

This IS Dr. Ardyth Sohn Brittany Russell, ASC Treasurer

She is a professor, wife, adviser, mother, a scholar, and still can twirl a baton and tap dance at the same time.

Her name is Ardyth Broadrick Sohn, 58, and she's been director of the Hank Greenspun School of Journalism and Media Studies at UNLV since July 1, 2005.

"I am a faculty member taking her turn as an administrator for the unit," said Sohn. "It's my job to make sure faculty, students and staff have the resources and opportunities to perform at an exceptional level."

She was born Dec. 6, 1946, "a baby-boomer," said Sohn, in Joliet, Ill., on a farm about 40 miles south of Chicago. "Joliet is

famous for its prison, St. Louis, which has great history in terms of who ended up there," said Sohn. The prison has housed many gangsters including Roger Touhy and Al Capone.

She has been enjoying her time at UNLV, and strives to bring the journalism program into its finest.

"I want to take the school to a level that is the finest it can be in terms of teaching, research and service," said Sohn. "If we reach one goal then we move along to the next one, and so on. We can never be satisfied with where we are."

And it seems she lives by that rule as well. According to Sohn, her major accomplishments are being a mother, completing her

doctorate while being one of the few women in her program and completing a Fulbright Scholarship in the Ukraine.

She has two children with her husband of 36 years, Harold Sohn. Their daughter Cody, 26, lives in Scottsdale, Ariz. and son Bret, 23, lives in San Diego, Calif.

Her husband is a vice president at Ball Corp. in Broomfield, Colo., but he spends every weekend in Las Vegas with his wife.

"We were married by a military chaplain in Leesville, La." said Sohn.

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ASC's Rockin' Agenda Christy Tennes, ASC Vice President

The Golden Nugget successfully managed a smooth evening of mingling, excitement and prizes last week in the Pebble Beach Ballroom. The room was filled with public relations professionals gathered together to celebrate the annual Pinnacle Awards.

Five ASC volunteers worked the entire event and had the valuable opportunity to meet and chat with many professionals from companies throughout Las Vegas.

"The involvement of the UNLV students was absolutely terrific," stated Pete Codella, president of PRSA's local chapter. "You added so much to how smoothly the program went."

ASC volunteers recognized some faces from UNLV: Professor Buehrer, Professor Naccarato, and Nancy Syzdek, public relations specialist for student life. Syzdek left the evening with two wins in her hand. These familiar faces are regulars at such events and they are always fun to chat with.

Speaking of other events, ASC will host the *Dress for Success and Interviewing* workshop on Nov. 14 in the Moyer Student Union, room 203 from 5-6 p.m.

Check ASC's website for any updates regarding this event as we plan to keep you informed with the latest information. Bring your peers, and I hope to see all of your faces in the audience.

ASC'S BOARD MEMBERS

- ◆ Kristin Galloway, President
- ◆ Christy Tennes, Vice President
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- ◆ Brittany Russell, Treasurer
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- ◆ Leah Stanton, WIC Senator
- ◆ Jen Spraul, IABC Senator

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Communication Corner produced, created and edited by ASC board members; published by Brittany Russell.

ASC Takes a Road Trip Patricia Galas, PRSSA Senator

The ASC chapter from the Community College of Southern Nevada sponsored a weekend road trip to Hollywood Nov. 4-6 for 48 students to attend.

For \$60 students from UNLV's ASC chapter went along for the ride to experience a behind-the-scenes look at what happens in Hollywood.

The three-day trip featured stops at Sony Studios, Paramount Studios, Santa Monica, Venice Beach, Universal City Walk and Hollywood.

Students attended tapings of the legendary game show "Wheel of Fortune," and the new comedy series "Love, Inc." which airs on UPN.

The students also had a chance to explore some of California's best shopping and beautiful beaches.

The favorite sight among the students

was Hollywood, where the famous walk of fame is paved with celebrity stars.

There were even a few celebrity sightings. Students reported seeing director James Cameron and actors Tobey McGuire and Ben Stiller.

This was CCSN's second annual road trip. "I had a great time visiting all the sites. The trip was successful, and I would definitely love to do it again next year," said Deidre Villeneuve, ASC member.

In the future, ASC from both schools look forward to planning a road trip together.

Stay tuned for more information on how to be apart of this exciting and educational experience.

If you have any questions, please don't hesitate to contact me.



Santa Monica Nov. 5, from left: Debbie Bien, Deidre Villeneuve, Patricia Galas and Jen Spraul.

Upcoming PRSA Events

Dec. 1—Teleseminar

"Influencing and Negotiating Skills: From Deadlock to Deal"

Dec. 2—Luncheon

"Gazing into the Neon Ball: A Look Ahead at 2006"

Email: niunius20@yahoo.com to RSVP

DRESS FOR SUCCESS AND INTERVIEWING WORKSHOP

COME TO ASC's NEXT MEMBERS' MEETING

Monday, Nov. 14 at 5 p.m. in UNLV's Moyer Student Union, room 203

Mingle and Mayhem

Olive Aquilizan, AAF Senator



On Oct. 27, six ASC members mingled and made a little mayhem at the second annual Halloween networking party "Mingle and Mayhem 2005" at the Rio's Voodoo Lounge.

Mingle and Mayhem was hosted by The Link, a website specializing in business and social networking throughout Las Vegas. The event created a social atmosphere where professionals could relax and have fun as they networked.

ASC members Patricia Galas, Olive Aquilizan, Jordana Anderson, Leah Stanton, Kristin Gallaway and Sara Simmons (pictured left) were deemed "The Link Girls" for the event by The Link founder Joel Jarvis as they were the welcoming party.

The Link Girls were responsible for greeting guests and introducing them to a networking card game that gave the winner \$100.

Gift bags were also handed out consisting of coupons to events and attractions from the sponsors of Mingle and Mayhem.

More than 550 people attended, including business VIPs from the Clark County Bar Association, Las Vegas Advertising Federation and American Marketing Association.

Part of the proceeds went to benefit Opportunity Village and guests were asked to donate items for Stand Down for the Homeless, an event that provides the homeless with goods and services.

Mingle and Mayhem gave the ASC members first hand experience on how networking is done in a social setting.

Upcoming Events:

Thursday, Nov. 17 Ad Fed Luncheon at Tuscany Suites, 255 E. Flamingo, 11:45 a.m. to 1 p.m.

Speaker: Eric Stein, Schadler Kramer Group, speaking on SKG creative high-end accounts.

Contact Oaquiliz@unlv.nevada.edu for reservations.

What are the EMAs? Leah Stanton, WIC Senator

The Electronic Media Awards are put on annually by WIC. The 18th annual EMA awards were held Friday, Oct. 21 at Sam's Town Live.

The purpose of the EMAs is to support Las Vegas local media by acknowledging all of the hard work they have done .

Ninety-three awards are given out to each category. The local TV categories range from commercials to news. Awards are also given out to the best news clips. Some of our valley's broadcasters who received awards were Dave McCann from KLAS TV 8 for "Best Sports Anchor" and Colleen May for "Best News Anchor."

"It was great to see the media personalities as themselves; joking with each other and enjoying each other's company," said

Venetia Davis, ASC member.

Radio commercials and on air talent are also judged . Even the best local Web sites are given awards.

The three ASC members who volunteered at the event were Julie Rasmussen, Venetia Davis and Leah Stanton. Rasmussen and Stanton presented awards while Davis worked the silent auction. "It was a great pleasure to meet and work with other ASC members," Davis said.

The EMA's also give back to the community by giving scholarships to communication students through a silent auction at the award show.

Keep in mind that the EMA awards will happen again next year if you did not get the chance this year to attend.

Learning With IABC Jen Spraul, IABC Senator

Do you know the three cornerstones of effective communication? If you attended the last IABC luncheon you would! In addition to a fantastic meal at the Las Vegas Country Club on Oct. 14, those in attendance heard from Don Sanford, a professional who has been in the communication business for more than 25 years, speak on the proper ways of "Delivering Strategic Key Messages."

Throughout the hour long presentation, Sanford drove home three important things that every communicator must keep in mind:

1. Clearly define the goals and desires of management.
2. Know your audience.
3. Consider what has been effective and what new tools exist that might be effective.

After learning the three cornerstones, Sanford displayed various advertisements, and the audience

had the chance to use their new found knowledge to critique some of the biggest advertisements such as Applebee's and FedEx with outstanding insight.

If you want to gain important knowledge for your field of expertise, make sure to attend an IABC luncheon, held the second Friday of every month. Please email me one week in advance if you would like to attend any I A B C e v e n t , Spraulj@unlv.nevada.edu.

IABC holds the Bronze Quill Awards annually, where students like you can submit entries you created outside of school to be judged by professionals in the field and win awesome prizes. The awards ceremony will be held in Feb. 9, 2006 at the Anthem Center. Email me for further information.



Pinnacle Awards held Nov. 3, from left: Julie Rasmussen Wright, Christy Tennes, Patricia Galas, Chief Meteorologist Nate Tannenbaum, Kristin Gallaway and Jen Spraul.

Presidents Update

Kristin Gallaway, ASC President

We are excited to share yet another tool to help you succeed. We have added a "jobs" page to our website. We will list jobs, internships and other tools that provide you access to more opportunities. This is in addition to our website that lists events on the calendar page, plus our brand new newsletter that keeps you informed.

To further promote ASC to potential members, Director Sohn has placed a link to our newsletter on the Hank Greenspun School of Journalism and Media Studies homepage.

We at ASC are very proud of our growth and effort to provide these added services to our members. If you know of any communication jobs or internships and would like to share them on our website, please email me at ascunlv@hotmail.com, or click on my email link on our website. As always, check out our website often for updates, and feel free to contact the appropriate Senator for any questions or ideas for ASC.

We appreciate everyone's support, and we encourage all members to share these opportunities with your fellow students.

Let me just say a special thank you to everyone who has shared their kind words and enthusiasm for our newsletter and achievements.

See you at our upcoming workshop meetings on Nov. 14 and Dec. 5. As a veteran of the U.S. Navy, may I extend to everyone a Happy Veteran's Day.

...**'Sohn'** cont. from pg. 1

Her husband was sent to Vietnam just three months after their wedding day. Her worst failure was not being a reporter in Vietnam, because of family conflicts and her new husband being deployed, said Sohn.

Sohn worked for the Casper Star Tribune in Wyoming for two years, after receiving her B.A. from University of Illinois, Urbana.

"My hat blew off, soot got in my eye and I decided covering politics and crime in Wyoming wasn't enough," said Sohn.

Sohn received her Ph.D in 1976 from Southern Illinois University.

After declining a Fulbright to Singapore because of a family move, she was accepted to one in the Ukraine in 2004. "I was able to examine journalism from a whole new perspective," said Sohn.

"I had to learn the language on my own, find an apartment on my own, locate and hire an interpreter, and manage any kind of problems, like a strip search in the airport," said Sohn. "This is not a vacation."

Though being an author several times over isn't on her list of best accomplishments, she describes the experience as "painful as well as exhilarating."

"Media Management: A Casebook Approach" is currently being prepared on for its fourth edition,

published by Erlbaum Associates. "Newspaper Leadership" was published in 1986, and Sohn also contributed "a chapter for a book about promotions during the Gulf War, and a chapter about pornography for a book about the Internet."

Along with being a director, she is a professor as well. "I love teaching and think my students in COM 250 are terrific," said Sohn. "They are fine writers, and it is fun to see them improve and push themselves."

There is a clear passion for the subject Sohn teaches. "When it comes to journalism, we are all similar in our goals and reasons for being involved with this fascinating field," she said.

"Dr. Sohn is very supportive of ASC's efforts to grow," said Kristin Gallaway, president ASC. "She really seems to care about each of us as students."

Sohn has also taught at University of Colorado, Boulder, Ball State University, Butler University, Sam Houston State University, Denver University, and University of Texas.

After such extensive experiences and great enrichments in her life, will she retire the baton and tap shoes?

It isn't "a particularly useful skill, but I think it will be very entertaining for my future grandchildren," said Sohn.

CORRECTION! We misidentified Dr. Sohn in our first issue....



Professionals from left: Keith Sheldon, Sharon Roman, John Naccarato, Nancy Syzdek, and ARDYTH SOHN.

**VISIT
OUR
WEB SITE**

www.unlv.edu/student_org/asc

November/December 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				10 WIC	11 IABC	12
13	14 ASC Dress for Success	15	16	17 AAF-Tuscany Suites 11:45 am	18	19
20	21	22	23	24 Thanksgiving	25	26
27	28	29	30	1 2 PRSA Teleseminar	2 PRSA Lawry's 11:30 am	3
4	5 ASC Speed Networking	6	7	8	9	10