

# Cougar Communicators

COLLEGE OF CHARLESTON DEPARTMENT OF COMMUNICATIONS NEWSLETTER



*Left to right: 1) Stephen Colbert and Herman Cain host a rally at the Cistern 2) Larissa Allison, director of alumni outreach, and 3) Republican candidate Newt Gingrich speaks at Sotille Theater*

## Bully Pulpit Coordinator Urges Students to Follow Their Passion

By Kylie Moehrke

Larissa Allison, events coordinator and director of alumni outreach at College of Charleston's Department of Communication, says that she knows an event has gone smoothly when no one says anything. "I know I have done a good job when no one notices all the work that's gone into it," she said, "It's not exactly glamorous."

In a classroom visit on Feb. 8, Allison said her best advice to students would be to, "Find your passion and follow it." Her passion happens to be politics, which has been a factor in her work for the Bully Pulpit Series at CofC.

According to Allison, coordinating and executing all the events of the Bully Pulpit Series as well as the events prior to the South Carolina primary election was the most exciting time of her life. Stephen Colbert's people called Allison only three days before they wanted to put on the "Rock Me Like a Herman Cain South Carolina Primary Rally," and they asked for a lot, said Allison.

Some people can be easier to work with than others, said Allison. When Ron Paul was speaking for the Bully Pulpit series, his people came and toured the grounds. They decided on Stern Center Gardens, and Allison and her co-workers made it happen.

Allison said being flexible and accommodating last-minute requests is part of the job. Such was the case when, in conjunction with one candidate's speech at the Sotille Theatre, there was a late request that space and time be made for a band to perform as part of the program. A little scrambling by Allison and Bully Pulpit Series director Dr. Amanda Ruth-McSwain and the band was seamlessly added.

According to a video Allison showed the class, her hard work has paid off. The weeks leading up to the primary, as well as the Bully Pulpit series, earned the

college more than 100 million views on TV, and more than \$20 million in advertising equivalency. "We could have never paid for that," said Allison.

When asked if she had any other words of

wisdom for the students about how she got to where she is today, Allison responded, "Be a duck, on top of the water you're smooth sailing and everything is fine, but underneath you're kickin' like crazy!"

"Be a duck, on top of the water you're smooth sailing...but underneath you're kickin' like crazy!"

### ABOUT LARISSA

**Hometown:**

Oneida, Ill.

**Education:**

Bradley University

**Prior Employer:**

MacMurray College

COLLEGE of CHARLESTON