



New faculty profile **Welcoming Adam Saffer!**

By Kate Weeks

Adam Saffer, currently finishing up his Ph.D. at the University of Oklahoma's Gaylord School of Journalism and Mass Communication, will join the Public Relations Department as an assistant professor in fall of 2014.

Carolina Showcase asked (soon-to-be) Dr. Saffer a few questions about why he's excited to be at UNC, what he plans to contribute, and his transition from a Sooner to a Tar Heel.

CS: Why do you want to teach at UNC?

AS: When I think about teaching at UNC, a number of exciting things come to mind. First, when I visited last fall, I was impressed with the high caliber of students. As an educator, my energy feeds off the students' energy. The passion I sensed from the students at UNC is something that excites me. Another enticing aspect of teaching at UNC is the future of the J-school. We all know public relations (and mass communication) is in the mix of a transformation with new technologies and new communication needs for organizations. The J-School at UNC is well positioned with forward thinking faculty and leadership that create an environment to prepare students for the changing media environment.

CS: Do you know which classes you might be teaching?

AS: I am scheduled to teach Public Relations Writing in the fall. For the spring semester, I will be teaching the Public Relations Writing and Ad/PR Research classes.

CS: What do you want to contribute to the program?

AS: Primarily I want to offer my experiences and connections in the public relations industry. My job is to prepare students for the changing public relations and mass communication industry. I will do this by sharing my experiences from the field and helping students get their own first-hand experiences.

For research, I want to bring to the program a new perspective of studying mass communication. There is a great deal our field can gain from network theory and methodology for studying the relationships between people, organizations and media. I want to develop a research program that uses a network perspective to study problems facing organizations and groups.

CS: Norman, Oklahoma to Chapel Hill, North Carolina is a big move! Anything in particular you're looking forward to?

AS: Oklahoma has been a great home for the past three years but I am looking forward to a change of scenery and cuisine. Being a Colorado native, I enjoy the outdoors and feel that Carolina will allow me have that lifestyle again. In terms of cuisine, I love seafood and look forward to being near the coast. I'll be looking for recommendations to great seafood restaurants when I arrive.

Be sure to be on the lookout for Dr. Saffer's Public Relations Writing course this fall!

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