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Radford University's School of Communication (SOC) is getting ready for Communication Week - an event that gives communication majors a chance to get involved with student organizations and network with professional alumni during five days of fundraisers, guest speakers, professional panels, and even a carnival.

Although the events are hosted by the SOC, the students tasked with planning the week have partnered with student ambassadors from other departments within the College of Humanities and Behavioral Sciences.

"We wanted to get it outside of just the School of Communication... a lot of people outside of communication haven't even heard of Communication week," said Tommy Morgan, a senior communication major helping to plan the events.

"Even if you're not a communication major, there's something here for everyone," said Dr. Lisa Baker-Webster, a communication professor at Radford.

The events and speakers for this year's Communication Week have been chosen by students from Baker-Webster's Promotion and Planning class - a course that was actually designed around Communication Week to give communication majors a chance to practice their organization and planning skills.

"It just looked like something that could help me... like something I hadn't done before. It seemed useful," said Morgan, who is also a student in Baker-Webster's class.

Baker-Webster said that communication majors had spoken out about having a say in planning Communication Week over the years, which is the reason the Promotion and Planning course was created.

"I'm there to help them, and coordinate, and make sure everything's rolling along, but this has really been what they wanted," said Baker-Webster.

The class has focused their philanthropy efforts this year towards the Ronald McDonald

House by collecting can tabs and monetary donations for the charity.

Radford's chapter of Lambda Pi Eta, the National Communication Association's honors society for students, has also taken on the responsibility of planning the Spring Carnival to be held April 14 in the new Student Recreation and Wellness Center from 8 p.m. until midnight.

The carnival gives student groups from the SOC a chance to meet with other students and spread awareness about their works and programs. It also offers a chance to unwind with free food and activities like mechanical bull rides, a photo booth, air hockey, and even sumo suit wrestling.

"Last year this event was attended by over 400 people, and we are hoping to replicate that turn out this year," said Kristina Contreras, president of Lambda Pi Eta at Radford.

Communication Week will kick off on Sunday, April 10 with communication students tailgating to raise money for the Ronald McDonald House at the Radford vs. Coastal Carolina baseball game.

For more information on events or speakers, see the schedule of events included in this week's issue or on the SOC's page on the university's website.