

MISSISSIPPI IS

THE BIRTHPLACE OF THE BLUES, AMERICA'S MUSIC DAVID ABNEY RICHARD FORD MARGARET WALKER ALEXANDER ONE

OF THE MOST CHARITABLE STATES KATHRYN STOCKETT ELVIS

PRESLEY DONNA TARTT HOME OF SOME OF THE MOST SIGNIFICANT AMERICAN AUTHORS AND PLAYWRIGHTS TENNESSEE WILLIAMS

THE NATCHEZ TRACE EUDORA WELTY GROWING INTO A NATIONAL LEADER IN AUTOMOBILE PRODUCTION HAROLD BURSON ROBIN ROBERTS BARRY HANNAH

IN THE TOP 5 STATES PER CAPITA IN PRODUCING DIVISION I FOOTBALL ATHLETES RICHARD WRIGHT THE NESHOPA COUNTY FAIR THE STATE

WITH THE #1 RANKED COMMUNITY/JUNIOR COLLEGE SYSTEM IN THE U.S. JESMYN WARD NEELY TUCKER HOME TO 20 CERTIFIED

RETIREMENT COMMUNITIES ELLEN GILCHRIST JIM HENSON BO DIDDLEY

the 2018

NEW NARRATIVE

A NATURALLY BEAUTIFUL STATE **FESTIVAL**
WITH EIGHT NATIONAL FORESTS,

14 NATIONAL WILDLIFE REFUGES, 1,681 LAKES

AND 44 MILES OF COASTLINE JOHN GRISHAM JIMMY BUFFET

THE DELTA **HOME TO MEDICAL BREAKTHROUGHS LIKE**

THE FIRST HEART TRANSPLANT, LUNG TRANSPLANT,

AND KIDNEY TRANSPLANT ANGIE THOMAS ROBERT JOHNSON GREG ILES

THE BLUES TRAIL **BECOMING A FORCE IN AEROSPACE**

MANUFACTURING AND DEVELOPMENT NATASHA TRETHERWEY

WILLIAM FAULKNER JIMMIE RODGERS A CREATIVE ECONOMY WITH AN INCREDIBLE

VARIETY OF ARTISANS, MUSICIANS, AND STORYTELLERS LARRY BROWN MORGAN

FREEMAN **THE HOSPITALITY STATE** SHELBY FOOTE MUDDY WATERS HELPING TO FEED

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EVER CHANGING

APRIL 13 - 14, 2018 | THE MILL AT MSU | STARKVILLE, MISS.



MISSISSIPPI STATE
UNIVERSITY™

NEW NARRATIVE FESTIVAL



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College of Arts & Sciences
Department of Communication

P.O. Box PF
216 President's Circle
Mississippi State, MS 39762

P. 662.325.3320
F. 662.325.3210

www.comm.msstate.edu

WELCOME!

We are so glad you joined us for the inaugural Mississippi State New Narrative Festival. For the next two days, we will explore dynamic narratives in various communication contexts and discuss the Magnolia State's influence on the American narrative. Through top business leaders, corporate communicators, journalists, musicians, artists, authors, entrepreneurs, sports figures and researchers, we will focus on the rapidly changing ways we show, tell and share stories in multiple platforms.

Created and curated by the Department of Communication, the festival will have a Mississippi State and Starkville flavor with fun, food, music and old-fashioned Southern hospitality. The festival is a welcoming and diverse conversation held at the convergence of technology, global access, and the individual's need to communicate.

The Department of Communication extends appreciation for the generous sponsors, including presenting sponsor, UPS, and the local restaurants and brewers who are providing special tastings for our fun Friday night reception. A special thanks to HanaLena and Norbert Putnam for opening the event with festival music. Please refer to the program for a complete list of all sponsors, vendors and others who have made valuable contributions to the success of this event.

Please enjoy the festival and join in the conversation with our outstanding presenters who will be showing, telling, and sharing the changing ways we communicate and showcasing the contributions of Mississippians.

Sincerely,

Dr. John E. Forde, APR, Fellow PRSA
Professor and Department Head

Steve Soltis, Chair
New Narrative Festival Steering Committee

NEW NARRATIVE FESTIVAL STEERING COMMITTEE

Steve Soltis, Chair
Linda Breazeale
Stephen Cunetto
Dain Dunston
Kendall Fiser*
Williams Folkes*

Dr. John Forde
Dr. Connie Forde
Sara Frederic
David Garraway
Peggy Gardner
Becca Hawkins*

Eliza Heidelberg*
Dr. Tom Huebner
Dr. Sarah Lee
Dr. Melanie Loehwing
Sarah McCollough
Alex McIntosh

Charles McNair
Laura McPhail
Dr. Phillip Poe
Dr. Dan Punday
Holle Seitz

*Department of Communication Interns

- 1:30 – 4:15 pm** **REGISTRATION (The Mill Lobby)**
- 1:30 – 3:45 pm** **OPTIONAL TOURS**
- Ulysses S. Grant Presidential Library and The Frank and Virginia Williams Collection of Lincolniana in MSU Libraries**
Meet at the registration table to take shuttle to MSU Libraries. Shuttles will run continuously between the festival and MSU Libraries during the tour time.
- National Strategic Planning and Analysis Research Center (NSPARC) at The Mill**
Meet guide at half hour for 30-minute tours at the first-floor entrance to NSPARC.
Led by Dr. Domenico “Mimmo” Parisi
- 4:00 – 5:15 pm** **Reception with Local Restaurants and Golden Triangle Brewers**
- Concert with HanaLena**
Sponsored by a grant from Starkville Area Arts Council
- 5:30 – 6:30 pm** **Welcome from MSU Officials and New Narrative Festival Steering Committee**
- New Narrative Emcee – Dain Dunston**
- Mississippi: Believe It! – The True Story of the State’s Impact**
Speaker: Rick Looser, President and COO of The Cirlot Agency
Moderator: Dain Dunston
- 6:30 – 7:15 pm** **The Wonders of YouTube Messaging**
Featuring: Lala Evans, YouTube Sensation
Speaker: Jordan Mattison, Producer, Showdown Management
Moderator: Dain Dunston
- 7:15 – 7:30 pm** **BREAK**
- 7:30 – 8:30 pm** **DINNER**
- 8:30 – 10:00 pm** **The New Mississippi and Southern Narratives Through Music**
Featuring: Norbert Putnam, Music Legend and Producer
Moderator: Dain Dunston

SATURDAY, APRIL 14, 2018

7:30 – 8:00 am

REGISTRATION

8:00 – 9:00 am

Networking and Continental Breakfast

Welcome from State Economic Development Leaders

Speakers:

Scott Waller, President and COO, Mississippi Economic Council

Robin Robinson, Director of Organization Development and Corporate Communication,
Sanderson Farms

Moderator: Dr. Domenico "Mimmo" Parisi

9:00 – 10:00 am

Keynote: The Power of Storytelling to a Worldwide Corporation

Speaker: David Abney, Chairman and CEO of UPS

Moderator: Steve Soltis

10:00 – 10:45 am

BREAK

Video of Harold Burson, Founding Chairman, Burson-Marsteller

Participants will have the opportunity to view a video summary of the interactive session during the Public Relations Association of Mississippi State Conference on the previous day.

10:45 – 11:30 am

Rethinking the Southern Narrative: Implications for Mississippi and the South

Speakers:

Dr. Dave Davies, Professor and Director, School of Mass Communication and Journalism,
University of Southern Mississippi

Charles McNair, Pulitzer Nominated Author, Corporation Communication Leader
Curtis Wilkie, Overby Fellow, Associate Professor of Journalism,
Meek School of Journalism and New Media, University of Mississippi

Moderator: Aundrea Self

11:30 am – 1:00 pm

LUNCH

Speaker: Pamela Junior, Director, Mississippi Civil Rights Museum

Moderator: Sarah McCullough

1:00 – 1:15 pm

BREAK

1:15 – 2:00 pm

Perish or Flourish? The New Narrative of Editorial Cartoons in a Digital Age

Speaker: Marshall Ramsey, Syndicated Editorial Cartoonist, Author, and Television Host

Moderator: Sid Salter

- 2:00 – 2:45 pm** **The Story of Grant’s Presidential Library and the Lincolniana Collection at MSU and the Influence on the Mississippi Narrative**
Speakers:
David S. Nolen, Associate Editor of *Personal Memoirs of Ulysses S. Grant, The Complete Annotated Edition*
Louie P. Gallo, Assistant Editor of *Personal Memoirs of Ulysses S. Grant, The Complete Annotated Edition*
Moderator: Stephen Cunetto
- 2:45 – 3:00 pm** **BREAK**
- 3:00 – 3:45 pm** **The Impact of Women’s Basketball on the MSU Narrative**
Student Panel: MSU Women’s Basketball Players
Moderator: Dr. Philip Poe
- 3:45 – 4:30 pm** **“Last Chance U” – Lessons Learned in Authentic Storytelling and Leadership**
Speakers:
Dr. Tom Huebner, President of East Mississippi Community College
Drew Jubera, Writer
Buddy Stephens, EMCC Football Coach
Moderator: Steve Soltis
- 4:30 – 4:45 pm** **BREAK**
- 4:45 – 5:30 pm** **Social Media, Traditional Media, and Weaponized Political Narratives: Where Do We Go from Here and What Can We Learn?**
Speakers:
Ken Askew, Senior Political & C-Suite Speechwriter, White House, US Senate, Chrysler, Pfizer
Douglas Busk, Managing Director, MSLGROUP
Dr. Melanie Loehwing, Assistant Professor, MSU Department of Communication
Moderator: Steve Soltis
- Final Thoughts**

BE PART OF THE **NEW NARRATIVE** BY SHARING YOUR FESTIVAL EXPERIENCE ON SOCIAL MEDIA

Please tag us in your social media posts and use the festival hashtags!



#MSNNF



#JointheNarrative



#Mississippi



KEYNOTE SPEAKER DAVID ABNEY

UPS Chairman and
Chief Executive Officer

David Abney, who began his career as a part-time package loader while in college, serves as Chief Executive Officer and Chairman of the Board of UPS. David was appointed CEO in 2014 and as Chairman in 2016.

David previously served as Chief Operating Officer since 2007, overseeing logistics, sustainability, engineering and all facets of the UPS transportation network. UPS's global transportation network serves more than 220 countries and territories, and includes a ground fleet of more than 96,000 vehicles and an air fleet of more than 500 aircraft. UPS operates major air hubs in Louisville, Kentucky; Cologne, Germany; and Shenzhen, China.

Before serving as COO, David was President of UPS International, leading the Company's strategic initiative to increase its global logistics capabilities. During his career, David was also involved in a number of global acquisitions that included the Fritz Companies, Stolica, Lynx Express, and Sino-Trans in China.

Earlier in his career, he served as President of SonicAir, a same-day delivery service that signaled UPS's move into the service parts logistics sector. David began his UPS career in 1974 in a small facility in Greenwood, Mississippi, while attending Delta State University.

In addition to his corporate responsibilities, David serves as a Trustee of The UPS Foundation, a Trustee of the Annie E. Casey Foundation, and is a member of the World Affairs Council of Atlanta as well as the Business Roundtable.

David joined the UPS Board of Directors in 2014, and as Chairman and Chief Executive Officer, he serves as the Chairperson of the Executive Committee.

A native of Greenwood, Mississippi, David earned a bachelor's degree in business administration from Delta State University, where he and his wife, Sherry, sponsor the school's annual symposium on international business.

Ken Askew, Senior Political & C-Suite Speechwriter, White House, US Senate, Chrysler, Pfizer

Harold Burson, Founding Chairman, Burson-Marsteller

Douglas Busk, Managing Director, MSLGROUP

Dr. Dave Davies, Professor and Director, School of Mass Communication and Journalism, University of Southern Mississippi

Lala Evans, YouTube Sensation

Louie P. Gallo, Assistant Editor of *Personal Memoirs of Ulysses S. Grant, The Complete Annotated Edition*

HanaLena, Nashville Musical Group (originally from Starkville)

Dr. Tom Huebner, President of East Mississippi Community College

Dr. Sarah Lee, Assistant Clinical Professor, Assistant Department Head and Director of Undergraduate Studies, Department of Computer Science and Engineering, Mississippi State University

Drew Jubera, Writer, "Last Chance U"

Pamela Junior, Director, Mississippi Civil Rights Museum

Rick Looser, President and COO, The Cirlot Agency

Jordan Mattison, Producer, Showdown Management

Charles McNair, Pulitzer Nominated Author, Corporation Communication Leader

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Buddy Stephens, EMCC Football Coach

Scott Waller, President and COO, Mississippi Economic Council

Curtis Wilkie, Overby Fellow, Associate Professor of Journalism, Meek School of Journalism and New Media, University of Mississippi

MODERATORS

Stephen Cunetto, Associate Dean, MSU Libraries

Dain Dunston, Executive Coaching and Communications

Dr. Melanie Loehwing, Assistant Professor, MSU Department of Communication

Sarah McCullough, Coordinator of Cultural Heritage Projects, MSU Libraries

Dr. Domenico "Mimmo" Parisi, Professor and Executive Director, MSU National Strategic Planning and Analysis Research Center

Dr. Philip Poe, Assistant Professor, MSU Department of Communication

Sid Salter, Chief Communications Officer, MSU Office of Public Affairs

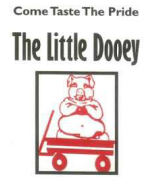
Aundrea Self, Anchor, WCBI-TV

Steve Soltis, Former Director of Corporate Executive and Employee Communication, Coca-Cola

For links to presenter and performer bios, please see our website, www.newnarrativefestival.msstate.edu.

MISSISSIPPI TASTINGS

We appreciate these local restaurants and brewers for participating.



VENDORS



SPECIAL THANKS

The steering committee especially appreciates the contributions of university faculty, departmental advisory board, colleagues and student interns in supporting this inaugural event. The MSU President's Office provided speaker gifts and door prizes; the Office of Public Affairs offered various promotional support and T-shirts for the registration bags; MSU Universities Libraries colleagues designed the Mississippi map graphic and posters, cards, program, and nametags; and the Television Center produced TV and radio spots. An event of this magnitude is only possible with a great team effort, and many university professionals worked to create an excellent event.

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