



THE UNIVERSITY OF UTAH

*Department of Communication*

# NEWS & NOTES

June 2009

## Student & Faculty News

One of our recent TVJ-Newsbreak graduates has received a rare opportunity. Nationally, NBC selects 6 young rising stars to groom as employees for careers in network news. NBC began with 1300 applicants and 20 finalists. After flying **Edgar Zuniga, Jr.** to interviews in New York and Los Angeles, they picked him as one of the six to start a year-long one-on-one training program in their bureaus.

Craig Wirth, advisor to Newsbreak, said, "I have seldom ever seen a student with Edgar's dedication and skill. He was a true delight to teach. He couldn't get enough of TVJ and Newsbreak, so he did another TVJ semester as an independent project. He is fluent in seven languages and besides all that, is a real class act. He made us proud and will make NBC proud, in what I predict will be a long career at the network." Congratulations and good luck, Edgar!

**Dr. Kimberley Mangun** won 3rd place in AEJMC's "Best Practices in Teaching of Diversity" competition for her work with the Voices of Utah project. Competitors' entries were judged on a number of diversity issues, creativity, critical thinking, and application to the real world.

Entries were judged blind. As third-place winner, Dr. Mangun won \$100 and a certificate - her entry will be presented at the upcoming AEJMC convention and published in an AEJMC booklet. Congratulations!

## Thesis and Dissertation Defenses

Sonya Alemán will defend her dissertation "*Venceremos: Using a Chicana/o student newspaper to re-imagine journalism education pedagogy and practice*" on Wednesday, June 24th, at 1 p.m. in the Reading Room.

## Poem of the Month

**Falling Asleep in the Garden**, by David Wagoner  
From *Traveling Light: Collected and New Poems*

All day the bees have come to the garden.  
They hover, swivel in arcs and, whirling, light  
On stamens heavy with pollen, probe and revel  
Inside the yellow and red starbursts of dahlias  
Or cling to lobelia's blue-white mouths  
Or climb the speckled trumpets of foxgloves.

My restless eyes follow their restlessness  
As they plunge bodily headfirst into treasure,  
Gold-fevered among these horns of plenty.

They circle me, a flowerless patch  
With nothing to offer in the way of sweetness  
Or light against the first omens of evening.

Some, even now, are dying at the end  
Of their few weeks, some being born in the dark,  
Some simply waiting for life, but some are dancing  
Deep in their hives, telling the hungry  
The sun will be that way, the garden this far:  
This is the way to the garden. They hum at my ear.

And I wake up, startled, seeing the early  
Stars beginning to bud in constellations.  
The bees have gathered somewhere like petals closing  
For the coming of the cold. The silhouette  
Of a sphinx moth swerves to drink at a flowerhead.  
The night-blooming moon opens its pale corolla.

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## Alumni Profile

Chuck Sharp earned a BA in Speech Communication at the University of Utah in 1996; he then received a Master's degree in Integrated Marketing with an emphasis in database marketing from Northwestern University. He founded Sharp Analytics in 2001, after working at Utah's Campus Pipeline as a product manager. That same year he discovered his passion for teaching and co-taught entrepreneurship at Westminster College and started lecturing on database marketing at the University of Utah.

Sharp was voted a top Utah entrepreneur in 2004 by vSpring Capital and became a guest lecturer at the Integrated Marketing Communications department at Northwestern University. In 2007, Sharp sold his company to iCrossing. In his current capacity Sharp leads the analytics organization. Sharp was recently published in the Journal of Integrated Marketing and was invited by Google Analytics to participate in their recent analytics advisory meeting.

iCrossing recently announced that Chuck Sharp was named one of Direct Marketing Educational Foundation's (DMEF's) four 2009 Rising Stars Award winners. The DMEF's Rising Stars Awards are presented to professionals 40 years of age or younger for outstanding career achievements in the direct/interactive marketing field, identifying those who demonstrate superior leadership abilities, have a stellar reputation for "giving back" through direct or interactive marketing education, and who mentor to support future generations in the field.

He continues to speak about interactive marketing analytics at universities and industry events.



## Calendar of Events

Wednesday, June 24:  
Last Day of First Session Summer Classes

Wednesday, June 24:  
Sonya Alemán Dissertation Defense  
Reading Room, 1 p.m.

Thursday, June 25:  
Second Session Summer Classes Begin



255 S. Central Campus Drive  
Languages & Communication, Rm. 2400  
Salt Lake City, UT 84112

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