



## GREETINGS FROM THE DEAN

As we approach the Thanksgiving and winter breaks, I want to take a moment to express my gratitude for your dedication, passion, and hard work this semester. Your contributions to our university community are invaluable, and I am deeply appreciative of the energy and commitment you bring to your students, service, and scholarship.

Your mentorship of our students in and out of the classroom continues to provide them with the skills and opportunities to succeed while at ECU and after graduation. I am always impressed with all that you do in working with our students on exhibits, performances, rehearsals, re-writes, publications, and more that provide students the opportunity to grow and hone their skills each day.

I mentioned in our Fall Convocation that one way to engage and support our students was through the ECU CONNECT program. I appreciate how many of you have risen to the occasion and have reached out to our students through this initiative. In the Provost's First Monday memo, CFAC faculty Mike Catalano, Rachel Son, and Deborah Thomson were highlighted as "Super Pirates who have gone above and beyond in their work with ECU CONNECT". Thank you, Mike, Rachel and Deborah.

## Dean's note...

In addition to working directly with our students, I know this has been a labor-intensive year as you all work together to complete unit workload policies as well as your individual workload plans. Additionally, each school has undertaken efforts in significant curricular revisions, re-accreditation, program review or all of the above! I know that this work takes a great deal of time and attention, and I appreciate your hard work.

I hope that over the Thanksgiving holiday and winter break you can rest and rejuvenate. I encourage you to take this opportunity to relax and enjoy the things that make you feel energized—whether that's time spent with loved ones, indulging in a favorite hobby, or simply resting. It's a time to focus on what fuels you outside of your professional responsibilities.

Thank you once again for your hard work and commitment. I am so proud to work with such dedicated faculty and staff. Please take time for yourself and enjoy a restful and rejuvenating break. I look forward to welcoming you back in the new year with renewed energy and excitement.

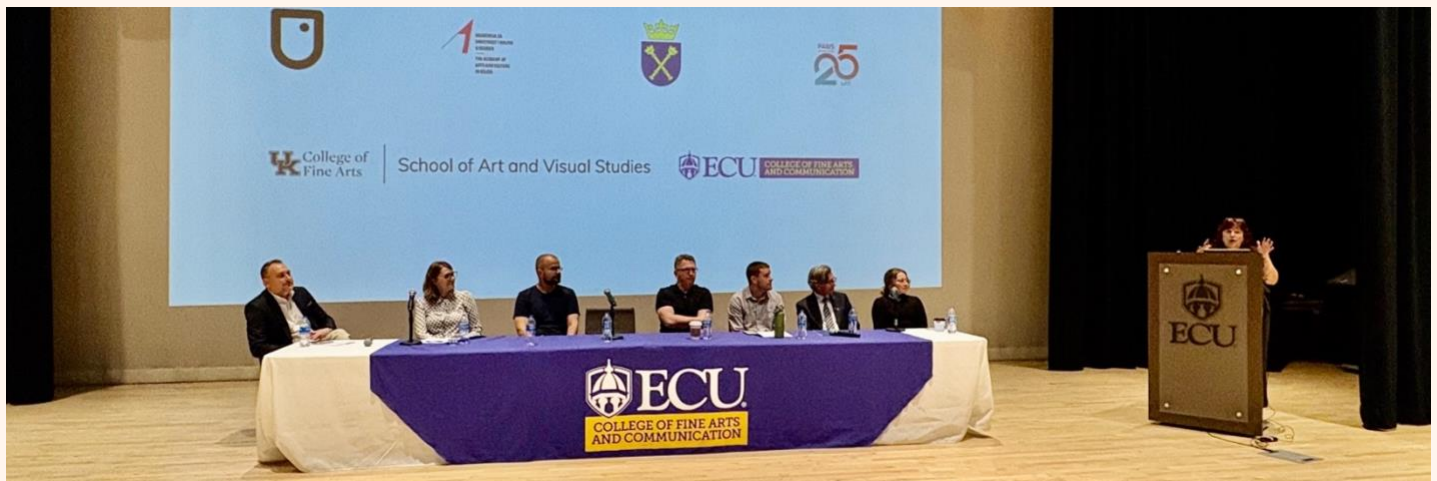
Linda





## on the cover...

CFAC hosted an inaugural US/Central European Academic Collaboration Symposium on November 11 and 12 at the Main Campus Student Center and academic units across campus. Scholars from [Jagiellonian University](#), the [State University of Applied Sciences in Krosno](#), [Jan Matejko Academy of Fine Arts in Kraków](#), [the Academy of Arts and Culture in Osijek](#), the [University of Kentucky](#), and East Carolina University participated in this symposium. Themed “Intersect: Culture, Art, and Science,” the symposium delved into the rich intersections of creative expression, scientific inquiry, and cultural development through a plenary panel discussion and discipline-based breakout sessions. The symposium was accompanied by two exhibitions of artwork and historical documents from the Jan Matejko Academy of Fine Arts, Jagiellonian University, and the State University of Applied Sciences in Krosno.



[\(click above image for the recording of the panel discussion\)](#)

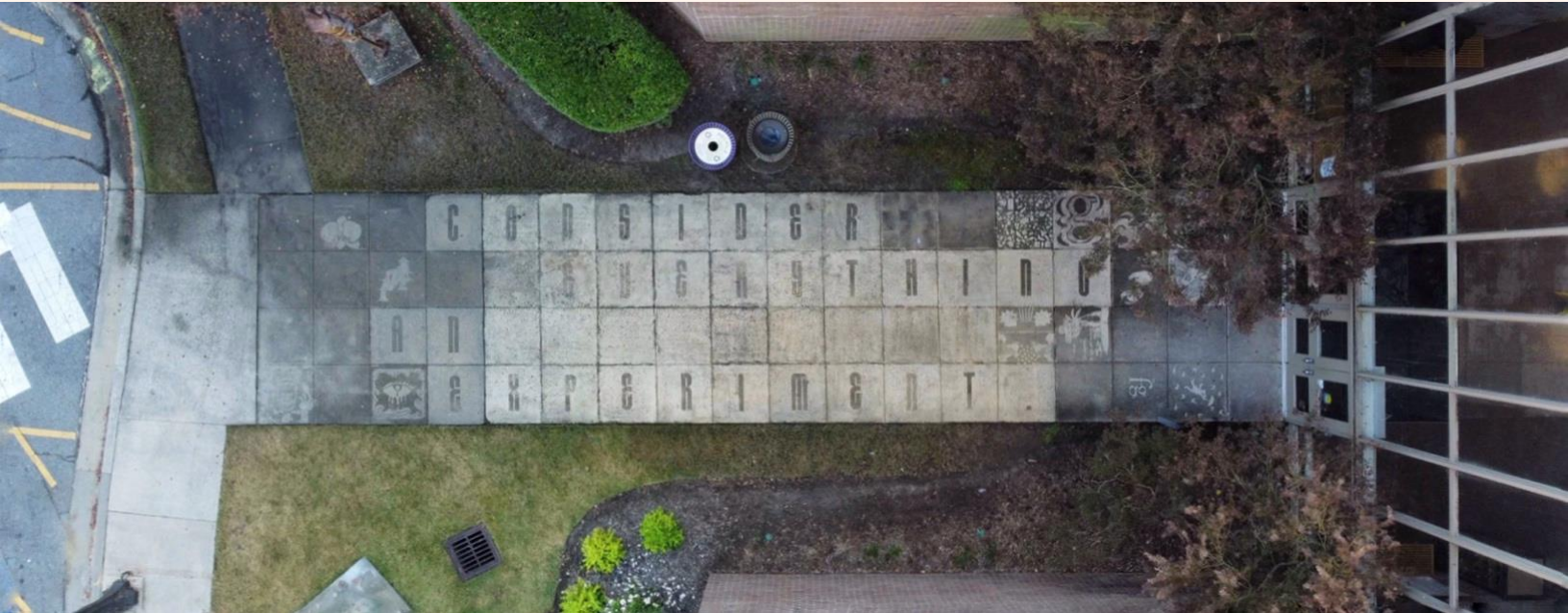




## CFAC Excellence

[From ECU News Services](#)

Consider Everything an Experiment ([click image for video](#))



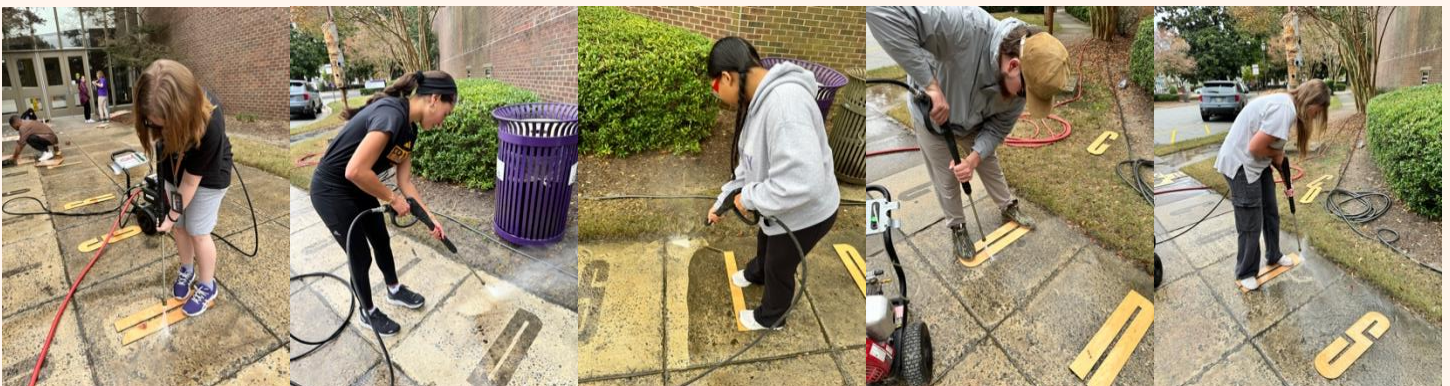
*“East Carolina University students merged artistic expression and environmental responsibility in a clean graffiti project at Jenkins Fine Arts Center.*

*Instead of painting on the sidewalk, [Dan Elliott](#)’s students laid down stencils they created and then used pressure washers to clean dirt off around their designs. Centered on the sidewalk was the message, “Consider everything an experiment,” from artist and educator Sister Corita Kent’s “Ten Rules for Students and Teachers.”*

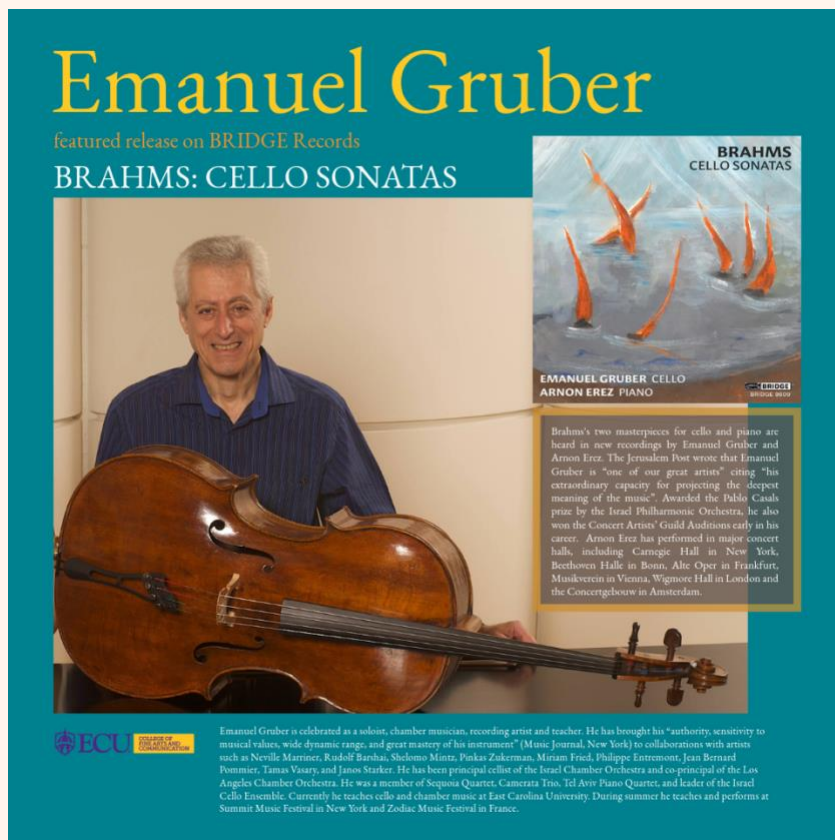
*The result is temporary artwork and an eco-conscious alternative to traditional street art.*

*Elliott’s graphic design special topics class is built around experimentation, allowing students to test materials, processes and concepts before implementing their designs.”*

Full Story: [<https://news.ecu.edu/2024/11/18/students-experiment-with-clean-graffiti-project/>]



[Emanuel Gruber](#)'s new recording, [Brahms: Cello Sonatas](#) was released on [Bridge Records](#) this fall.



"Dear Listener,

*For the last 150 years cellists have learned and performed the cello sonatas of Johannes Brahms. These sonatas became part of the core cello repertoire along with Bach Cello Suites and Beethoven Sonatas and Variations. When recording became available, cellists, starting with Pablo Casals, recorded them and inspired us to follow in their steps.*

*It was my dream that one day I will also record them. I am happy that now I can join my teachers, Piatigorsky and Starker to present my interpretation of these masterfully written works.*

*These sonatas, E Minor and F Major, were written 20 years apart. They are different from one another while offering a wide range variety of emotional content. The Adagio from the Sonata Op 78 is dark in mood and expresses profound grief after death of Schumann's son.*

*I love this music and hope that listening to my recording gives you artistic pleasure and inspires you to love Brahms as much as I do.*

Sincerely,  
Emanuel Gruber"

[J. Aaron Hardwick](#), an accomplished American conductor ('04 MM), is to lead the Münchner Rundfunkorchester ([Munich Radio Orchestra](#)) in a pioneering concert dedicated to video game music this February. The '[Let's Play](#)' concert, programmed by Hardwick, promises to be a groundbreaking event that underscores the artistic depth and cultural significance of video game scores.

The concert will take place on Wednesday, February 12, 2025, at the historic Prinzregententheater in Munich, and will be broadcast live via the [Bayerischer Rundfunk \(BR\) network](#), allowing audiences across Bavaria and beyond to experience this innovative program.



## CFAC Excellence

Alisha Hussain (MA, COMM) was recognized for winning *The International Graduate Student Award* during the [2024 ECU International Education Week](#). This award honors an outstanding graduate international student who has demonstrated academic excellence and a commitment to making a positive contribution to East Carolina University and/or the community of Greenville.

**Keith Richards** recently had a paper published along with one of our 2015 MA graduates Katherine Hyatt Hawkins Shaw. Catalano, H.P., Christofora, J., Richards, K., Hyatt Hawkins Shaw, K.E., & Kiser, K. (2024). Predicting COVID-19 Booster Intentions Among College Students Using the Health Belief Model. *Frontiers in Public Health*, 12. <https://doi.org/10.3389/fpubh.2024.1395941>.

CFAC Alum **Steve Goodman** (97 BS Comm) visited our campus as a guest speaker for both virtual and in-person classes this fall on the topic, Pathways to Career Success in Sports. With over 20 years of experience in the sports and entertainment industry, Goodman is passionate about creating innovative solutions and partnerships that enhance the fan experience and generate revenue. As the VP of Business Development US at Fortress GB, Goodman leads the expansion and implementation of our cutting-edge venue technology platform that serves clients worldwide. He also shares his knowledge and insights as an Adjunct Professor at Georgetown University, where he teaches courses on sports industry management and social media marketing.

**Drew T. Ashby-King** was part of a research team that won the [Doug Newsom Award for Global Ethics and Diversity](#) from the Public Relations Division of AEJMC. This was awarded for the paper titled, “Globalization and MNO prosocial communication in public relations: Perspectives from Bangladesh, Botswana, Indonesia, and Kenya” authored by Jeannette I. Iannacone, **Drew T. Ashby-King**, Teresia Nzau, Boitshepo M. Balozwi, Habib Mohammad Ali, and Irmawan Rahyadi.

**Dr. Ashby-King**’s article co-authored with Melissa A. Lucas titled, “Putting students at the center: A critical-interpretive approach to assessment in the introductory communication course,” was published in *Communication Teacher*. It can be accessed here: <https://doi.org/10.1080/17404622.2024.2369727>

**Recovering the Visibility of Post-Deportation Experiences in El Salvador: A Family Communication Approach**, research led by **Drew T. Ashby-King** received a \$10,000 grant from the [Waterhouse Family Institute in Villanova University](#)  
Principal Investigator: **Drew Ashby-King**, East Carolina University, Additional Investigator(s)/Researcher(s): Matthew Salzano, The State University of New York at Stony Brook.

**WATERHOUSE FAMILY INSTITUTE**  
2024-2025 GRANT RECIPIENTS

FENDING OFF GENERATIVE AI TEXTPOCALYPSE: LESSONS FROM SOCIAL CHANGE COMMUNICATORS

**Drew T. Ashby-King**  
Assistant Professor  
East Carolina University

**Matthew Salzano**  
IDEA Faculty Fellow  
Stony Brook University

"The WFI grant funds will not only allow us to compensate our participants, but will help us circulate our findings back to professional communicators by supporting open access publication of our work."

VILLANOVA UNIVERSITY  
VISIT / APPLY / GIVE

COLLEGE OF LIBERAL ARTS AND SCIENCES

College of Liberal Arts and Sciences / Faculty Research and Scholarship / Centers of Excellence / The Waterhouse Family Institute for the Study of Communi

### 2024 – 2025 WFI Research Grants

We are delighted to announce the recipients of the 2024-25 WFI Research Grants!

#### Fending Off Generative AI Textpocalypse: Lessons from Social Change Communicators

**Recovering the Visibility of Post-Deportation Experiences in El Salvador: A Family Communication Approach** (\$10,000)  
Principal Investigator: Drew Ashby-King, East Carolina University, Additional Investigator(s)/Researcher(s): Matthew Salzano, The State University of New York at Stony Brook

After the public release of OpenAI's ChatGPT introduced the world to generative artificial intelligence (AI)—a type of AI that generates new content (words, images,

# CFAC Updates

CFAC Colleagues,

As we move into November and start to wind down another semester, I hope everyone is looking forward to spending time with friends and family over the Thanksgiving and Winter breaks. This is also the time of year when we start many of our personnel actions, including reappointment and subsequent appointment procedures, preparing materials for Annual Evaluations, and starting this spring semester, entering Faculty Workplans for all fixed-term, tenure-track, and tenured faculty.

We will once again utilize Faculty180 to enter activities, generate yearly reports, share evaluations, and indicate percentages and goals for Faculty Workplans. For our new faculty, please know that you have the ability to access Faculty180 at any time to enter activities from this summer and fall. Please refer to “Faculty180 Instructions” which is permanently located on the CFAC website at: <https://artscomm.ecu.edu/links-and-information/> for information and guidance on how to navigate Faculty180. Additionally, the Office of Faculty Excellence provides a number of resources related to all personnel actions. Please visit: <https://ofe.ecu.edu/> to see the entire list of workshops and trainings that are available.

Regarding Faculty Workplans, all four schools are currently finalizing workload plans for implementation during the spring semester. The Office of Faculty Excellence has also built into Faculty180 the process for how faculty will enter and administrators will view Faculty Workplans. While at the time of this newsletter, faculty are not required to enter percentages and goals into Faculty180, please know this process must be completed by January 1<sup>st</sup>, 2025. As we approach this deadline, there will be workshops/trainings related to the Faculty Workplan process. However, I would like to include two documents that will provide everyone with instructions for how percentages and goals will be entered into Faculty180 moving forward. For information regarding how to enter percentages, please refer to: [How to Enter Activity Distribution/Weights](#), and for instructions on how to enter goals, please refer to: [How to Enter Annual Faculty Workplan Goals](#). You will also notice that I have intentionally used the word “percentages” as opposed to “weights,” while the instructions still refer to the term “weight.” Please know these documents are currently being updated to eliminate the term “weight” as we transition to the new Faculty Workplan policy in which faculty will notate their percentages and goals for each academic year.

Thank you for your patience as we figure out how to navigate this new system policy. Your Unit Administrators will be sharing instructions for how to complete required items in December and throughout the spring semester. And as always, please reach out to me if I can assist with answering any questions or navigating this process in Faculty180.

Enjoy your Thanksgiving break, and best wishes for the rest of the semester.

Jay Juchniewicz

Associate Dean for Research, Reporting & Curriculum

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252 328 1251

<https://ecu.webex.com/meet/juchniewiczj>

<https://artscomm.ecu.edu/links-and-information/>

<https://faculty180.ecu.edu/>



Jay Webex Room



CFAC Links+Info



Faculty 180

**Scott Eagle** has a solo exhibition of over 80 artworks, *Beyond the Liminal Rift* at the [Rocky Mount Imperial Centre](#). The exhibition runs September 10- December 31, 2024.



The School of Communication is busy recruiting for its Central Europe Study Abroad, which runs from May 17 to June 2, 2025. The program includes time in Warsaw, Krakow, and Prague, where students still study Intercultural Communication and International News.

[www.Voter411ENC.org](http://www.Voter411ENC.org), a nonpartisan local candidate information project website, has gathered and posted information from candidates running for office in Pitt County and in the state legislature representing Pitt County. This is the sixth election for the project, run by journalism professors [Cindy Elmore](#) and [Brian Massey](#).

**Lisa Beth Robinson**'s work has been recently featured in exhibitions, including:

**Fiber in 3D** exhibition at the William D. Cannon Art Gallery in the City of Carlsbad, CA.

<https://www.carlsbadca.gov/departments/cultural-arts/gallery-exhibitions/cannon-art-gallery>

**Sculpture Invitational Show** Plymouth Arts Center, Plymouth, WI

**Change of Physical State: Metal, Stone, Glass** Center for Visual Arts, Wausau, WI. Juror: Masako Onodera

**Gathering** Center for Visual Arts, Wausau, WI. Curator: Madison Hager

<https://wausaupilotandreview.com/2024/09/26/cva-to-host-reception-for-new-exhibits-7/>

During the "13<sup>th</sup> Biennial International Conference on Music since 1900" held at KU Leuven, Belgium, September 13–15, 2024, [Navid Bargrizan](#), Assistant Professor of Musicology at the ECU School of Music, presented his research Project titled "Luigi Nono's *La Fabbrica Illuminata* and its Controversial Politics." This presentation was part of the panel "Nono Centenary." Bargrizan also chaired the panel "Compositional Research" at this conference (<https://www.musicsince1900.org/>).

On Saturday, October 12, 2024, the [ECU School of Music hosted the Fall 2024 meeting](#) of the [American Musicological Society Southeast Chapter](#), organized by [Navid Bargrizan](#), Assistant Professor of Musicology. This meeting included opening remarks by [Christopher Ulfers](#), Director of the ECU School of Music; research presentations by guest scholars and [Cameron Stevenson](#), Lecturer of Music at ECU; a keynote speech titled "Decoding the Archive: Heitor Villa-Lobos's Symphony No. 10 'Ameríndia,' Ethnography, Histories, and National Narrative" by [Silvio dos Santos](#), Professor and Coordinator of Musicology and Ethnomusicology Program at the University of Florida; and a performance of Charles Ives's *Calcium Light Night* by the ECU Symphonic Wind Ensemble, conducted by [William Staub](#).



**Derek Myler**, Assistant Professor of Music Theory, was invited to participate in the sesquicentennial festival “[Charles Ives at 150: Music, Imagination, and American Culture](#),” held from September 30 to October 8 at Indiana University’s Jacobs School of Music, and supported in part by the National Endowment for the Humanities. The festival was the largest such anniversary event celebrating Ives’s 150th year anywhere in the world, bringing together performances by internationally renowned artists and scholars in the disciplines of musicology, music theory, art history, comparative literature, American history, and English. Dr. Myler’s participation was made possible through the Music Theory Five Friends Master Class Series honoring Robert Samels. While in residency at the festival, he was invited to give two public lectures and one concert talk, participate in three interdisciplinary panels, and provide guest teaching in the undergraduate classroom.



**Phi Kappa Phi** hosted a pop-up presentation, ***Masking Reality: The Impact of AI on Truth and Democracy***, on October 16<sup>th</sup> in Sci-tech C309. Moderated by **Brian Massey**, a professor of journalism in the School of Communication, the panelists included:

- **Drew T. Ashby-King**, an assistant professor in the School of Communication, on how generative AI tools have been discussed within the popular press and the tools possible uses in strategic communication including campaign messaging.
- **Armin Krishnan**, Security Studies director and associated professor in Political Science on the possibility of foreign governments interfering with the election, using AI and deep fakes.
- **Rachel Son**, an assistant professor in the School of Communication, on the role of deepfakes/AI in terms of how we perceive source or message credibility/authenticity and how AI can be connected to misinformation/disinformation shared on social media about politics and/or elections.

The topic focused on the complex world of AI—focusing on media, misinformation, and the potential influence on elections. This panel discussed how technologies are reshaping decision-making and our political landscape and what could be done to safeguard the “truth” in the digital age. Discover insights into the threats posed by AI-generated content and discuss potential solutions to combat misinformation.

**Borim Song** published the following journal articles:

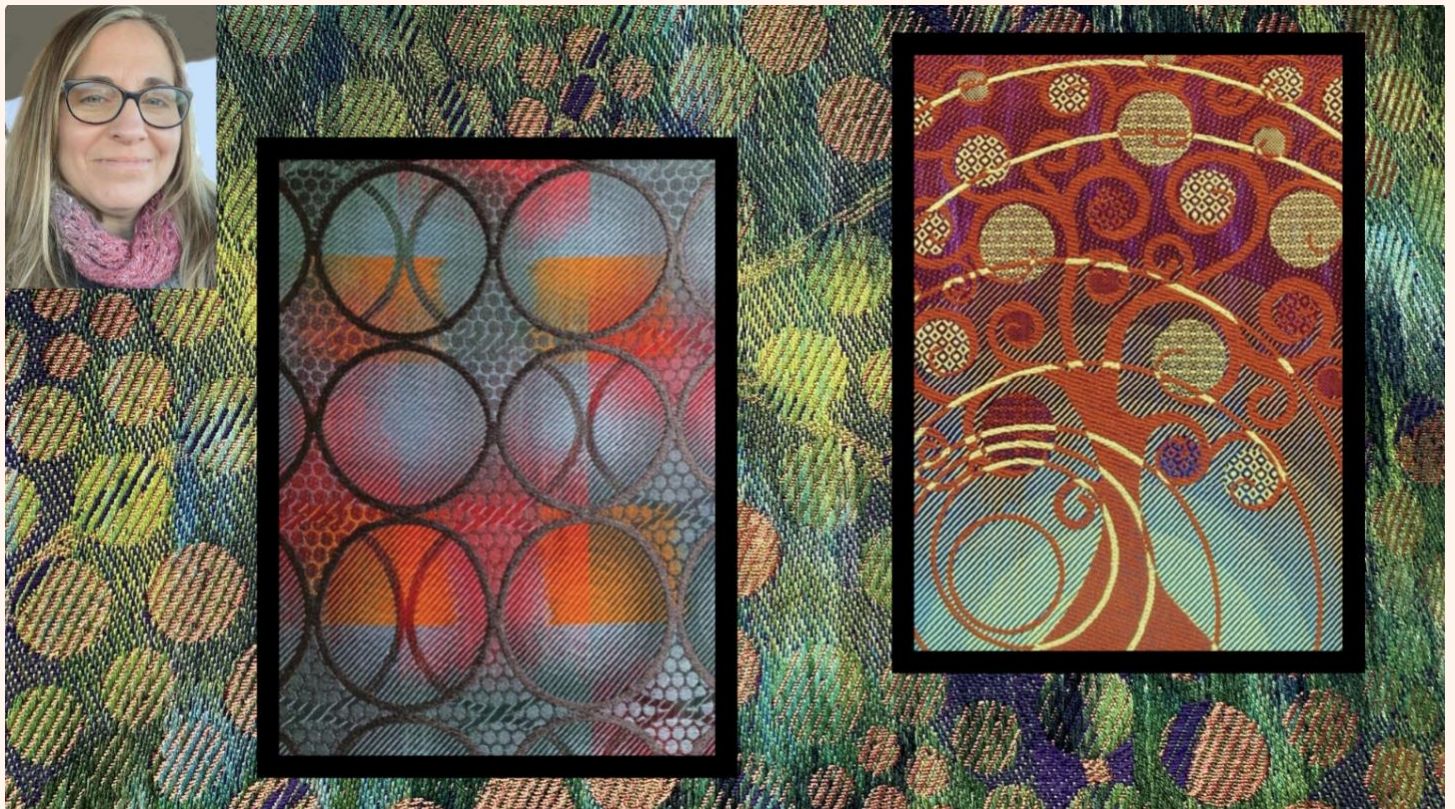
Koo, A., & Song, B. (2024). Belonging together through art: Reconstructing connections by deconstructing stories. *Multicultural Perspectives*, 26(1), 62-74. <https://doi.org/10.1080/15210960.2024.2350073>

Koo, A., Lim, K., & Song, B. (2024). Belonging pedagogy: Revisiting identity, culture, and difference. *Studies in Art Education*, 65(1), 63-80. <https://doi.org/10.1080/00393541.2023.2285206>

## CFAC Excellence

Three Textile Design Students were juried into the [Spotlight on Student Fiber Trends 2024](#): Paul Edwards, Rachael Lowman, and Eliza Winslow at the Mary Cornwell Gallery, Haywood Community College, Clyde, NC. “This juried exhibition highlighted the creativity and skill of post-secondary students and featured a diverse range of works demonstrating both originality and technical prowess.

[Robin Haller](#)'s one-person exhibition, [Being Present](#), was featured at the Emily Monk Davidson Gallery, Farmville, NC. This show included work that explores memory, time, and translations of human experience.



[Kate Wheeler](#) ('22 MAEd) published her research, *A Mixed Methods Critical Review of the A+ Schools in NC: Making a Case for Fidelity in Frameworks*, through the online [Journal for Learning Through the Arts](#).

*Quantitative findings from NC school report cards comparing 37 arts-integration public K-8 schools in North Carolina (NC) called “A+ Schools” with 37 traditional public K-8 NC schools revealed that the majority of NC A+ schools averaged lower EOG scores than the schools in their district. In this data sample, both A+ Schools and traditional schools’ scores in NC had a downward trajectory since 2001. Additional findings included increased arts classes offered at A+ schools and slightly decreased chronic absenteeism compared to traditional public schools. This data was triangulated with a qualitative analysis of three interviews: with the NC A+ Schools program director, with an arts director at an A+ school, and with a principal at an A+ school. Challenges to implementation within the NC A+ program are discussed as well as methods of preparation and practice that link these two high-performing schools to four highly acclaimed arts-integrated school programs. A five-part framework for arts-integrated schools is recommended: (1) the use of data-driven planning, (2) garnering funds, (3) collaboration between arts educators, arts specialists and classroom teachers, (4) ongoing professional development (PD), and (5) showcases of student work.*



We recently hosted two meaningful events that celebrated our students and honored the families and donors who support their success at CFAC.

During Family Weekend, Dean Kean welcomed our first-year and transfer students, along with their loved ones, to our annual CFAC Family Brunch at the beautiful Wellington B. Gray Gallery (thank you, SoAD!). The event was surrounded by the impressive artwork created by our ECU Art+Design students, making it a truly special occasion.

In November, we hosted the CFAC Scholarship and Donor Recognition Luncheon, where scholarship recipients and donors came together to celebrate student achievements and express our gratitude for the generous gifts that make these scholarship programs possible. Dr. Bonnie Mani delivered an inspiring talk, sharing her journey as a student, professional, educator, and donor. We also had the honor of recognizing Harvey Wooten, a longtime supporter of CFAC, and presented her with a special acknowledgment for her contributions to the Donor Gifts Program, which she has helped fund in recent years.

I'm excited to share images and a video from these memorable events. Thank you for all you do, and I wish you a wonderful break!

Seo Eo

Associate Dean, Graduate and International Initiative

[\(↓click on this image for video from the Family Weekend\)](#)

