(See **Burford; 5**)

Communication Week (cont.)

Mobile, transforming the world of media

By: T.J. Amato '11 and Peter Mason '12

You see them all the time: cell phones, iPods and other mobile devices. There are more than 3 million of them being used to get sports scores, check the weather, read news updates and much more. "It's all about getting all your information, and not just your phone, but all your information on your device," Craig Etheridge said.

Etheridge visited Radford University's snow-covered campus on Feb. 4 and spoke to a crowd of nearly 100 students and faculty as part of Communication Week.

When he asked how many of them owned a cell phone, nearly every hand in Heth Hall was raised. That illustrated his point that mobile devices are transforming the way we get information.

Etheridge is vice president of mobile and international media sales for weather.com, the most popular source of online weather news and information. He graduated from Radford in 1990 with a degree in political science and geography and has worked for The Weather Channel for more than 10 years.

He talked about how the number of applications for the iPhone, Android operating system and Blackberry have exploded in the past few years. He said traffic for these apps is more than four times that of the mobile web, internet-based sites designed for mobile devices. Etheridge then provided some statistics on how the Weather Channel app is consistently in the top 25 on Apple's app store and has had more than 9 million downloads.

Most applications target an audience below age 40, since most of the people who use apps are the younger crowd. Hispanics, according to Etheridge's presentation, use mobile as their primary means of

accessing the internet. He said knowing your audience is critical. "The worst thing you can do is if you don't reach the right audience, that media you just spent is worthless," Etheridge said.

While advertising in 2009 was down across most media, Etheridge said mobile went against the trend. "Mobile advertising is stable and ready to grow."

Mobile advertisers spent more than \$320 million in 2008, and the number is expected to be even higher in 2010. There are new developments in mobile advertising, such as click-to-video ads, text messages, and click-to-call ads. These click-to-video advertisements appear as regular banner ads, but after a rollover they expand and play a short advertisement. Film studios are big fans of this form of

advertising because it allows them to give 30 second previews of their films, for instance.

He also talked about the successful pairing of TV advertisements that paired with a mobile application to raise an unprecedented amount for Red Cross relief efforts in Haiti. The campaign, in which the NFL worked with cell phone providers, raised more than \$25 million in ads that let people donate in small increments using their mobile devices. "During the NFL weekend games over the weekend over \$500,000 was raised per hour," Etheridge said.

He also noted that mobile devices continue to get better and faster, and have made multitasking a bigger part of people's lives. It's easy to watch videos, listen to music, and get news updates while doing other things. "People's attention spans are a little bit shorter, so you've got to get them the information they need when they're on the go," Etheridge said. He sees apps and mobile campaigns as the future of media and the mobile marketplace.



Image expert says "dress affects success"

By: Christine Schottanes '12

While a resume can help students land an interview, how you dress makes a big difference in whether you get an offer. "It takes seven seconds to make a first impression," image consultant Joanne Rae said. "It takes almost 19 months to undo a bad impression."

Rae, owner and founder of Richmond, Va.-based Younique Image Consulting, shared her tips with about 50 Radford University students crowded into a Heth Hall meeting room for a workshop on interviewing. The event was part of the School of Communication's inaugural Communication Week.

People like to think appearance doesn't matter, but Rae said the numbers show otherwise. In an interview, 55 percent of the first impression is based on the way you look. Your demeanor accounts for 38 percent, and only 7 percent is what you actually say.

When preparing for a job interview, Rae said it's important to take a walk through your wardrobe. Consistency is important when choosing attire. Wearing a "basic color scheme" and "conservative style" can make all the difference.

Global change through PR skills

By: Brandon Brummette '10

The School of Communication hosted the 2009 PRSA Golden Anvil Award Winner Mike Herman, as a Communication Week keynote speaker. Herman began his career as an aspiring musician and songwriter and now is described as an exceptional public relations practitioner who received the highest honor PRSA can award its members. Herman has over 40

years of experience in the field of PR including one of his most well known achievements, being a part of the crisis communication team during the Union Carbide Bhopal industrial accident.

Her rules for dressing to impress were simple, easy and affordable, an important point for students who may be paying back loans. She recommended students begin building a wardrobe that would work both in and out of the office. She brought about 10 sample pieces for both men and women – at a cost of \$1,500 to \$1,800 -- and showed how they could be combined for more than 30 different outfits.

Once you're confident in your looks, it's time to focus on how you act. Rae emphasized the importance of a firm handshake – not "wet fish," and not too hard. It should be given palm to palm, with eye contact. Rae said everything – your appearance, smile, posture and voice – should signal that you're happy to be there and want the job. Don't slouch in your chair. Sit up straight, and cross your legs according to your dress.

Rae started Younique Image Consulting in October 2001. A native of South Africa, Rae incorporates her diverse upbringing into her business. Her mother's transformation from "salt and pepper beige" attire to a more colorful, sharp and confident wardrobe inspired Rae to help others achieve confidence in the way they look.

Courtney Shafer contributed to this report.



Communication Week (cont.)

Rugaber gives hope to future journalists By Mike Andrews '11 and Elliot Blumberg '12

With Apple's Jan. 27 introduction of its newest product, the iPad, it's clear to see that the world of communication is fast changing. This innovation was a timely introduction to Walter F. Rugaber's Feb. 2 discussion about the future of communication.

While the headlines are filled with reports of layoffs and shrinking revenues for traditional media, Rugaber was optimistic about the role of journalists. He believes that even if modern innovations such as YouTube, Google, and online news websites kill the physical newspaper, those who collect, edit and produce news will still be in demand.

Rugaber's address was one in a series of special lectures planned for the School of Communication's inaugural Communication Week. Despite the snow and ice storm outside, the Bonnie Auditorium was nearly three-quarters full of students, staff, and faculty. The crowd, who looked happy to just be inside from the elements, greeted Rugaber warmly.

Rugaber, who serves on the university's Board of Visitors, knows journalism. He covered the Civil Rights movement and Watergate scandal while working for The New York Times, and served as publisher of The Roanoke

Times and president of Landmark Publishing Group.

There's no argument that the Internet is killing print newspapers. People are turning to free websites to get reports of Haitian relief, the state of the union address and how their teams are doing in March Madness. Digital media may be killing newspapers, but that doesn't mean it's killing news, according to Rugaber.

He believes that the demise of the physical newspaper could actually be better for those who work in the reporting industry. Most papers spend 10 to 15 percent of their revenue to pay for news and editorial functions such as salaries, health benefits and access to news wires. "If the expenses from printing and production were removed, that's more to devote toward reporting," Rugaber said. Salaries as well as the quality of gathering news could grow exponentially. "An all digital paper

would make much more money," he says.

YouTube, a site that devotes enormous amounts of space to clips about politics, sports, weather, style, and other events, is among the sites blurring what used to be a clear understanding of the definition of news. "[YouTube] seems real. Some people think it's news. Some think it's even better than news, but information isn't news." Just because you see a car wreck doesn't mean you know what's going on, Rugaber said. In his view, it's the role of a reporter to sift through the information and pick out what the public needs to know.

What makes it news is the professional commentary and detail about the incident. He has faith that the professionals will continue to thrive. With many newspapers beginning to use a "pay to read" format online in which users must pay if they

want a full copy of the newspaper, Rugaber believes the public will ultimately end up giving in. "When it all shakes out, many of us are going to grumble and pay."

He believes there is a role for the citizen journalist, but Rugaber was critical of what many blogs, news stations and citizen journalists end up doing in their work. "The essence of journalism is forever going to be based on standards," he said. "Hundreds and hundreds of online blogs claim to provide news," Rugaber says, but none of them has a professional staff, and rather than "cover, analyze and then comment," they just comment. "A very large part of what seems like a bonfire of news is nothing but smoke."

Rugaber also cited disappointing statistics regarding the different media and web outlets. Google raked in nearly \$23.7 billion in revenues in 2009 through advertising alone, which was exponentially greater than any newspaper in the United States.

He gave hope to the crowd of mostly students whom he said would find a way to make it through the demise of the physical newspaper. "Curiosity will always trump technology."



Burford uses common sense in advertising (from p.3)

gun." Burford told her. "It was a Tootsie roll, and it was melting."

The audience laughed at Burford's stories but listened intently as he shared his common-sense approach to advertising. Many of his advertisements were written on napkins as inspiration hit him. On one occasion he was playing darts with some companions in an Irish bar. They were playfully arguing as to who had won the game when suddenly a "young lad" stepped up to the platform and sang "Amazing Grace."

A television advertisement for the Christian Children's Fund

evolved from that night. Burford shared the commercial with the audience. A deep male voice singing "Amazing Grace" flowed out of the speakers and white text appeared on the dark screen: "You know the feeling you get when you hear this song?" Faces of impoverished and malnourished children appeared on the screen, then the words "You get the same feeling when you save a child." The song and photographs continued as the crowd sat in complete silence.

Radford advertising student Saskia Snuffer shared her reaction: "I would love to help people, and I

always wanted to make a change in a big way," she said. "I never thought advertising was a way I could do it."

Advertising is a profession that sells products and services, but Burford told students that at the same time they "can have a wonderful, fulfilling and exciting life" helping others. He suggested devoting part of your time to doing things to help the world.

"Don't spend all your time trying to make a dollar, he said. "God gave you the talent. Use it."



Communication Week (cont.)

Students get advice on landing their dream job

By: Maria Medina '11 and Olivia Ryan '12

Who should have a portfolio? What should it include? What type of resume is best for students? Those were some of the questions answered Feb. 3 during a resume and portfolio workshop in Heth Hall.

The event was a part of Radford University's inaugural Communication Week. Marketing professional Taryn Anderson and communication professor

Sandy French, both of whom are Radford graduates, shared their experience and advice with a packed room of students. After a technical glitch delayed the program, Anderson took the spotlight to address students about the importance of their portfolios.

"Your portfolio is like your baby," said Anderson, who has done everything "from marketing and program coordinating to being a graphic specialist at Carilion Clinic." She also is past president of Ad2 Roanoke, a group for advertising professionals 32 and

younger.

She explained that it is important for everyone in communication or any creative field to have a portfolio to show potential employers strengths, skills and finished projects. Students should bring with them a professional collection of their work, organized by category. They may also need a drop-off portfolio that includes

copies – not originals – of work samples. These are left with or mailed to a potential employer and might not be returned. She also said an online portfolio is a "must." She recommended students buy a domain name and create their own web page.

Anderson recommended having 10 to 15 pieces in the portfolio before considering it finished, and said the contents should come from many sources. In addition to class projects, students should create mockup examples or seek internships that will give them an

opportunity to produce creative work. She said nonprofits are great place to start. "Nonprofits love students because they have the latest technology and are fresh," she said. Anderson then gave a few "takeaway" tips, including making sure portfolios are free of mistakes.

Resumes also must be error-free. French, who specializes in organizational communication and has professional experience working in human resources, grabbed students' attention with a mix of humor and resume information. French grabbed the audience's attention with this fact: Employers will spend seven seconds looking at a resume. So "why bother?" she asked.

The purpose of the resume is not to get you a job, she said, but simply to land the interview. She suggested ways make your resume more "compelling" than the others in the stack, so that every student can land a dream job.

French said students just sitting down to write their resume should start by asking, "Who am I?" and "What am I good at?" She said a resume should resemble a business card rather than a biography.

A resume is no place to tell your life story, but rather to highlight your relevant skills, achievements and past jobs.

French said there are two types of resumes: the functional resume, and the chronological resume. "I favor functional formats," said French, which highlights experience and skills rather than shortcomings. French gave a plug for optimalresume.com, which she said is an excellent place to start.

"Dream jobs are absolutely worth fighting for," said French, and that is why she thinks every student should spend the time it takes to have the best resume possible. "The resume is one of the most important job hunting tools you have."



Herman, Golden Anvil Award (from p.4)

As a PR practitioner, one of his jobs includes helping organizations and people deal with change through communication tools. "If newspapers go away, where is news going to come from?" Herman asked.

He stressed to the crowd of over 100 that people hate change and that it is the job of PR to make change easier by creating relationships through talking and listening. Listening is a skill he said that people have to learn; it is something that seems

easy but not many people do well.

He also spoke about viewing technology as a tool and not a necessity of life. "Value people and use things," Herman said. "Don't value things and use people." He told the crowd that to be in communication you have to read and widely know the globe. Herman left the crowd with a lasting phrase,

"believe in yourself, because if you do not, others cannot".

Christina Moore '10 contributed to this report.



Upcoming Events

April 10, 2010

Seattle, Washington, Alumni Event

5 p.m. at Cactus in Kirkland

Event contact: Jim Bove '96 at bovejame@hotmail.com

April 24, 2010

Soccer Reunion

3:00– Women's Alumni vs. Women's Alumni.

5:00– Men's Alumni game

5:00– Dinner at the stadium while Men Play

8:00– Informal Social at BTs

Event Contact: Spencer Smith at s-smith@radford.edu

April 24, 2010

Nationwide Watch Parties– RU Baseball vs. Winthrop

ESPNU at 4:00 p.m.

Contact: alumni@radford.edu to promote your watch party in your hometown.

May 8, 2010

Spring Commencement