

InterCom

Fall 2010

the alumni magazine of the college of mass communications and information studies



Students Study
Cold War and
Media in Europe

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Dead Heads
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Cocky celebrates Gamecocks on the Green with the honorary hosts.



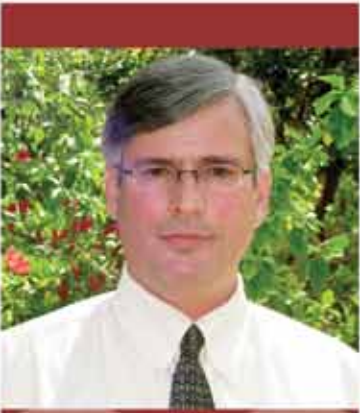
Helen Fellers: "The Reading Rooster"



Robert D. Raiford ...in his own words



I-Comm Week VII Recap



King of the Dead Heads

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Jay King
FOIA Case



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Gayle McCarthy:
Journey to Freelance

Gamecocks on the Green

Annual Homecoming Tradition Connects Alumni

By Lucy Sass

Alumni braved chilly weather and more than a few raindrops to spend an afternoon with former classmates and faculty of the College of Mass Communications and Information Studies in a festive kickoff to homecoming weekend at the college's sixth annual Gamecocks on the Green reception.

"Holding an event for alumni during homecoming weekend is so important," said Elaine Taylor, alumni relations manager and assistant director of development. "It's a time for alumni to reconnect with campus, their classmates and professors."


The Nov. 5 event on Gibbes Green featured honorary hosts: 13 alumni, four distinguished professors emeritus, a distinguished dean emeritus and a staff member of the School of Library and Information Science. Dr. Michael D. Amiridis, USC vice president for academic affairs and provost, expressed his enthusiasm for the college and welcomed alumni and their families back to campus.

SLIS alumna Amanda Brewer, one of the event's honorary hosts, entertained the crowd for the second year in a row, playing a wide selection of popular songs on her guitar. Cocky posed for

pictures and played a game of cornhole with the children as alumni mingled with current and former faculty and staff of both schools and enjoyed light hors d'oeuvres.

"For me, participating in alumni events is my way of staying connected to professors and classmates," said Brewer. "Receiving a diploma was not the end of the road — merely the cliffhanger ending of the first chapter. Staying connected to USC through the Alumni Society provides a lot of benefits such as staying in touch with professors and classmates, keeping tabs on the latest trends and developments in your profession, and discovering ways to give back."

Alumni also won several door prizes, including a Cocky's Reading Express bobblehead and a gift card for a stay at the Whitney Hotel. Several people wisecracked about football eligibility when alumnus Robert D. Raiford, an honorary host, won a stay at the Whitney.

"Gamecocks on the Green gets better and better each year as we have more support from our alumni, students and faculty," said Taylor. "Alumni are making this event a tradition for themselves and their families." 



Charles Bierbauer
Dean, College of Mass Communications
and Information Studies

I was in Berlin when Ronald Reagan said, "Mr. Gorbachev, tear down this wall." It was 1987. I was back in Berlin this past summer walking around and through remnants of that infamous wall with students from our journalism school. Just as vivid in my mind as the odious scar that divided Berlin, is the vigor of reunited Berlin and the teaching opportunity it afforded us.

The trip through some of my old journalistic haunts was part of a 10-week summer course exploring the Cold War, the collapse of communism and the role of the media. We spent three weeks in Europe, chronologically tracing the efforts to throw off communism's grip — Hungary in 1956, Czechoslovakia in 1968, Poland in 1980 and Berlin in 1989.

I've written about our journey in other places, but the memories are revived by the documentary journalism associate professor Dick Moore has created from the course for the university's Study Abroad Office and its Beyond the Classroom video series. As Dick said recently, the students are still processing the experience. So am I.

For me, it was seeing familiar places in a new light and through the eyes of a different generation. For our students—the generation born just as communism was crumbling and the walls tumbling down—it was trying to place these vibrant 21st century capitals in the context of their Cold War existence.

Our cover photo for this issue captures us in Budapest's Monument Park, a collection of communist-era grandiosity.

The success of this course was built on its interdisciplinary collaboration. Political science professors Dr. Gordon Smith and Dr. Don Puchala provided the framework for understanding Marxism, Leninism and Stalinism that led to the Cold War. The concept for the course was Dick's. He broached the idea after leading a Maymester course to Berlin and Munich. I told him he could not do it, unless I got to go along. My wife, Associated Press correspondent Susanne Schafer, and I added our live-from-the-scene reporters' perspectives. Susanne had been


in the shipyards of Gdansk when Poland's Solidarity movement formed. I'd been in Czechoslovakia during the Prague Spring. We'd both been in Berlin.

Our college believes strongly in the value of study abroad programs, short or long, individual or class:

- The 2011 iteration of our popular Munich Multimedia Maymester will be led by Dr. Keith Kenney and Scott Farrand.
- During spring break 2011, Keith will take students to Jamaica again for his course on Community, Culture and Communication.
- Great Libraries of the World: Paris and Rome is a 2011 Maymester course led by Dr. Kendra Albright and Dr. Jennifer Arns for School of Library and Information Science students.

Sandy Snell, a second-year broadcast journalism major and one of the students on the Europe trip, summed up the experience saying "it takes being there" to really appreciate a subject we can only begin to approach in the classroom. The students spread the word, too.

Shortly after our return, Dick and I were asked by the Study Abroad Office if we planned to offer the course again this coming summer. Almost in unison, we took a deep breath and said, "Too soon." It had, after all, been a full year in planning, organizing, recruiting and conducting, with Dick's documentary work still to be done. No one expects a faculty member to conduct a study abroad program. But I've yet to see any come back less than excited by the experience, particularly when it's in the company of engaged students.

Now, Dick and I casually exchange notions about what we'd do differently, what we missed, where we'd still like to go. It's a big, explorable and teachable world out there, somewhere beyond Myrtle Beach. Where would you go? I'd like to know. Please e-mail me at bierbauer@sc.edu. I look forward to hearing from you. 

Charles Bierbauer

Convergence and Society: Science, Health and New Dimensions of Communications

Story by Jenna Eckel | Design by Danna Mathias



Elizabeth Cohen of CNN shared her insights.

The School of Journalism and Mass Communications frequently brings together people who want to use media in new ways. This year the ninth annual Convergence Journalism Conference, "Convergence and Society: Science, Health and New Dimensions of Communications," focused on not only how to use various forms of media, but also how to use media in specific areas of science and health.

Keynote speaker Elizabeth Cohen, a CNN senior medical correspondent, discussed the challenges and opportunities of reporting medical and public health news in the digital age.

Dr. Chris Roberts of the University of Alabama was impressed by Cohen's keynote speech. He said, "She explained all that CNN does to see that discovered information is appropriately passed on to viewers."

Dr. Roberts, who earned his Ph.D. from SJMC, said health and science information can easily scare people. "Cohen understands how science works, and she has a good way of explaining it to us," he said.


Dr. Augie Grant, conference co-chair and SJMC professor, said the single most important reason the J-school holds the conference is "to keep our school on the cutting edge by bringing in the latest research and the latest practices. That relates directly back to how we teach."

The three-day conference offered 13 panel discussions, each with three or four panelists. Sessions dealt with Social Media Impact Across Communication Systems, Intersections between Journalism, Health Communications and Content and Consumers.

One of the biggest trends common to the journalism and health tracks is the use of social media as a secondary tool by both journalists and health providers. Right now both tracks are exploring how to use social media such as Facebook and Twitter.

"It was very interesting looking at the parallels of social media on both tracks," Dr. Grant said.

The panel discussions allowed scholars to present their research showing the various ways science and health messages can be communicated through new media and technology.

Forty out-of-town visitors and 30 faculty members from the J-school and the School of Public Health attended the conference. The final session was a Participatory Plenary roundtable moderated by co-chairs Dr. Andrea Tanner, a J-school associate professor, and Dr. Grant. The participants discussed and analyzed the issues and research explored during the conference. 



Dr. Augie Grant, left, and Dr. Andrea Tanner, right, welcomed CNN's Elizabeth Cohen.

InterCom

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Dr. Carol J. Pardun
Director, School of Journalism and
Mass Communications

People who have seen me lately might think I look a little, shall we say, scattered? Normally, I'm willing to drop everything if you want to pop in and chat. But, right now, you're just as likely to get a stare that could melt an iceberg. What has turned me into this wild woman?

Our reaccreditation self-study.

The faculty and I have been working on this massive document for about a year. But it's in my hands now with no one to blame but myself if it doesn't make it to the Accrediting Council on Education in Journalism and Mass Communication home office on time. Like Robert Frost, I have miles to go before I sleep. At times I'd rather be lost on a snowy evening, slogging my way through dark and deep woods than slogging my way through the documentation, data and details that this self-study requires.

So why bother? Lots of academics are asking this question these days. The arguments typically revolve around cost and restrictions. It's expensive to be accredited. Every six years a team of five or six people descend on campus and spend three days poking their noses into every nook and cranny of the program. They fly here, they stay in nice hotels, and they eat at fine restaurants. We host a breakfast so the team can meet the faculty and a lunch so they can meet with folks from the university community to learn how our students compare to other students on campus. Then there are all the treats we buy to stock their work room, hoping we'll keep them happy while they analyze our strengths and weaknesses.

Some programs question the value of accreditation because of the restrictions ACEJMC puts on the curriculum. We must keep all skills classes small. That requirement puts pressure on the number and variety of classes we can offer. ACEJMC requires our students to take 80 hours of classes outside the school, or, to put it differently, our students must take almost two-thirds of their college credits in programs other than ours. Meanwhile, professionals tell us we need more multi-media courses, more photography courses, more design courses. Why don't we have a stand-alone course on Google Analytics? Why don't we have more advanced writing and editing courses? The simple answer is that we can't because ACEJMC standards won't let us. So some schools have solved this conundrum by stepping away from ACEJMC accreditation all together.

But we won't. I'm a firm believer in the accreditation process and here's why.

Liberal Arts courses. Yes, requiring students to take 80 hours outside the school is restrictive. But even more restrictive (in some critics' minds) 65 of those hours must be in the liberal arts (courses like history, political science, literature, art). Those 65 hours provide a window to the world for any student studying the media. Knowing something about political science, economics, philosophy, and history is incredibly important to the future journalist, art director, or communications manager. Would students take these courses on their own if they weren't required? Probably not. Do they understand how important these courses are? Maybe not now. But give them time and they will. I hated my poetry courses. Now a good poem can make me cry. I still get a bit weepy when reading John Donne's line "On a huge hill, cragged and steep, Truth stands, and he that will reach her, about must and about must go." A good poem helps me understand myself and others more fully — and it helps me cope with contradictions in life that Donne suggests constantly distract us in our pursuit of understanding and truth.

A balance of professionally oriented and researcher-focused faculty. As an academic, I love working in a research-oriented university. I love research just for the curiosity of it. I don't really care if it has a practical component. For me it's just fun to know. But I've learned that applied research also has value. ACEJMC makes us balance professional and academic training. The standards require us to support and to appreciate both professional and academic ways of knowing. That's why we have faculty with PhDs and faculty with MAs and JDs. We learn from each other and together we provide a better learning environment for our students than if we went at it alone.

Accountability. We might think we're doing a good job, but if we don't keep records, create benchmarks and document how we're meeting our goals, we can't really know how we're doing. Accreditation brings all this to light.

The good news is, we're doing a good job here in the School of Journalism and Mass Communications at the University of South Carolina. I'm convinced that the accreditation team will agree. But until they arrive in February, we won't know for sure. So in the meantime, just like Frost, I'm taking the road less traveled and believing that that will make all the difference.

Welcome, New Faculty!

From One Carolina to Another

By Katie Haswell

With their extensive and varied experience, three new School of Library and Information Science faculty members are bringing some fresh perspective to the undergraduate and graduate programs.

Dr. Karen Gavigan



Dr. Karen Gavigan joins SLIS as an assistant professor, teaching courses in school library media program development. Throughout her studies, Dr. Gavigan said, research interests have included graphic novels, struggling male adolescent readers, flexible versus fixed scheduling in school libraries and the ways poverty affects school library services.

"I was attracted to SLIS because of the impressive reputation of the program and its faculty. The school library media program is ranked number two in the nation, and that is my field, so I was delighted to have this opportunity," said Dr. Gavigan.

Dr. Gavigan was the director of the Teaching Resource Center at UNC-Greensboro. She also worked as a children's services librarian, as a reference librarian and as a school librarian, and is a past president of the North Carolina School Library Media Association.

"I think our profession has done a great job of keeping up with a changing world. I am telling my age, but when I was in library school our technology training consisted of walking down the hall to see a mainframe computer. Now, our students have advanced technology skills that prepare them well for 21st Century jobs," said Dr. Gavigan.

Dr. Susan Rathbun-Grubb



Dr. Susan Rathbun-Grubb joins the school as an assistant professor, teaching indexing and abstracting.

She earned her doctorate at the University of North Carolina School of Information and Library Science, and personal experience helped her develop her dissertation, *Leaving Librarianship: A Study of Determinants and Consequences of Occupation Turnover*.

"I left librarianship for five years and missed it terribly. I was interested in why others leave the profession, what they do afterward, and whether they come back to the field. I use the knowledge I've gained from my research to help students decide what type of work environment they want and to have reasonable expectations of the challenges and rewards," she said.

Dr. Rathbun-Grubb said she wanted to join SLIS because of its strong commitment to librarianship, libraries and literacy. A Beta Phi Mu member, she earned her MSLS at UNC and a MAT and AB from Duke University. She received the 2010 UNC School of Information and Library Science Adjunct Faculty Award for Teaching Excellence.

Gerry Solomon



Gerry Solomon joins the school after working as a school library media consultant for the North Carolina Department of Public Instruction's Instructional Technology Division. She teaches information storage and retrieval, and introduction to research library and information science.

Solomon earned her bachelor's degree in elementary education at the College of Notre Dame in Maryland and her MLS from University of Maryland at College Park. She also worked in Fairfax, Va. until she became a consultant for the North Carolina Department of Public Instruction's Instructional Technology Division.

"As I near the end of my career, I hope to share my background and experiences in school library media with SLIS students, including co-supervising their internships in schools as part of their capstone activities. I am also meeting media specialists across the state and finding the goals and challenges of school library media are shared by professionals in both North Carolina and South Carolina, so I feel very much at home," she said.

Solomon's husband, Dr. Paul Solomon, joined the SLIS faculty in 2008. She stayed in North Carolina when her husband moved to South Carolina. "It is wonderful for us to live in one home again," she said.



Terry Dixon
Director of Development

Mary Caldwell was a public relations professor in the School of Journalism and Mass Communications from 1978 - 2000. At her retirement, she was named Professor Emeritus. She died on August 29, 2009. Mary is fondly remembered by faculty, alumni and friends for her gracious, nurturing nature and for her love of teaching. But make no mistake; she has also been described as "one tough cookie."


In life, Mary made a positive impact on her students and colleagues. Her influence will continue in perpetuity to the school she loved, thanks to a generous yet simple provision in her will remembering the J-school. Mary's gift of \$600,000 is designated to support the advancement of the school, including faculty and student development.

Making a deferred gift, as Mary did, is one of many giving options through which a donor can support the mission of the university. Donors may opt to contribute cash, appreciated securities or other assets like real estate or life insurance. Donors can also construct a gift that will pay them a competitive cash flow they cannot outlive. Conversely, a donor can arrange a gift that will pass assets to family while income goes to the university for a few years. The benefits of these kinds of arrangements to a donor or heirs can be significant — reducing your involuntary philanthropy to Uncle Sam is one that comes to mind. Many donors are pleased to learn they can afford to make a significant gift to the university while still providing for themselves and their families.

USC's Office of Gift Planning employs two experienced professionals to help alumni and friends make the most significant gift at the least possible cost.

If you have already remembered the College of Mass Communications and Information Studies in your financial and estate planning, please let me know. Allowing us to acknowledge your generous commitment publicly is another way you can maximize your support, as it may well encourage others to do the same. The Carolina Guardian Society recognizes the university's deferred giving donors and invites its members to an annual luncheon in February.

The university's second president, Thomas Cooper, shared this vision in his 1823 commencement address. "I pray you become the guardians of this... alma mater so...that to have been a graduate of the South Carolina College, shall everywhere be considered as a fair passport to the world's esteem."

I am confident Mary knew the importance and meaning her provision would have to the J-school, to the university. Through her kindness, new opportunities are being created. Lives will be changed. I only wish we had known her intentions earlier, so we could have at least wrapped our arms around her and said, "Thank you." 

STUDENT HIGHLIGHT

Doctoral Students

Story and design by John Sheridan

The College of Mass Communications and Information Studies offers doctoral degrees in both its schools. As they near the end of fall semester, two students talk about their programs.

SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS



Matt Haught is a first-year Ph.D. student in the School of Journalism and Mass Communications. He got an early start in journalism, working on his high school newspaper and yearbook in Barrackville, W. Va. He attended Marshall University where he majored in journalism and worked for the student newspaper.

Haught decided to stay at Marshall for graduate school. As he was completing his master's degree, he worked for both the *Times West Virginian* in Fairmont, W. Va., and the *Daily Independent* in Ashland, Ky. Master's degree in hand, he landed a job with the *Charleston Daily Mail* in Charleston, W. Va., where he did page-one design, sports design, and various reporting and writing assignments.

After three years with the *Charleston Daily Mail*, Haught began searching for a Ph.D. program that matched his interests. He chose South Carolina over Maryland, Florida and Miami. "I found a good match at USC in terms of faculty research interests," he said.

While he still has not decided what area of journalism he will focus on for his dissertation, he said he is primarily interested in visual communication and how it changes across different cultures. "Everything I like boils down to visuals, communication, and culture, so I'd like to do something to connect them."

Haught plans pursue a teaching position at a university when he finishes his degree. "Teaching and research — that's my goal," he said.

These students entered the doctoral program in the School of Journalism and Mass Communications in Fall 2010.

- Farah Alrefai Sang Hwa Oh
- Sid Bedingfield Geah Pressgrove
- Matt Haught Jeff Ranta
- Joe Kasko

SCHOOL OF LIBRARY AND INFORMATION SCIENCE



Barbara Montgomery is a Ph.D. student in the School of Library and Information Science. She earned her undergraduate degree from Johnson C. Smith University in Charlotte, N.C., where she studied English. She originally planned to use her English degree to teach high school, but after a work-study job at Johnson C. Smith's library, she decided to pursue a master's degree in library and information service from Atlanta University.

After graduating in 1977, Montgomery worked as a public librarian in Greenville, S.C. She later added 30 hours to her master's degree to become certified to work in school libraries, and eventually became a national board certified library media specialist. When she retired, she entered the SLIS doctoral program.

"As a public librarian, I would notice that students were assigned projects without the teachers ever coming in to the library and finding out what was available for their students. There needs to be more collaboration between teachers and librarians."

Montgomery is interested in educating teachers about what libraries have to offer to their students, and she shares her enthusiasm with students in the undergraduate and graduate classes she teaches at USC. "Now that I'm in this Ph.D. program, I have the opportunity to teach pre-service teachers, so I get them before they go into the class room. It really makes everything come full circle for me. It's a wonderful thing."

She plans to defend her dissertation within the next year. 

These students entered the doctoral program in the School of Library and Information Science in Fall 2010.

- Christine Angel Robin Kurz
- Clayton Copeland Peter Obitade
- Chris Cunningham Patrick Roughen
- Anmol Kalsi Yao Zhang

Helen Fellers

The Reading Rooster Combats Illiteracy in South Carolina

Story by Tiffany Mast | Design by John Sheridan



“Spend just a few minutes with Ms. Helen and you will feel better about the world!”

Helen Fellers, the “Reading Rooster,” is not your conventional librarian. She has been connecting with students and children in a personal and unique manner since long before social media approaches became the norm.

Fellers earned her master’s degree in librarianship from the University of South Carolina in 1975, and has been working in library service since she began her undergraduate education. Today, Fellers coordinates the South Carolina Center for Children’s Books and Literacy (SCCCBL), a School of Library and Information Science initiative, aimed at reducing illiteracy in South Carolina children. Her tireless support does not go unnoticed. This year, she received the State Library Partnership and Collaboration Award.

“It is no wonder that Helen is the first recipient of the Partnership and Collaboration award from the State Library, as she defines what being a partner is all about. At every moment she is collaborating to help South Carolinians get the resources they need to become literate and involved,” said Dr. Sam Hastings, SLIS director. “Helen works tirelessly to maintain a collection of new books for evaluation, arranges tours, teaches a course in children’s literature, creates intriguing displays for every occasion and manages to produce her ‘Reading Rooster’ hit YouTube series,” Dr. Hastings added.

Fellers’ approach as a librarian and teacher is both enthusiastic and unconventional. In her role as the “Reading Rooster,” she uploads videos

on her YouTube series in which she recommends children’s books. She also reads books in her story time voices in her “Rooster Reads” segments. Fellers got the idea for her YouTube series while working at the Technical College of the Lowcountry. To get students’ attention, she put a vocabulary word of the day and “books worth crowing about” at her desk. When the Southern Association came for the accreditation of the college, they said Fellers had removed all barriers between the library and its users. Today, Fellers sees this as her mantra in library service.


Dr. Hastings said, “She is a dynamo of activity and good will. Spend just a few minutes with Ms. Helen and you will feel better about the world!”

Aside from coordinating the center, Fellers teaches a SLIS children’s literature class. Her passion as a librarian is clear in her teaching. She engages students with fun assignments and birthday celebrations, and she encourages creativity in her classroom, which happens to be the center at the State Library.

Fellers also plays an active role promoting reading in the community, serving on the board of the SC Book Festival, where the literacy center has its own exhibit. Five hundred children are bused from local school districts to the event. In recent years, USC First Lady Patricia Moore-Pastides, and Cocky have met the children and given them each a book.

Fellers is enjoying a successful career,

but what she does is not a job. Whether it is in the library, the community or the classroom, she is always sharing her passion for reading with those around her.

As Helen Fellers always says, “Keep on reading!” 

SLIS Doctoral Grant Incorporates Multiple Cultural Organizations

By Lauren Witt

The School of Library and Information Science wanted to be different, to try something new, with its doctoral program. SLIS wanted to be sure to keep its Ph.D. program at USC vital and relevant, and it got what it wanted.


The school was recently awarded an Institute of Museum and Library Science (IMLS) Laura Bush 21st Century Librarian Program grant to increase and enhance library education and develop library leaders through its doctoral program. The grant program, Cultural Heritage Informatics Leadership (CHIL), awarded \$857,489 to SLIS. The school is expecting to offer IMLS fellowships to seven doctoral students over the next two years. CHIL focuses on the commonality among cultural organizations including libraries and museums.

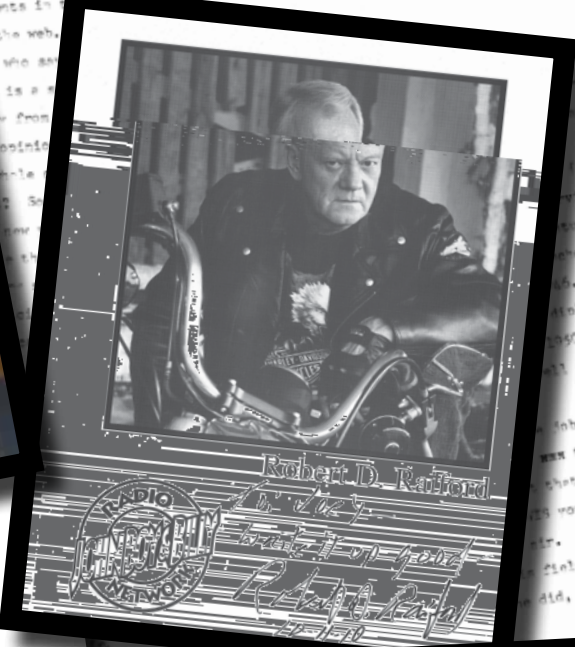
“Both libraries and museums are valued as cultural institutions and protectors of our cultural heritage. They often serve diverse communities and play an integral role in K-12 education. Both support life-long learning and can make the difference in keeping an informed and educated electorate,” said Dr. Sam Hastings, SLIS director. “Our libraries and museums help us understand our past and look toward the future.”

This program is different because it is real-world based and aims to shed light on actual problems. Students work as interns at cultural institutions as they continue their regular courses, and while interning, will be responsible for identifying problems and proposing how to solve them.

In museums and other cultural institutions, there is a need for people who really understand the information regarding cultural institutions. Dr. Jennifer Arns, an associate professor in SLIS and co-primary investigator for the program, has no doubt it is here to stay.

“I think this will not go away after our four-year grant is up. There is such relevance between these two fields, and there is already such a strong level of interest among the faculty, students and community. We believe the program will become an exciting concentration within our Ph.D. program,” said Dr. Arns.

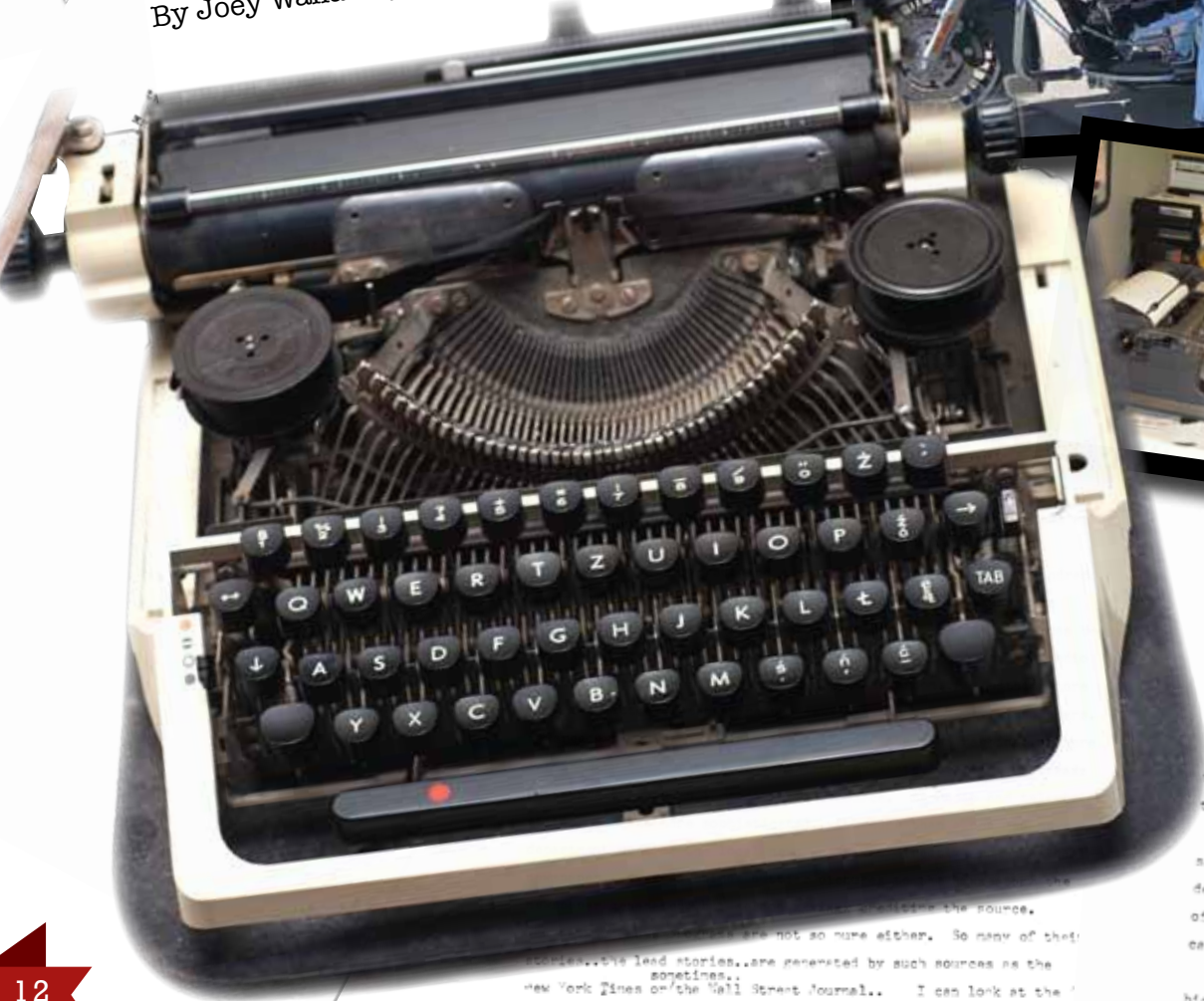
SLIS doctoral students will enter the program in Spring 2011, with additional students added in Fall 2011. This program will provide additional depth to the doctoral program offered by SLIS. 



Robert D. Raiford

...in his own words

By Joey Wallace | Design by Anna Westbury



“The world is too much with us, late and soon, getting and spending, we lay waste our powers. Little we see in nature that is ours. We have given our hearts away, a sordid boon, for this, for everything, we are out of tune. It moves us not.”

Who says that? William Wordsworth wrote it, to be sure. But who actually says things like that anymore? The answer may surprise you.

Robert D. Raiford, University of South Carolina alumnus and resident curmudgeon of The John Boy and Billy Big Show, has made a living saying what most people won't, and at 82, he still hasn't run out of things to say.

Four times a day, five days a week, Raiford enlightens his syndicated audience with his unique perspective on everything from philosophy to fruit cake and all points in between.

“I have the curse of sensitivity,” Raiford jokes. “I see everything. What surprises me is that some people don't.”

“I like to read people's bumper stickers on their cars to see what

“People come up to me all the time and say, ‘Raiford, I agree with everything you say. I tell them, ‘That's just because I haven't stepped on your toes ... yet.’”

they're like,” Raiford explained. “One day I came up behind a woman with a ‘Honk if you love Jesus’ bumper sticker. I waited until we pulled up to a red light, and I honked. She turned around and shot me the bird.”

Although Raiford's regular audience tends to greet his observations with a bit more appreciation, he says it's just a matter of time before they honk at him, too.

“People come up to me all the time and say, ‘Raiford, I agree with everything you say. I tell them, ‘That's just because I haven't stepped on your toes ... yet.’”

The college “bug” bit Raiford in the summer of 1949 while he was working full-time at WIS radio as an announcer. He took his high school diploma to the admissions office and was accepted on the spot.

After paying his \$88 tuition for the semester, Raiford was hooked, but he didn't receive his BA in journalism until 1970 and his Master of Mass Communication degree until 1978. Why the delay?

“That's a story of zigzag peregrinations that would take longer than the space here will allow,” Raiford said.

At the time he first enrolled, Raiford already had a wife and two children. Breadwinning and broadcasting came before school, and as a result Raiford worked for CBS in Washington, NBC in New York and other jobs in Philadelphia, San Francisco and Charlotte before completing his degrees.

Another reason, Raiford contends, is that he didn't look upon a college degree as “a ticket to a job,” something he says is too common these days.

“I went to college to find out what the world is made of and to think for myself. When I got there, it was like the world had opened up to me,” Raiford said, each degree still hanging proudly in his office.

Raiford has a recurring segment on The Big Show called “Old Folks Doin' Stuff.” He usually highlights “oldsters who do things that defy their age.”

It's a fond subject for Raiford, especially since he's crossed most everything off his own extensive bucket list.

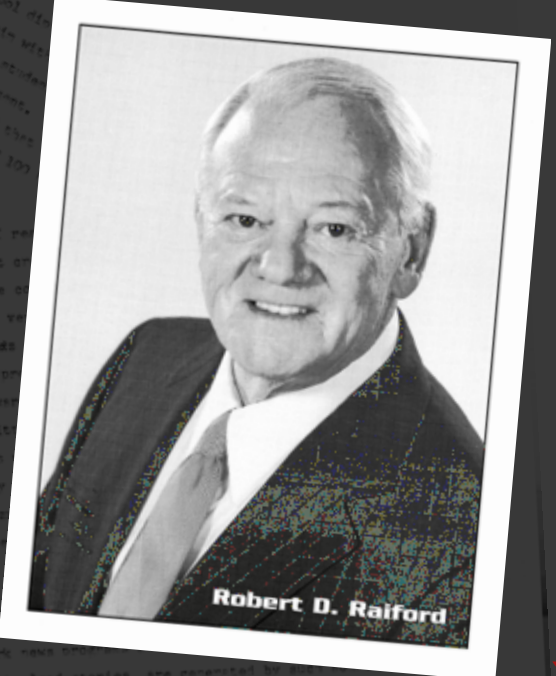
In addition to boasting more than 20 feature film acting credits, he's logged about 120 parachute jumps, 27 of them military jumps as a civilian journalist. When he's not busy jumping out of planes, he's flying one of his own: a yellow Piper Cub.

At an age when most people start to slow down, Raiford keeps speeding up. He started riding a motorcycle when he was 60, and for the past 16 years he's ridden coast-to-coast in the annual Kyle Petty Charity Ride to benefit the Victory Junction Gang Camp for terminally and chronically ill children.

A fitting cause, as Raiford is a firm believer in survival, and that “sometimes you have to pick yourself up, dust yourself off and start over again.”

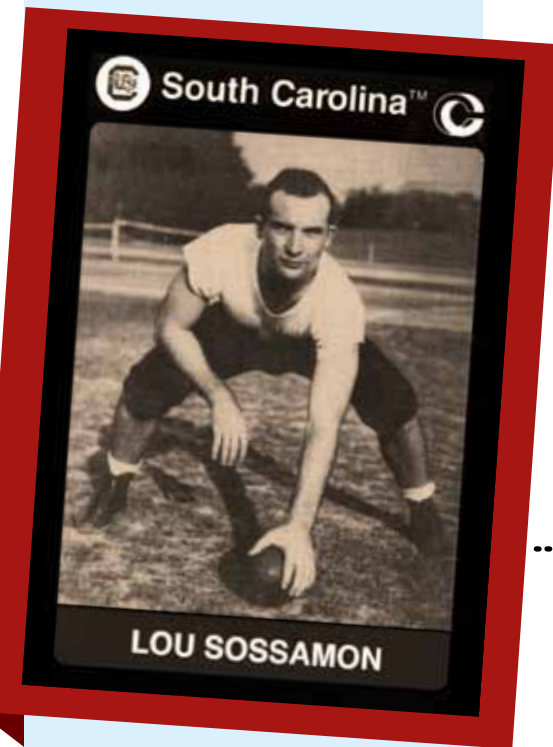
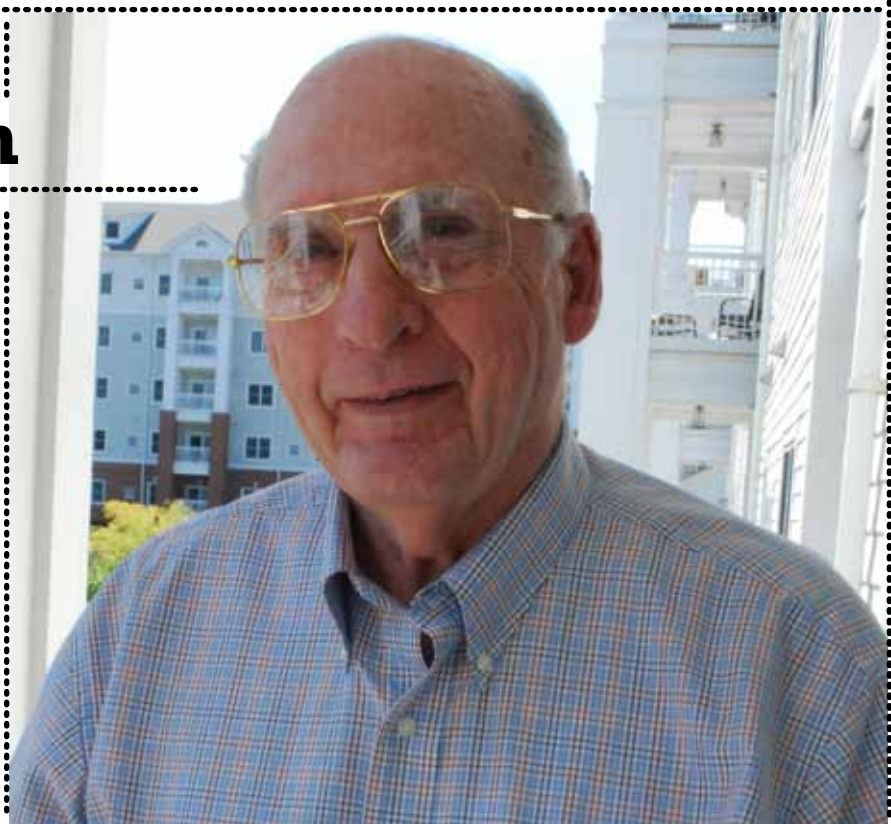
“Dylan Thomas said, ‘Do not go gentle into that good night. Old age must burn and rage at close of day,’ but now I feel more inclined to go gently and not rage so much on the air.”

Who says that? Robert D. Raiford.



Lou Sossamon

By Dana White | Design by Anna Westbury



Lou Sossamon has spent nearly 90 years enjoying life, but his best memories occurred while he was a student at the University of South Carolina.

"I shake when I think about what my life would have been, had I not gone to the University of South Carolina," said Sossamon. "When I was at the university I met so many fine people, students and professors who have all been valuable to me as friends and also in business."

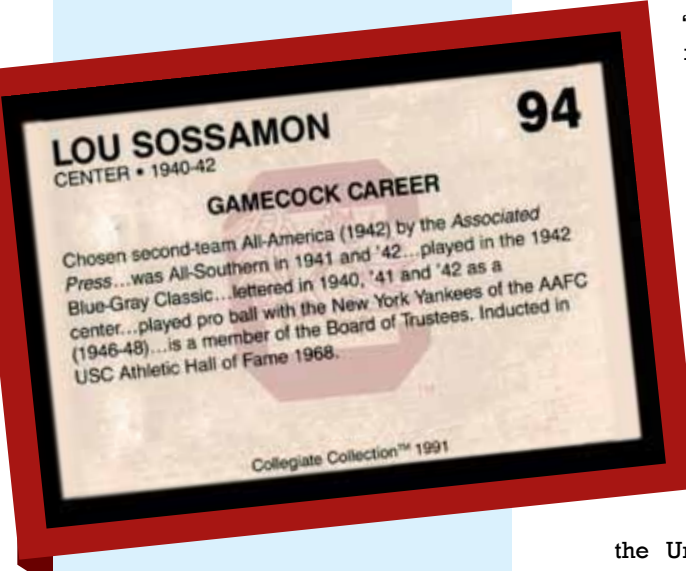
While a student in the School of Journalism, Sossamon played for the USC football team and was the student body president. He served one semester as president and then was called into the United States Navy to fight in World War II. Sossamon met his wife at USC. She was a cheerleader and then student body vice-president while he was there. He and his wife, Kathryn, were married for 65 years until she died in 2008.

Sossamon missed the birth of his daughter when he was fighting in the war, and didn't meet her until she was 3 months old. Now he has three children, eight grandchildren and six great grandchildren.

After he returned from the war, Sossamon went back to work for his father at the Gaffney Ledger, then went on to play for the New York Yankees football team for three years. While he was living in New York, he rented an apartment from Yankees baseball great Yogi Berra and was also friends with Joe DiMaggio. Berra gave him a signed World Series bat before he returned to South Carolina.

Sossamon spent most of his career at the Gaffney Ledger as its publisher and owner. He purchased the Gaffney Ledger from his great-grandfather, Edward Decamp, in 1969 and remained publisher until 1999.

Sossamon remained very involved with the J-school after he graduated in January 1943. He attends as many baseball, basketball and football games as he can, and he sends his children or grandchildren in his place when he cannot attend. Sossamon was also on the university's Board of Trustees. He was recently honored by USC President Harris Pastides for his many contributions to USC, including the Kathryn and Louis Sossamon Scholarship, available to students from the J-school.



Breaking Through the Puzzle

Son with Autism Sparks Alumna to Write a Law



By Katie Haswell | Design by Desiree Murphy

When Lorri Shealy Unumb walks into a room, she takes control of it. Rushing into a restaurant for a lunch appointment, the 1990 School of Journalism and Mass Communications graduate apologized profusely, blaming the parking. She carried a stack of papers, a *Town and Country* and an iPad. The *Town and Country* threw me off, as if she expected me to be late.

Unumb, who earned her Bachelor of Arts in broadcast journalism and her law degree from USC's School of Law, ordered a sweet tea, a true Southerner, and started to tell her story: a story of her first son, Ryan, and the lengths she went to in order to protect him.

Ryan was diagnosed with autism seven years ago. When a medical specialist told Unumb that the best course of treatment would be applied behavioral analysis (ABA), she was all in. That is, before she found out her insurance didn't cover such treatment.

Two years later, while Unumb was teaching law at Charleston

School of Law, she was fed up with the system that denied benefits to her son for his disability.

"This is why you pay premiums," she said, "and still I can't help my son through insurance. It struck me as wrong and unjust. I started writing an article about my struggle and halfway through said, 'I'm not going to write an article; I'm going to write a law.'"

Ryan's Law was enacted in South Carolina on June 6, 2007, mandating insurance companies to cover up to \$50,000 annually for ABA therapy, which was once deemed "experimental" by insurance companies. The law also prohibits insurance companies from denying coverage to patients because of the status of their disorders.

Unumb began getting calls from all over the United States days after the bill passed and the extended coverage the event received in national media. Calls came from parents who were in the same situation, or in a lot of instances, not as fortunate as Unumb and her family, asking

for help. She invited all of these families to come to Charleston to discuss her success and how it could be replicated in other parts of the country.

Then, executives of Autism Speaks called Unumb with an offer she couldn't refuse: a job as senior policy advisor and counsel.

Autism Speaks is the nation's largest autism science and advocacy organization. Its mission is to fund research efforts in the areas of causes, prevention, and treatment and, ultimately, a cure for autism. As senior policy advisor for Autism Speaks, Unumb has helped replicate Ryan's Law in 23 states.


"My fight in South Carolina did not have any organizational backing. It was just me and a group of very determined parents who were willing to help. So when an executive from Autism Speaks offered me a chance to replicate Ryan's Law in other states, it was a dream come true," she said.

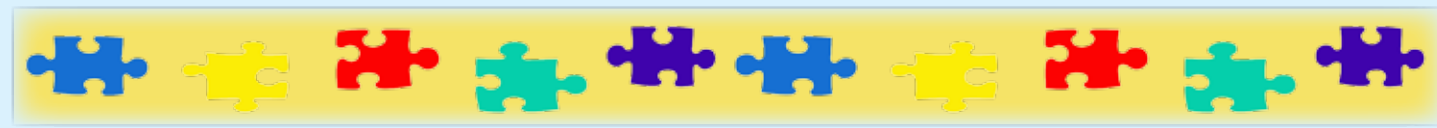
Unumb never thought she would be in this place. After graduating from the J-school, she enrolled in law school.

"Journalism is one of the best majors for pre-law. Students learn how to write in an appropriate structure and a purposeful way. Not only did my writing skills help me in law school, but they had given me the confidence to write a bill. The J-school helped equip me," she said.

In 2010, Unumb received *Town and Country's* Women Who Make a Difference Award, honoring her historic battle with insurance companies and the right of all children affected by autism to have a chance at therapies and hope for recovery.

As for Ryan, the 9-year-old is still the little soul behind the mom's passion.

"Sometimes with my work, I feel as though I am less an advocate for my son, but at the end of the day, my work gives me gratification. If anyone is able to feel that in his or her career, it's a gift," said Unumb. 



ALUMNI AWARDS BANQUET

Story and design by Anna Westbury

Distinguished Alumni, Outstanding Young Alumni and Excellence in Service awards allow the School of Journalism and Mass Communications to publicly thank those who help foster the national—and sometimes international—reputation the school enjoys. Friends, family and faculty gathered in November to honor the 2010 recipients.

The three Distinguished Alumni have made no small contributions to the school and the communications industry.

Rosalyn Durant, vice president of the ESPN college sports network, travels widely for her work, but coming to Columbia to receive the award was important to her. “I’ve been blessed to receive various awards throughout my career and this one means the most — it’s like coming home.”

Durant earned her bachelor’s degree from the J-school in 1999 and quickly advanced to the top of her field.

Hank Gilman, deputy managing editor at Fortune magazine, is no stranger to the world of business. Gilman earned his bachelor’s degree in journalism in 1975. He was business editor at Newsweek E, and now oversees all editorial content for Fortune magazine.

Gilman said, “My experience with the J-school taught me three things: work harder than your competitors, develop a passion for journalism and the importance of fairness and get things right.”

Kerry Northrup, professor in multimedia journalism at Western Kentucky University, is known globally as an expert in newsroom technology. He was instrumental in the construction of the Ifra Newsplex training and research facility. Northrup received his bachelor’s degree in 1976.

Northrup said, “Education at USC turned out to be a phenomenal foundation. I didn’t realize how phenomenal it was until much later in life.”

The resumes of our Outstanding Young Alumni are no less impressive.

Dr. Juan-Carlos Molleda, associate professor at the University of Florida, is a founding member of the Institute for Public Relations’ Commission on Global Communications Research. Dr. Molleda earned his Ph.D. from the J-school in 2000. His contributions to public relations are innumerable, and he continues to bring new ideas to the forefront of academic research.

Dr. Molleda sent his regrets as he was unable to attend the banquet, and said, “My experience with the J-school determined my career success. I found an environment that encouraged collaboration and active engagement.”

Josslyn L. Aberle serves as the Deputy Public Affairs Officer for SHAPE (Strategic Headquarters Allied Partners Europe) NATO.



She earned her Master of Mass Communication degree in 2006 and is finishing her third tour in Iraq. She has had many exciting opportunities, including photographing Saddam Hussein on the night of his capture and handling more than 250 news organizations and thousands of media outlets after his capture.


Aberle was unable to travel to receive her award in person, and said, “I am humbled and honored to receive this award from the J-school.”

Jay Bender, SJMC visiting professor and Reid H. Montgomery Freedom of Information Chair, received the Excellence in Service Award. Bender, a strong advocate of free press and open government in South Carolina, is a permanent member of the Judicial Conference of the Fourth Circuit. He has been instrumental in increasing protection against libel and invasion of privacy claims, providing greater access to courtrooms and records, and expanding the state’s Freedom of Information Act.

J-school instructor Carmen Maye said, “He embraces opportunities to meet people, learn something new, and act on behalf of the J-school.”

Bender said, “I learned service from the people in my life.”

Dr. Augie Grant, SJMC professor, addressed the honorees at the Nov. 4 event. “You’d be a success no matter where you went to school, but you came here.” He said that each of the alumni’s success demonstrates the success of the J-school as a whole.

Dean Charles Bierbauer added, “What I love most about this evening are the stories.” And that is what the J-school is all about—stories. 



L. to r.: Dr. Carol Pardun, Rosalyn Durant, Jay Bender, Hank Gilman, Kerry Northrup and Dean Charles Bierbauer

2010 I-Comm Week

Recap Inside >>

A Student Perspective

By Jenna Eckel

Holly Hammet, a second-year print journalism student who transferred from USC’s Beaufort campus, appreciated her first I-Comm Week. And she was not alone. Students, faculty, alumni and friends enjoyed the opportunities offered by the College of Mass Communications and Information Studies during the seventh annual lecture series. Speakers included noted library science professionals, authors, Pulitzer Prize winners, CNN correspondents and others.

“I enjoyed the WikiLeaks panel discussion,” Hammet said. “It gave me an intimate feel for the insights of professionals in my field. It was nice to hear them discuss an issue so important to the world.” She attended the session as Jamie McIntyre, a former CNN national security correspondent, and SJMC faculty Jay Bender, Doug Fisher and Dr. Miron Varouhakis discussed the recent breach of classified military information.

More than 1,400 people attended the 22 events during the first week of October. Many USC students in other majors took advantage of the events. That’s just what Jarad Greene, a fourth-year criminology and criminal justice student, did during I-Comm Week VII.

Greene attended the “From Carolina to the Comics Page: a Military Brat’s Journey” lecture with Paul Jon Boscacci, a writer and cartoonist who created the Fort Knox comic


strip. Greene, a cartoonist for the Daily Gamecock, chose this event to gain insight from another cartoonist.

“I loved hearing the behind-the-scenes story about how things are created,” Greene said. “Since this was a cartoonist, it particularly intrigued me, as I have heard one speak about his life story and the creative process before.”

A great component of I-Comm Week is that students are able to interact with the speakers. Greene spoke with Boscacci after the lecture and talked with him about cartooning.

“I will never forget getting to talk to Paul one-on-one after his speech and then getting invited out to eat with him and the other faculty,” Greene said. “He was so giving and willing to help me in any way possible. For just having met him, that just goes to show what a truly genuine person he is.”

The I-Comm Week events showcased library science and journalism trends, allowing students from both schools and across the university to enjoy learning from professionals in their fields of study.

The week ended with students evaluating the elements they had learned and wanting more. Matthew Olsen, a fourth-year visual communications major, said, “I definitely enjoyed the wide array of lectures they offered and wish I could have gone to more.” 



I-COMM WEEK VII

Former CNN national security reporter Jamie McIntyre joined SJMC faculty Doug Fisher, Jay Bender and Dr. Miron Varouhakis to discuss the consequences of WikiLeaks, the recent leak of secret documents related to the war in Afghanistan.

Elizabeth Cassidy West, an archivist at the South Carolina Library, led School of Library and Information Science guests on a tour of Gibbes Green and the historic Horseshoe. It was a beautiful day on the University of South Carolina campus.

CNN's Candy Crowley visited with the Buchheit family after the Buchheit Family Lecture Series. l. to r.: Mellnee Buchheit, William Buchheit Jr., Phyllis DeLapp, Andrew Baab, Crowley, and CMCIS Dean Charles Bierbauer.

Current and former *SLIS Ten Up* editors gathered to celebrate the Library and Information Science Student Association (LISSA)'s newsletter. *SLIS Ten Up* has had a very successful seven-year run—so far.

SJMC alumna Stephanie Caraviello participated in Career Launch, along with seven other professionals who reviewed students' resumes and portfolios.

Freelance financial journalist David Milstead, left, and *Columbia Regional Business Report* publisher Bob Bouyea discussed business journalism as part of the "Inform, Investigate or Advocate" panel.

TED JACKSON

RITA COSBY

DR. DAVID CARR

PAUL JON BOSCACCI MICHELLE LEDER J. KING/J. ROLLINS

Dr. Carol J. Pardun welcomed David Oakley of BooneOakley in Charlotte, who entertained students and faculty while discussing some important rules of effective advertising.

Pulitzer Prize winning photojournalist Ted Jackson shared his stories of working at the *New Orleans Times Picayune* during Hurricane Katrina.

J-school alumna Rita Cosby talked about her personal hero: her father, who was in the Polish Uprising and imprisoned in concentration camps in World War II.

Noted scholar Dr. David Carr explored the power of libraries and museums. He spoke during I-Comm Week VII for one part of his fall lecture series for SLIS.

Paul Jon Bosccci, a syndicated cartoonist and J-school alumnus, helped students understand the connection between art and words to send messages.

Michelle Leder, editor and founder of *footnoted.org*, delivered The Baldwin Lecture Series, discussing entrepreneurial journalism.

Reporter Jay King (r.), a J-school alumnus, and attorney John Rollins Jr. (l.) joined Professor Jay Bender (center) to discuss South Carolina's first criminal case against public officials under the Freedom of Information Act.

Dr. Glen Nowak, former chief of media relations for the Centers for Disease Control and Prevention, shared the ins and outs of health communications and how the CDC uses social media to impart its messages.

Retired Professors Gather to Reconnect

By Lucy Sass

Even in their retirement, several former School of Journalism and Mass Communications professors continue to support the school and its students. A steadfast group of them occasionally meet for lunch to discuss current events and reconnect with former colleagues away from their old stomping ground, the Carolina Coliseum.

"It's good to get together with people you worked so closely with for so many years and for whom you have such deep respect," said Dr. Henry Price.

The most recent gathering was in late September. Jerry Jewler, Dorothy Wardrip, Bill Rogers, Jay Latham, Pat McNeely and Dr. Price attended. Jewler, whose book on creative strategy is considered the gold standard in the industry, was an advertising professor. Dr. Price taught copy-editing, and is fondly — or at least gratefully — remembered by many alumni for thoroughly preparing them for their careers. Wardrip, the wife of the late Dr. Jon Wardrip who

began the New York City Maymester class, stays in touch with her husband's former colleagues and remains an active supporter of the school.

Now the executive director of the South Carolina Press Association, Rogers taught print journalism. Latham was a professor in the broadcast journalism sequence and helped create the first Senior Semester program. McNeely, who taught newspaper reporting, is writing a book with another retired professor, Lee Wenthe, who was not at the event.


"One reason I joined the faculty in 1976 was that it was made up of interested and interesting characters," said Latham. "It remained so for all the 26 years of my tenure."

"I love the university because it has been a part of my life since I came here in 1955 as a freshman, but I don't miss the day-to-day routine," said Dr. Price. "I miss my former

colleagues, but I really miss the students with whom I had the privilege of working over the years."

They have left lasting impressions on their former students, as well.

"Dr. Price was such an engaging professor. He had an infectious joy for learning that made you always wish his classes were just a little bit longer," said Joey Wallace, a 2004 print journalism graduate and current Master of Mass Communication student.

Now that we have filled you in on some of our retired faculty, we need your help. Tell us about your favorite, most memorable, most demanding, most cantankerous — in the nicest sort of way, of course — former professors. We'll share your memories of this cast of characters in the next issue. Please e-mail Elaine Taylor at taylor@mailbox.sc.edu. 

A Professional Experience

By Adam Keele



The School of Journalism and Mass Communications' upper-level magazine production class is a real-world experience in which students create *InterCom*, the semiannual alumni magazine for the College of Mass Communications and Information Studies.


Within the college, the School of Library and Information Science and the J-school use *InterCom* to communicate with their alumni, students, prospective students, faculty and the Carolina community. Students develop relationships with faculty and alumni from

both schools and learn about the programs and events important to the college.

Taught by the J-school's Lisa Sisk, the class operates much like a newsroom in any other major publication. Students have assigned stories, tight deadlines and roles that include reporting, editing, photography and design. These roles are divided among a class of 17 dedicated students, guided by Sisk and Zach Sykes, a 2007 visual communications alumnus who oversees the design aspects.

InterCom, tailored to alumni so they can

stay current with their former schools, is easier to find than ever. Stories appear not only in this print edition, but also online. "It's exciting that our work will be so widely available. People are turning to the Internet for their news, and I'm glad our class is taking advantage of our online resources," said student Lucy Sass.

Another student, Chelsea Sullivan, said, "We are contributing something to the Carolina community, and it's a great feeling to know our stories will be read by alumni who were once part of the same program." 

Jay King: the FOIA Criminal Case

Story and design by Desiree Murphy



As journalists, it's important for us to know and understand the Freedom of Information Act and be aware when it is being violated. Alumnus Jay King, a reporter for the *Hometown News* in Spartanburg, is involved with South Carolina's first criminal FOIA case. When King spoke with journalism students during I-Comm Week VII in October, the ongoing case had not been resolved.

"I never expected to be the one to have the first criminal case," says King. "But I always asked why it never happened before."

On June 16, King received a call about a secret meeting of the Holly Springs Fire Commission. When he showed up, the commissioners were surprised to see a reporter. King advised them of the FOIA laws in South Carolina but didn't get very far before he was thrown out of the closed meeting.

King later discovered that during the secret meeting, the commissioners voted to fire Chief Lee Jeffcoat. The group did not take minutes of the meeting or give a 24-hour notice to the public, all of which appeared to be clear violations of the act. With the help of his attorney, John M. Rollins Jr., King took the case to Magis-

trate Judge William Womble of Richland County, who issued a courtesy summons to the commissioners.

"This criminal case is groundbreaking because it provides us journalists with a mechanism for enforcing the law," explains King. "I hope people will be more mindful of the act."


King owes his knowledge of the FOIA to studying it for years, starting when he was a print journalism student in the School of Journalism and Mass Communications. King, who graduated in 1993, says his favorite class was copyediting with Dr. Henry Price.

"It was the toughest class, but also my favorite," says King. "It had the most lasting impact toward my work ethic and attention to detail." But he says Dr. Erik Collins' media law class was most important for keeping journalists out of trouble.

"I think more can always be done to make the FOIA laws clearer to journalists," says King. He suggests the J-school should require all media law students to attend a public meeting, observe and take notes.

"The students should print a checklist to see how the board meets provisions of the FOIA," suggests King. "It's eye-opening."

King says he has been a witness to violations of the act plenty of times. He encourages journalists to know the law and be confident.

"With a little thought and persistence, most of the time you can find a way to overcome the obstacle," says King. "I hope through my job and my passion for what I do, I can make it easier for journalists and citizens of South Carolina to gain appreciation of the FOIA, and for government officials to be more accountable for their actions." 

The Freedom of Information Act states:

SECTION 30-4-15.

The General Assembly finds that it is vital in a democratic society that public business be performed in an open and public manner so that citizens shall be advised of the performance of public officials and of the decisions that are reached in public activity and in the formulation of public policy.

SECTION 30-4-60.

Every meeting of all public bodies shall be open to the public unless closed pursuant to Section 30-4-70 of this chapter.

SECTION 30-4-80.

All public bodies...must give written public notice of their regular meetings. Agenda, if any, for regularly scheduled meetings must be posted on a bulletin board at the office or meeting place of the public body at least 24 hours prior to such meetings.

SECTION 30-4-90.

All public bodies shall keep written minutes of all of their public meetings.

SECTION 30-4-110.

Any person or group of persons who willfully violates the provisions of this chapter shall be deemed guilty of a misdemeanor and upon conviction shall be fined not more than one hundred dollars or imprisoned for not more than thirty days for the first offense.

To read or download the full FOIA Booklet, visit: <http://scpress.org/foia.html>.



MENTOR MATCH NIGHT 2010

By Ashley Tucker | Design by Danna Mathias

For five minutes, Tera Herrmann, a junior public relations major, quizzed Tera Oakey White, a school librarian, at this year's Mentor Match Night in Harper College on the Horseshoe. After another dozen speed mentor moments, Herrmann chose White as her top mentor choice. "I am looking for a friendly but professional relationship, and the mentor program seemed like the perfect opportunity to get both," Herrmann said. White received her MLIS in 2005.

Fifty-eight students and alumni from the College of Mass Communications and Information Studies participated in the mentor program. Herrmann and White's match was one of the relationships students and alumni formed and developed over the fall semester.

"Knowing there is someone apart from your classmates, apart from your sorority sisters or professors whom you can go to is important. This relationship can lead anywhere, and I encourage you to take advantage of it and seek out whatever benefits you can from this experience," the college's dean, Charles Bierbauer, said during the event.

Over the course of the semester, students connected with their mentors several times, whether it was a monthly lunch date or a weekly e-mail. Students had the opportunity for mentors to look over their résumés, guide them to internships and have someone to talk to when questions came up.

Alumna Kelly Davis said, "I have always believed strongly in giving back, and I was so lucky to have great mentors during my career. I think it is really important to pay it forward." Davis participated in the mentor program for the second time this fall. She owns Davis Public Relations and Marketing and is extremely active within the Columbia community. Davis earned her MMC in 1998.

Freshman broadcast major Emily McDonnell said, "Journalism is such a competitive field and what a better way to get ahead than to meet someone who has experience

and can show you an inside look." McDonnell's match is Katherine Swartz, the vice president of Leadership Development and Community Involvement for the Greater Columbia Chamber of Commerce. Swartz also serves as executive director of Columbia Opportunity Resource. She earned her bachelor's degree in journalism and mass communications with an emphasis in public relations in 2000.

After a few e-mails and a game of phone tag, McDonnell and Swartz met for coffee and immediately hit it off. "I don't think I could have asked for a better mentor. Katherine understands my drive and is willing to help me achieve my goals," McDonnell said. "I'm so lucky to have been paired with someone who has been able to do what she loves and is willing to help me get a jump start on my career."

If you are interested in becoming an alumni mentor, call Elaine Taylor at 803.777.7118 or e-mail her at taylor-em@mailbox.sc.edu. 



KING of the DEAD HEADS

SLIS alum Nicholas Meriwether takes the road less traveled in his post-graduate career. And oh, what a long, strange trip it's been...

Story and design by Danna Mathias

“Here was a concert in which it was not a nostalgia act; where the music was still very fresh and vibrant. In fact, it was the most ambitious music that I had ever heard played in an arena to an audience of that size. I thought it was just remarkable.”

So says the King of the Deadheads.

As Nicholas Meriwether, School of Library and Information Science graduate, recalls his first Grateful Dead concert in the fall of 1985, it becomes intensely clear why he was destined for his current job. In 2010, Meriwether was se-

lected out of 400 highly qualified applicants to become the director of the Grateful Dead archives at the University of California, Santa Cruz. An extensively well-read and published scholar on the band, Meriwether's selection was a no-brainer. His natural enthusiasm for the Dead didn't hurt, either.

“I've gone to close to 90 shows,” he admits, “and own more than 500 records, which is actually a modest collection by some fan standards.”

Meriwether, who previously served as an oral historian for the South Carolina Library, has taken on a challenge -- and with passion. “There are times

when people say, ‘Gosh, you must have the greatest job in the world,’” he notes. “I say, ‘I do, but there are a lot of days where it's just the most complicated and complex archive on the planet.’”

As the director of the Dead archives, Meriwether and his team are responsible for processing and digitizing everything the band created and collected over the last 40 years, from business records and press releases to music releases, artwork and fan letters. “They're great challenges, and they're fun, but certainly not trivial,” he admits. “I've got great colleagues though, and a wonderful team, which keeps it from being overwhelming.”

There are things I have a reaction to on a daily basis. Anything from a beautifully illustrated letter that a fan has sent in thanking them for a good ticket or show to a very rare and almost unknown poster that is absolutely gorgeous.

Perhaps another factor in keeping work-related stress at bay is the fact that his job is like being in a hands-on museum dedicated to his favorite subject every single day. “There are things I have a reaction to on a daily basis. Anything from a beautifully illustrated letter that a fan has sent in thanking them for a good ticket or show to a very rare and almost unknown poster that is absolutely gorgeous,” he says.

But Meriwether didn't just happen upon

his dream job by luck. At SLIS, he tailored his coursework to fit what he felt was a hole to be filled in oral history, appraisal and curation. Advising current SLIS students, he says, “You need to be thinking in two terms: one, take all the courses you need to give you exposure to the skills you'll employ in a variety of different settings. Two, the more you can shape your coursework toward answering your own academic questions, the better.”

If there were one Grateful Dead song he

had to choose to listen to for the rest of his life, Meriwether's selection is fitting. “It's called ‘The Attics of My Life,’” he notes. “It's a wonderful lyrical song that can be taken as comments on archives and archival practice. If you think about it, attics are - for most Americans - our own personal archives.”

Meriwether recounts his first Grateful Dead experiences



bunch of different levels. I got more and more interested in the music during that time, and about a year later, another friend took me to see my first show in the fall of 1985.

You go to any sort of event with 20,000 people, and there's going to be a certain percentage of drunks, fistfights. It doesn't matter whether it's NASCAR or Oral Roberts - but there were absolutely no problems whatsoever with this crowd. I talked to some of the off-duty cops who were security guards. I said, “Hey, is this normal?” They all said they would rather be working at a Grateful Dead concert than any other concert or any other sporting event. Why? Because the fans are well behaved, they're polite, and if you tell them to do something, then they will do it, usually with a smile.

One of my college roommates was from California, and he played me a legendary Grateful Dead album from the early 1970s. I was amazed. I thought the music was remarkable and complex and compelling and just interesting on a

There was a wonderful bazaar outside where people were selling homemade tie-dye and handicrafts. The general vibe was so generous. A guy was giving away grilled cheese sandwiches after the show. I went to close to 90 Grateful Dead shows over the next 10 years. I have had food poisoning probably half a dozen times in my life, including from my campus dining hall and various seedy restaurants across the country. But I never got food poisoning once at a Grateful Dead show eating stuff straight out of a parking lot. ic

Gayle McCarthy: Journey to Freelance

By Meredith Martin | Design by Joey Wallace



Zipline photo by Lisa Overman



With her hands sweating and body trembling, Gayle McCarthy stepped onto the platform of what she believed to be a death sentence. She glanced over 200 feet below at the endless row of trees and green shrubbery, sure that her corpse would be lying among them soon. This was only the first zipline of a five-line zipping experience through the rainforest of St. Kitts. McCarthy would have to survive them all — and conquer her extreme fear of heights — in order to tell her tale on Hipster Travel Guide.

School of Journalism and Mass Communications alumna McCarthy is an experienced travel writer who will try anything once for an engaging story. She teamed up with Hipster Travel Guide, an online travel publication where “cool needs no translation,” about a year and a half ago, and has been on board with them as a correspondent, editor and travel writer ever since.

“We’re unique in that we like to focus on unexpected locations. We have an edge and a sense of humor,” said McCarthy, “I love the challenge of the travel pieces. I get to experience things that I might not normally do on my own. It allows me to push myself.”

McCarthy visited two dude ranches in Colorado last year. She was there for a week and stayed three days at each ranch where she square danced, herded cows and learned how to lasso. While she was still struggling with her dread of heights at the Latigo Ranch, 9,000 feet above sea level, she conquered another one of her biggest fears.

“I’m terrified of horses, and they really can sense your fear. I wanted to take this trip as a personal challenge to myself,” said McCarthy, who overcame her fear by riding a black mare named Candy for the entire trip.

McCarthy also took a pink Jeep tour through the red rock country of Sedona, Ariz., and has traveled to London, Amsterdam and Belgium. She is a member of the International Food, Wine and Travel Writers Association.

What life travels got this travel writer to where she is today?

McCarthy began her journalistic journey at the University of Delaware where she wrote for its university publication, *The Messenger*, and received her bachelor’s in English in 1992. She began her freelance career at *The Princeton Packet*.

Afterwards, in 1994, McCarthy landed a teaching position at the American School of Guayaquil in Ecuador. She taught English and journalism, and she advised the school newspaper, humorously entitled *La Iguana*. In 1996 she was accepted into the J-school’s graduate program. After earning her Master of Arts degree in 1998, she continued her freelance work in Phoenix, and, in 2000, she became an editorial program manager for *Forbes Magazine* in Manhattan.

McCarthy then got another taste of the magazine industry by working as the managing editor for the *New Jersey Countryside magazine*. She left New Jersey and moved to Savannah, Ga. in 2005 to begin her full-time professional freelance career.

While her itinerary has had many stops, McCarthy has arrived at a destination she enjoys.

“When you do what you love, it just comes naturally,” she said. 

Second Annual Scholarship Luncheon Allows Recipients to Show Appreciation

By Vernita Ackerman

Donors & Recipients Meet Face-to-Face



Sara Rowe, Jane Olsgaard and Russell Grooms

School of Library and Information Science scholarship donor Jane Olsgaard attended the annual scholarship luncheon because, she said, “It allows me the chance to meet recipients and see the good that’s being done.”

Olsgaard and her late husband, Dr. John Olsgaard, created a scholarship for SLIS students. She is the head of processing services at Thomas Cooper Library. Dr. Olsgaard was on the SLIS faculty, and held other positions at USC from 1984 through 2004.

She is continuing a promise she and her husband both believed in. They agreed it is their duty to help the upcoming generation of students. The Olsgaards wanted to make earning a degree from SLIS a little easier for scholarship recipients. “Giving someone a chance to not have to work and to be able to focus on school will help them have better careers,” she said.

Sara Rowe, a student in SLIS, received the Dr. John N. and Jane K. Olsgaard Scholarship. She acknowledged how grateful she is for the financial support as she spoke to the donors and recipients in November.

Olsgaard also wants to encourage others to donate and give back to any profession they love.



Jenna Eckel and Betty Morton

As a special thank-you to its generous scholarship donors, the College of Mass Communications and Information Studies hosted its second annual scholarship luncheon in November. Because South Carolina’s college students are dealing with another hike in tuition, the scholarship recipients are especially appreciative. The luncheon gave them a chance to thank their benefactors.

Many of the students would not be able to earn their degrees without help from very generous donors, and they rarely get to meet and thank the people who made their dreams possible. Elaine Taylor, the college’s assistant director of development and alumni relations manager, organized the luncheon. She said, “This event makes that experience possible, and it allows students to meet donors face-to-face and show their appreciation.”


Dr. Carol Pardun, School of Journalism and Mass Communications director, and Beverly Dominick in the career services office, work together to allocate the scholarships for J-school students. They want to help as many students as possible further their educations.

One of our SLIS scholarship recipients said, “This scholarship will allow me to one day work in a public library in the children’s literature department or as library specialist in an elementary school.” She said she feels an enormous appreciation to the donors and SLIS for helping her succeed.



USC provost Dr. Michael D. Amiridis spoke proudly of the college and its donors.

Scholarships continue to provide a critical way for alumni and friends to give back to the College of Mass Communications and Information Studies, allowing the donors to make a lasting impact on our students’ ability to earn degrees.

To learn more information about supporting scholarships in the college, contact Terry Dixon at (803) 777-6898 or tedixon@mailbox.sc.edu. 



Elaine Taylor
Manager of Alumni Relations

Reflection and Renewal

The end of the year is upon us. It's a time of festive gatherings with family and friends. It's a busy time where we're balancing schedules to fit it all in. It's a time for reflection and renewal. And the college's Dean's Circle is giving us a sense of renewal and helping us focus that reflection.

Our Dean's Circle represents some of our most loyal supporters in the college. Dean's Circle is a group of donors who support the college with unrestricted gifts of \$1,000 or more. These unrestricted donations allow Dean Bierbauer to fund initiatives that otherwise may not receive adequate funding. Past gifts have supported our student competition teams, faculty travel, Cocky's Reading Express, Maymester class expenses and other immediate college needs.

Members of Dean's Circle meet with Dean Bierbauer throughout the year as well as with other members of the college administration. Dean Bierbauer sends quarterly updates and invites members to participate in college special events and private receptions.

Dean's Circle has played an invaluable part in the college's advancement. Thanks to the newly formed campaign committee, Dean's Circle contributions promise to grow. Committee members are recruiting others to join with them to reach our goal of at least 40 members in 2011.

The campaign committee chair, long time Dean's Circle member and J-school alumnus Bob Bentley, is passionate about supporting the group's mission and expanding membership.


"Dean's Circle membership has some nice perks, to be sure: periodic get-togethers for meals and receptions with staff,

faculty, students and alums; invitations to various profession-related speeches and access to the speakers; the availability of attentive ears to my occasional ideas and suggestions; and getting the scoop a little earlier and more fully on developments within the college," said Bentley.

He added, "But mostly it's the stimulating and pleasurable connections with key players of the college, which appeals to me as a retired journalist who enjoys and benefits from staying connected with happenings and people within his former profession. I enjoy the feeling that I contribute to the college's success, but I know I derive far more than I give for being a Dean's Circle member."

Our inaugural campaign committee members are:

- Kenneth Baldwin, Jr., '49
- Robert Bentley, Jr., '62, committee chair
- Dr. Manuel Gaetan
- Preston Grisham, '05
- Dr. Samantha Hastings
- P. Sigmon Huitt, '67
- Clint Leach, '07
- Van Newman, Jr., '49
- Chrysti Shain, '85

We invite you, our alumni and friends, to consider this meaningful giving opportunity and become a member of the 2011 Dean's Circle. Your tax-deductible contributions may be paid at once or in installments. Membership is based on a calendar year. Call me for additional information at (803) 777-7118. I look forward to welcoming you into the Circle! 

The Dean's Circle

Story by Cait Costello | Design by John Sheridan

Staying connected: Dean's Circle donations keep members involved with CMCIS



On a bright September afternoon, Dean Charles Bierbauer met with some of the College of Mass Communications and Information Studies' most dedicated donors to discuss the plans for the future of its two schools. As members of the prestigious Dean's Circle, these donors each give a minimum of \$1,000 annually to the college in unrestricted funds, allowing for new initiatives to give students the fullest possible experience.

Among the Dean's Circle members are Chernoff Newman chairman and CEO W. Lee Bussell; Leila S. Wenthe, the second advertising professor and first full-time female faculty member at the School of Journalism and Mass Communications, and Robert Bentley Jr., who worked as editor of six newspapers around the country for more than 45 years. All three are alumni of the J-school.


Dean's Circle members enjoy the connection they maintain with the college even after they've left Carolina. "I've been retired for nine years now," said Bentley. "I don't want to be one to sit around and vegetate. I'm a voracious newspaper reader, but I think it gives me yet another pipeline to news to go through the J-school itself." These donors are often have the opportunity to hear from students who have benefitted from programs funded by their gifts, such as Maymester courses and Cocky's Reading Express, and to attend receptions for guest speakers, including Rita Cosby and Candy Crowley.

The daughter of two university staff members, Wenthe grew up around this campus. "As a lifelong professor, I certainly do not have tons of money to give away, but we do feel obligated to give back, and I can think of no place where my money would be better used to benefit people I care about: college students."

Dedicated individuals such as these are especially valuable when higher education is facing financial strain. Bussell pointed out the 60 percent drop in state funding the University of South Carolina faced in recent years. "You don't have to look hard in this state to see that our state government has not continued to support higher education," he said, adding that the individuals who can give time and money help keep tuition affordable for students. "Some are able to give back in higher amounts than others, but it's the number of people who are engaged in it that really makes the big difference."

These donations are especially important for journalism schools because of the challenges the field is facing. "I'm tremendously concerned about the future of the news media," said Bentley. "I'm old-fashioned enough to want news to be objective; I don't want it to be opinionated or swinging to the right or left. I'm concerned that that seems to be going away, and I would like to have an honorable university, such as the University of South Carolina, champion objectivity and the factual nature of the news and to try to swing away from opinion and propaganda." Bentley believes that well-educated journalism graduates are the best hope to help the public separate fact from opinion.

Looking to the future, members of the Dean's Circle are excited, especially about the anticipated move of the J-school to the heart of campus. "It does more for our degrees and our industry in the state to have a building that is fitting of the quality of programs that we have at this school, and for a long, long time, we've been without that," Wenthe said.

New buildings and connections to students aside, these donors note Dean Bierbauer's enthusiasm and the visibility he has given the college are strong reasons for their continued financial support. 

ALUMNI NOTES

Compiled by Dana Bickel

1960s

Meadows-Gallup, June – 1965, BA, still enjoys writing as much as she did her first year in the J-school. She is a freelance writer and consultant working from her home office in Columbia, S.C.

Sewell, Michael – 1965, BA, 1967, MMC, retired from Texas Wesleyan University in 2008 after 39 years of university teaching. In 2009 he moved to his retirement home in Sylacauga, Ala.

1970s

Northington, Elizabeth A. – 1977, MLIS, is an information technology specialist for the Department of Veterans' Affairs in Augusta, Ga.

Petit, Karen – 1977, BA, is creator and author of the award winning "Shandon's Ivy League" Mystery Series. She is also the author of "A Paw on My Heart," her memoir about the healing power of pets. She works for USC's Arnold School of Public Health.

1980s

Breen, Richard J. – 1988, BA, spent 2010 working in various capacities for the U.S. Census Bureau.

Gale, Peggy – 1983, MLIS, is owner of and director of business development for Perceptual Systems, an information technology firm she started with her husband, Larry Gale, in 2010.

Jacobs, Jimmy O. – 1981, MMC, is vice president of employee management for CSC in Falls Church, Va.

Prinz, Dr. Susan M. – 1980, BA, after attending Virginia Theological Seminary, where she received the St. George's College Prize for study at St. George's College in Jerusalem, was ordained to the transitional diaconate of the Episcopal Church on June 3.

Routh, John H. – 1982, BA, after 25 years as a mascot, including being the "original" Cocky, he is now the director of the University of Miami Sports Hall of Fame in Coral Gables, Fla.

Summerford-Parker, Renata – 1984, BA, is an independent public relations counselor and a contract food and travel writer for TALK magazine. She was also named president of the Greenville Professional Women's Forum.

1990s

Perry-Robinson, Julie – 1991, BA, married her college sweetheart, Greg Robinson, and they are proud parents of a son, Bill. She is a senior educational consultant and partner of Independent School Counsel in Atlanta, Ga.

2000s

Arambula, Blake – 2009, BA, has formed a band, Death of Paris, with Jayna Doyle. Their self-titled debut album was released in October.

Beal, Stephanie K. – 2009, BA, is a research analyst for NCR eCommerce in West Columbia, S.C.

Bowman-Muldraw, Jamie – 2000, BA, is the communications manager of the American Red Cross in Columbia, S.C.

Boyles-Bennett, Crystal – 2003, BA, married Edward N. Bennett of Pendleton, S.C. in June 2010. They live in Anderson, S.C.

Callahan, Carolyn F. – 2008, BA, is an anchor/reporter at WABI-TV in Bangor, Maine, and recently won a first place award for Best Continuing Coverage from the Maine Association of Broadcasters.

Clark, Stephanie M. – 2007, BA, is an assistant account executive at Apple's exclusive advertising agency, TBWA/Media Arts Lab, in Los Angeles, Calif.

Cooper-Torres, Alisha – 2006, BA, is the director of business development of Cumberland Hall Hospital in Hopkinsville, Ky.

Fisher, Dana – 2010, BA, is an account coordinator at Ketchum in Washington, D.C.

Gallagher, Carly R. – 2010, BA, is an account executive with The State Media Company in Columbia, S.C.

Hallums, Kimberly – 2007, BA, is the assistant extended day coordinator and writing coach at Washington Middle School in southeast Washington, D.C.

Herro, Mark A. – 2007, MLIS, is the faculty librarian at Westwood College in Arlington, Va.

Holt, Megan G. – 2009, MMC, is a web coordinator in the marketing division of undergraduate admissions at USC.

Lakin, Williesha C. – 2001, BA, is an administrative coordinator for the forensic pediatrics division at USC's School of Medicine. She is seeking her paralegal certificate through the American Bar Association. Lakin received two writing awards from the General Federation of Women's Clubs of South Carolina in May.

Lee-White, Sharon G. – 2002, BA, is an adjunct professor with the Women's and Gender Studies program at USC.

Lindberg, Jenna – 2009, BA, is a program advisor for Intrax Internships Abroad and worked in Barcelona, Spain for the summer of 2010.

Lupton-Wilson, Nancy – 2003, MLIS, is the assistant reference services manager of the John's Island Regional Library in Charleston, S.C., and was named the Charleston County Public Libraries employee of the year for 2009.

Moshinskie, Michelle M. – 2010, BA, is a marketing specialist with DESA, Inc. in Columbia, S.C.

Moss, Laura J. – 2005, BA, 2007, MMC, is an associate editor with Mother Nature Network in Atlanta, Ga.

Nagel, Sarah, C. – 2001, MLIS, is a reference librarian at the U.S. Senate Library in Washington, D.C.

Nale, Rebekah J. – 2009, BA, is assistant to the president of United Way of the Coastal Empire, Savannah, Ga.

O'Keefe, Kathleen – 2009, MLIS, is a library assistant at the Hamlet Library in Hamlet, N.C.

Palmer-Caballero, Kalyn M. – 2007, BA, is living in England with her husband, who serves in the U.S. Air Force, and is a freelance writer, editor and graphic designer. She is also an amateur photographer.

Pendryns, Stephanie J. – 2006, MMC, is the marketing and media relations manager of the United Way of Tucson and Southern Arizona in Tucson, Ariz.

Plott, Megan – 2007, BA, is director of communications for the YMCA of Columbia, S.C.

Sellers, Christine L. – 2006, MLIS, is a legal reference librarian at the Law Library of Congress in Washington, D.C.

Sisk, Mary Elizabeth – 2007, BA, is a digital strategist at Weber Shandwick in Minneapolis, Minn.

Skipper, Allison – 2004, BA, is a public relations associate at the South Carolina State Ports Authority and is president-elect of the South Carolina Chapter of the Public Relations Society of America.

Taylor, Marshall L. – 2009, BA, is a membership sales and marketing associate at the Manufacturer's Alliance/MAPI in Arlington, Va.

Waldron, Erin E. – 2007, BA, is a new media coordinator for Live Nation-Carolinas in Columbia, S.C.

Webb, Kendall M. – 2008, BA, is an associate producer at WHNS-TV in Greenville, S.C.

Weaver, John B. – 2004, MLIS, is the library director of the Burke Library at Columbia University in New York City.

White, Natalie M. – 2006, BA, joined the Kyle Michael Law Firm in Columbia, S.C. as a legal and policy analyst.

Wilder, Christina L. – 2009, BA, is a sales assistant at Lamar Outdoor Advertising in Buffalo, N.Y. 

Thank you, Donors!

March 15 – October 29, 2010.

Compiled by Dana White

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