

InterCom

Fall 2011

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



Dr. Michelle Martin
Augusta Baker Chair, p. 16

Mentors Gain as Much as Mentees

By Candace Reese



Alumni and students meet at Mentor Match



SJMC alumna Boo Major encourages mentor/mentee matches.

As I walked into a room full of tables and chairs, I immediately became excited about the many opportunities that would be presented to me at Mentor Match 2011. I registered, and Cockey was happy to take pictures with those willing, which seemed to be everyone. The refreshments at the back of the room beckoned me, but they were for later.

I sat down and observed the students and alumni arriving. The students seemed eager to meet someone who would be able to help them in their fields. The alumni looked a little confused as to what exactly they would be doing.

I spoke with a few students about their expectations for the program and from their future mentors. "I want to learn more about my field and get helpful hints. I chose this major and I don't know a lot of people in this field," said Ross Hantzopolulos, a third-year broadcast journalism major.

Every year the college's Alumni Society hosts Mentor Match to allow students an opportunity to network with alumni in the community and also learn from someone who had knowledge in their given fields. The event gives the schools' alumni a chance to give back to the current students by helping them with their future professions.

We were set up in a speed-dating setting with the alumni, with each pairing allotted four minutes to interview one another. We were provided with note sheets to help us decide factors we liked about each person and whether we would be interested in a match.


During the one-on-one interviews, I listened to conversations between the students and alumni. The alumni wanted to give but never expressed what they wanted to gain from the students. "I believe mentoring is really important because there are tons of little pieces that aren't taught in the class that we can help give to the students," said Amy Coquillard, a first-year participant in the program who works at the Richland County Library. She earned her master's degree from the School of Library and Information Science in 2000.

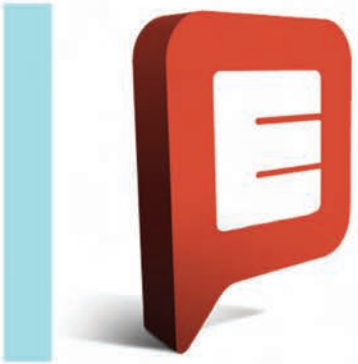
What Coquillard didn't consider is that her mentee may actually be able to help her. Our generation tends to be quicker to learn the newer technologies and we don't mind helping others use them.

Using social media is one such technique. Our generation picked up on it fast and we are eager to share it with those older than we are. We tend to be very passionate about this topic, and we love learning new things and contributing our knowledge.

"I've participated in the program before and I'm willing to do what I can to help the newer generation," said Van Newman, who is a SJMC alumnus and supporter of the school. Newman is the co-founder of what is now Chernoff Newman, one of the top marketing and communications firms in Columbia. Just as Newman wants to help our generation, we want to help his as well.

For example, Boo Major, the head coach of the USC equestrian team, uses communications daily in her work, but she wants to learn even more. "I think photojournalism is really interesting and I love learning about it," said Major, who earned her bachelor's degree in broadcast journalism in 1981. All students in the School of Journalism and Mass Communications take visual communications classes. Major's mentee could help her advance her skills in photojournalism so that she can use them in her profession.

Dean Charles Bierbauer said there are three very important points in the mentor/mentee experience. Find a comfortable level of interaction with your mentor/mentee, make it personal, and understand how to learn from one another. Alumni give insight to their expertise and we share our knowledge of the ways their professions are changing. In this way, the alumni have just as much to gain as the students. 



Upstate Agency
is Magnet



New Augusta
Baker Chair in
Childhood Literacy

SLIS Welcomes
Info Camp



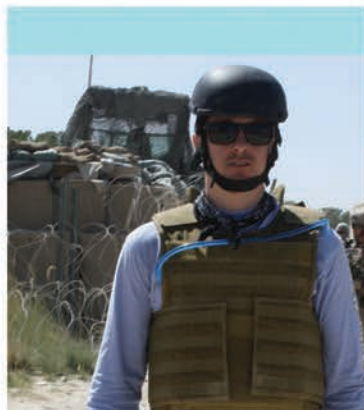
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Fall 2011



Craig Melvin
Comes Home



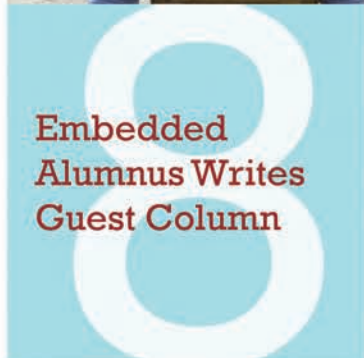
I-Comm Week
2011 Recap



Embedded
Alumnus Writes
Guest Column



Scholarship
Recipients Say
Thank You





Charles Bierbauer
Dean, College of Mass Communications
and Information Studies

The university's least kept secret was revealed on 11-11-11 when our billion dollar capital campaign — Carolina's Promise — was officially announced and celebrated. This makes the University of South Carolina one of only about three dozen institutions of higher education to ever set a fund raising goal with nine zeroes in it. The university's leadership, the campaign chairs and our fund raising consultants are confident this is a reachable goal.

There is reason to be confident. The four years of the so-called "silent phase" of the capital campaign have already raised \$529 million. The billion dollar goal should be eclipsed by summer of 2015.

Our campaign goal for the college is a more modest \$11.5 million. It's apportioned among these priorities: \$6 million for capital improvements, \$2.5 million for program enhancements, \$2 million for student scholarships and fellowships, \$500,000 for faculty development and \$500,000 in undesignated funds. What does that mean?

- We unceasingly seek to create additional support for our nearly 2,000 students. Scholarship aid has become more crucial for many in these years of financial strain. Scholarships and fellowships may be endowed so they provide perpetual support, but they may also be continuous funding provided on an annual basis or one-time gifts. A recent anonymous gift will provide \$50,000 to the School of Library and Information Science to support doctoral research.
- As a university of high research, we need to provide more resources for faculty scholars. In each of the past two years, we have been able to allocate more than \$50,000 in stimulus funds to support research. But stimulus funds are exhausted and unlikely to return.
- We've created significant program enhancements through recent gifts. The Baldwin Business Journalism Endowment in the School of Journalism and Mass Communications is helping us engage students in an area of journalism that is growing in importance: understanding business and finance. The Arius3D scanner donated to SLIS opens up realms of


exploration in the digitized world of archives and artifacts.

- While most of our capital improvements—a new home for the journalism school and a \$2 million HVAC replacement in Davis College—are being funded by the university, we still need to continue to outfit our facilities with relevant technologies.

As you receive this issue of *InterCom*, we should be completing the last two approval steps to move from the Phase I design stage for the new journalism school building and into the Phase II bid and construction process next year. Our timeline anticipates a move-in date in 2014. When he took office two years ago, Dr. Michael Amiridis told me he wanted to be the provost who saw the move of the journalism school to 21st century facilities. Dr. Amiridis promises to lead the parade from the Coliseum to our new digs.

Our year-end shopping includes putting Cocky's Reading Express™ on its own wheels, thanks to a generous corporate gift. Promise not to tell Cocky yet. We don't want to spoil the surprise.

Cocky and some of his young friends were at the gala that launched Carolina's Promise last month. And every one of the now more than 37,000 Carolina school children who has received a book has agreed to Cocky's Promise to take that book home and read it every day with someone in the family. Elsewhere in this issue of *InterCom*, we're introducing you to Dr. Michelle Martin, the inaugural Augusta Baker Chair in Childhood Literacy. Our promise is to attack illiteracy in every way we can.

If you receive this copy of the college's magazine for its alumni and friends, you are already a stakeholder in Carolina's Promise. Sig Huitt, a 1967 journalism alumnus and president of Carolina Public Relations in Charlotte, is chairing the campaign for the college. For all of us, it's time to turn promise to pledges and pledges to practice. Our college goal of \$11.5 million is not only attainable, but we ought to be able to go well beyond it. Help us meet our promise. 

Welcome, New Faculty!

By Ellen Fahey/ Design by Yang Shen

With new faculty in both schools, the College of Mass Communications and Information Studies is excited to build upon an already strong reputation.

Dr. Brooke Weberling



Dr. Weberling was eager to join the SJMC faculty. "The school is a well known and well respected journalism school," she said. "I was impressed by the faculty and students and I felt that there was a good balance of research and teaching."

The School of Journalism and Mass Communications welcomes a new assistant professor, Dr. Brooke Weberling. She earned her Ph.D. from the University of North Carolina at Chapel Hill's School of Journalism and Mass Communication. Before receiving her Ph.D., Dr. Weberling gained her fair share of experience in the field practicing and teaching.

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For two years, Dr. Weberling was the associate director of St. Jude Children's Research Hospital in Pittsburgh, Pa. There, she increased awareness and revenue, doubling office income within one year. She was in charge of communications, writing, editing and managing information for internal and external audiences.


While working on her Ph.D., she taught public relations campaigns and case studies. She was a guest lecturer in several classes because of her experience.

Knowing early what she wanted to do made her choice of a major easy for her. "I majored in public relations because I liked to write, liked following and paying attention to media and following different groups of people," Dr. Weberling said.

"I've had a fantastic first semester here at USC," she said. "The faculty and staff have been incredibly helpful, and it has been fun getting to know the students and getting immersed in the South Carolina culture. I'm moving forward with previous research projects, starting new collaborations with others, and I'm looking forward to teaching more courses in the public relations sequence in future semesters."

She taught a public relations campaigns class in her first semester and her students worked with the American Red Cross. She is also involved in a variety of projects with other professors from the university.

Dr. Weberling recently has had three articles published. Two articles, "Framing Breast Cancer: Building an Agenda through Online Advocacy and Fundraising" and "Gauging the public's preparedness for mobile public relations: The 'Text for Haiti' campaign," are published in the *Public Relations Review*. The third article, "The Blame Frame: Media attribution of culpability about the MMR-autism vaccination scare," is in *Health Communication*, a journal that looks at improving communication between caregivers and patients.

Please see page 16 to learn about Dr. Michelle Martin, a new SLIS faculty member. 

InterCom

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Dr. Carol Pardun
Director, School of Journalism
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I consider myself fairly flexible. But, I'll admit that I do like to eat lunch at 11:38. And enjoy Sunday brunch at Panini's. I cook a traditional New England Thanksgiving feast that always includes five pies whether two or 20 people join my husband and me for dinner, which occurs at exactly 2. My friend Marcie and I cook Cioppino on New Year's Eve. Okay, so I might have a few routines after all. Maybe change is harder than I thought.

Change in universities is even more difficult. Making changes, such as curriculum revisions, can be tortuously slow. And when the current situation seems just fine, it's even more challenging to plan for the future.

Our school of journalism joins a number of J-schools around the country that have taught generations of journalists with great success. When these schools began (ours started in 1923), they were places to teach journalists the nuts and bolts of producing the news. Most of the instructors were former newspaper men who prided themselves on their hard-knock teaching skills.

Times have changed—and, admittedly, some people are sad about that. So what are the top journalism schools like today?

In many programs around the country, you'll find a majority of students studying some form of strategic communications. And most likely you'll find classrooms full of women. This is true for us. Half of our student population is made up of advertising or public relations majors. More than two-thirds of the students are women.

But, these aren't the only differences. J-schools have also become centers of cutting-edge research. They house academically rigorous doctoral programs that produce the next generation of journalism professors. These future professors typically enter the academy with solid media experience.


As our university pushes all of its academic programs to become more research focused, our School of Journalism and Mass Communications is also moving forward as we embrace the

hallmark of interesting research. Our professors examine public opinion about important issues they read in newspapers. They try to create better models of understanding new media. They look at communication strategies during cancer clinical trials. They spend hours in archives trying to better understand how the media have shaped us.

What's great about a school of journalism is that we celebrate unlimited kinds of scholarship. We engage in "traditional" research described above. But, we also engage in other creative scholarship that is incredibly important for the creation of new ways of knowing. Some of our faculty develop documentaries, some have photographic shows. Others write articles for major media trade publications. Still others develop award-winning textbooks used all over the world.

Some of our research is applied. Some of it is theoretically "out there." But all of it is important and contributes to the community of scholars that is one of the core ingredients that creates an award-winning recipe for a research university.

Scholarship matters. The university is not about "Publish or Perish." It's about "Publish and Flourish." In order for professors to publish sound scholarship, they have to think deeply about an issue, mulling it over, trying to figure out the right angle that will yield the illuminating answer. They have to read, stay current, write, rewrite, persevere, learn new things, think about their audience, and keep at it—even when external judges respond with less-than-kind remarks about their approach. Ultimately, all of that effort is poured back into the classroom—either directly or indirectly.

Put together, both kinds of scholarship provide a smorgasbord of intellectual food that our students can digest. May none of us ever satisfy our appetite for learning! 

Just another first job or a step toward excellence?

Story and Design by Lindsey Daber



As if 11 School of Journalism and Mass Communications alumni weren't already enough, Erwin Penland, one of the largest full-service advertising agencies based in the South, with offices in Greenville, S.C., and New York, acquired two more remarkable members in its Greenville office earlier this year.

It's no surprise that many alumni have landed there—the company has earned several nominations and awards for its creative achievement, commitment to diversity and workplace excellence.

Kate Venuto and Josh Crowley endured a competitive interview process and joined the public relations team as paid interns after graduating from the University of South Carolina in May. Both agree the journalism school provided them with great preparation for careers beyond college.

"The J-school prepared me in many ways. The ability to write is the most important aspect of public relations, and my classes throughout my time there improved my skills every day," Crowley said.

But along with skills learned in classrooms, Venuto added, the work experience is also key to her learning. "I do not believe anything could have prepared me for the amount I have learned here at Erwin Penland. After my first week of work, I had experienced everything from pitching to the media, participating in client meetings, creative planning, writing press releases and media advisories, and I even assisted in a TV promotion for a client in Charleston."

"Erwin Penland being named one of the best places to work by *Ad Age* was an awesome feeling for everyone at the agency," said Crowley, "We all have a sense of pride that we work for one of the best agencies in the country, and we have fun doing it! I feel very lucky to have the opportunity to start my public relations career at such a well-respected company and learn from the best in the business."


The company finished 23rd in *Ad Age's* Best Places to Work, the advertising and marketing industry's leading publication,

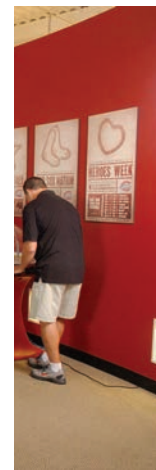
and seventh in the Best Places To Work competition by *SC Biz Magazine* for companies larger than 250 people. The South Carolina Chamber of Commerce and the South Carolina Diversity Council also recognized it with the 2011 Excellence in the Workplace Diversity Award.

Workplace environment awards as well as industry achievements validate the firm's dedication to involvement, creativity and enjoyment and make it such a desirable pipeline for USC alumni of various disciplines.

Additionally, the company provides incentives such as fitness trainers, massage therapy, car washing services and discounts as well as ping-pong tables to keep the environment light and friendly. Erwin Penland is also involved in mentor programs, minority internships and supports pro-bono work including the Greenville Humane Society and the Julie Valentine Center for sexual assault and child abuse recovery.

"Not only does Erwin Penland work with a broad spectrum of local and national clients," Venuto said, "the agency culture is unlike anything I have seen before. Open work areas encourage communication through all of the departments to work together and produce creative results."

The other SJMC alumni who work at Erwin Penland are Bill Reynolds, 1977; Elizabeth Jenkins Baker, 2007; Jessica Deuel, 2007; Lanford Stone, 2007; Lauren Roach, 2005; Martin Salisbury, 2002; Melissa Hampton, 2001; Nika White, 1998; Sara Haulik, 2008; Whitney Howell Hanna, 2008, and Ashley Metcalf, 2001. 



Photos provided by Erwin Penland



Alex Luchsinger Guest Columnist

Editor's Note: This guest article by Alex Luchsinger replaces Elaine Taylor's regular column in this issue. We plan to periodically feature columns by our alumni in this space. Luchsinger is a 2009 broadcast journalism alumnus who now works for CBS News.

(Garmsir, Helmand Province, Afghanistan) My heart thumped as the mine detector whistled in the darkness, a familiar feeling – something I hadn't felt in quite some time. Every step was a gamble as we moved methodically along the dirt roads that meandered through the corn fields. Illumination mortars shined in the distance, providing dim light in the eerie black night. I could just make out the silhouette of the Marine 30 meters ahead. Murky irrigation canals ran parallel to the fields, and every few minutes, a farmer's dogs would charge the platoon, snarling and barking. Just three months out of graduate school, I was in Afghanistan, and back with the Marines – shouldering a camera, no longer a rifle.

It is here in Garmsir, near the Pakistan border in Helmand Province, that the Marines have been battling the Taliban for more than two years. The area is responsible for 90 percent of the world's opium exports, something the Marines have been trying to eradicate since they took control of the area from British forces. The Marines seek to provide farmers alternative ways to earn a living — wheat, corn and cotton seeds — in hopes of preventing opium profits from falling into the hands of the Taliban.


The Marines are making significant progress in Garmsir. They've reopened schools once closed by the Taliban and rid the area of many insurgents. But their efforts are far from finished. The Taliban still control 80 percent of Afghanistan, leaving many questioning President Obama's plan for a 2014 withdrawal of U.S. forces.

My interest in conflict areas stems from serving in the Marine Corps. I was deployed in Iraq in 2005. I was fascinated by my experiences in that region and around the world and decided to pursue a degree in journalism after leaving the military.

My goal as an undergraduate student in the School of Journalism and Mass Communications was to become a foreign correspondent, with hopes of one day embedding with the military in a combat zone. I was well aware this was a lofty goal and would take a while to work up to. I never thought I would get the opportunity as soon as I did. The skills and relationships that I took away from the journalism program at USC prepared me for my future in the field. I am fortunate to have had such a well-rounded program that taught me how to shoot, edit and produce stories for multiple platforms.

I decided to further hone my skills and went on to graduate school at Columbia University after graduating from USC in 2009. Instantly, my skills from undergrad courses came in handy. Having that foundation alleviated a lot of the pressure from the rigorous academic course load at Columbia, and without those skills, my life would have been much more difficult.

CBS News asked me if I'd be interested in embedding with Marines in Afghanistan for two weeks, working as a producer and photographer. I said "yes" before they could tell me to think about it for a few days. I was able to forgo the conflict training because of my background, as well as camera training because of my experience in college and graduate school.

I hope to continue covering stories overseas in my career with CBS. I am forever grateful for the skills I learned and proud to be a part of the Carolina community. 

Another SJMC alumnus, Drew Brooks (BA, 2007), is also an embedded journalist in a war zone. He is a staff writer for the Fayetteville Observer where he covers crime and courts. He is blogging about his experience in Iraq at <http://blogs.fayobserver.com/withthetroops/November-2011>

What's up, Doc?

Written and Designed by David Heltzel

The College of Mass Communications and Information Studies offers doctoral degrees in both its schools. Meet Hassan Zamir and Ashley Miller, two first-year Ph.D. students currently working toward their degrees.

School of Library and Information Science



Achieving a doctoral degree is extremely difficult to accomplish; it takes years of dedication and long hours of work to reach such an esteemed level of education. Now, imagine how much more difficult it would be to achieve this degree in a foreign country using your second language. First year Ph.D. student **Hassan Zamir**, whose native language is Bengali, is attempting to achieve just that.


"From my childhood my family kept me in an environment to learn English more easily. They have done it with a thought that this might help me to do well in my career," he said.

Zamir, a native of Dhaka, Bangladesh, earned his bachelor's and master's degrees in information science and library management at the University of Dhaka. After completing his master's degree with a 3.95 GPA, he decided to come to the United States to achieve another academic milestone by getting his Ph.D. in library and information science.

He decided on the University of South Carolina because he felt the school was a good fit for his research interests. "Information retrieval and digital libraries are two areas I want to focus on more," Zamir said.

"I want to be a teacher someday in a library school," said Zamir. Since library and information science is not a huge field in his home country, he wants to establish himself here in the U.S so he can give the talented students from Bangladesh the opportunity to come to the America to do research with him.

Aside from his academics, Zamir is a member of the Bangladesh Student Association at USC, an organization made up of 53 Bangladeshi students who frequently come together to celebrate holidays and practice their religion.

"Social networking has helped me meet Bangladeshi students," he said. They are also creating a soccer league which has teams represented by other international student organizations on campus. 

School of Journalism and Mass Communications



Columbia native **Ashley F. Miller** is a first-year Ph.D. student in the School of Journalism and Mass Communications. Miller graduated cum laude from Emory University with a degree in film studies. She went on to complete her MFA at Florida State University's Film Conservatory before deciding to come back to her hometown to earn her doctoral degree.

Miller is an award winning filmmaker, writer and editor, with more than a dozen productions on her diverse filmography. *Prombies*, a short film she produced while in film school, won Best Cinematography at the 2008 Zompire Undead Film Festival. The short is about a high school prom where all the boys turned into zombies.

Miller has also written for reality television shows such as *Flipping Out* and *You're Wearing That!?* Reality television is a field she is very interested in.

Miller explained that people fail to realize the amount of writing that goes into reality shows. Many times the writers are listed as "story editors" in the credits, something Miller would like to see changed.

"Any time you see someone is the story editor, it really means he or she was a writer," she said. "I feel people should get writing credit for reality TV."

After completing her degree, Miller would like to teach all aspects of film, from production and writing, to editing and theory.

"That is why I want to get my degree in mass communications so I can teach many aspects of film," said Miller.

For further information about Miller or her filmography, please visit her blog at AshleyfMiller.com. 



The Building Blocks of Tomorrow

Establishing a Foundation of Literacy in Today's Youth to Promise a Brighter Future for Tomorrow's Adults

Written and designed by Kayla Hildreth and Alyssa Lepow

Do remember your favorite childhood book growing up? Remember begging your parents to read it to you every night before you went to sleep? How about the pride and excitement you felt the day you were finally able to read your favorite book to your parents for the first time? For many of us, this sort of memory is something we can relate to fondly. Unfortunately for some children, however, that pride is something that cannot relate to.

Fifteen percent of South Carolinians lack basic literacy skills, according to the National Center for Education Statistics. Although this statistic may seem small, the right to memories such as confidently reading your first book should belong to 100 percent of South Carolinians. To reach this goal, programs to eliminate illiteracy across the state are constantly being developed. Such programs were honored at the Annual Literacy Leaders (ALL) awards night at the South Carolina State Library, hosted by the School of Library and Information Science.

With a theme of youth throughout the night, three recipients were honored this year for developing programs to eliminate illiteracy in a younger generation of South Carolinians. This year's recipients were the Spartanburg County Libraries' Children's Department, the Junior Achievement of Central South Carolina and Sarah Katherine DeVenny of Lancaster County.



The last award of the evening was presented to Sarah Katherine DeVenny by David Goble. DeVenny is the youngest person to receive a literacy leaders award.

The Spartanburg County Public Libraries' program was honored for its Real Mommies Read program. Funded by the Mark Black Foundation, the program focuses on developing the importance of literacy between teen mothers and their children. Young mothers and their children meet twice a month to help foster the habit of consistent reading. In its first year, the program found great success. Each child involved was examined at the completion of the program and all but one were found to be at the correct level of developmental skills for their ages.

Junior Achievement of Central South Carolina was honored for its work in teaching students about financial literacy, work readiness and entrepreneurship. It encourages necessary skill sets, which program developers feel are important to understand in an increasingly complex business world.

Lastly, DeVenny was honored for developing a sustainable literacy program, the Learning is Love reading initiative, in conjunction with community organizations in Lancaster, S.C. At 17, DeVenny is the youngest to receive a literacy leaders award. David Goble, a DeVenny family friend, presented the award to her.


DeVenny, an ideal example of the empowerment of literacy, feels lucky to have grown up in an environment where reading was a daily activity. However, she recognized this was not the case for every household in South Carolina. “I wanted everyone in our state to feel confident about themselves and their ability to be literate,” said DeVenny.



Dr. Michael Amiridis, provost of the university, and JoAnn Turnquist, president and CEO at Central Carolina Community Foundation, chat before the ceremony.

These programs are working toward eliminating illiteracy – a goal that can help promise a brighter future for today’s youth. However, they cannot reach this goal alone. It takes encouragement, commitment and ambition from individuals, families and friends, too.

“It is my dream that there will be a confidence and pride among South Carolina’s future generations in their ability to read and be active citizens in their communities,” said DeVenny. “Banding together with others who share this dream is the way to reach it. I want every home, family and child to have books.”

All children deserve the happy memories of reading their first books out loud. Together, along with programs such as those honored at the literacy leaders award Night, we can make this memory one that all South Carolinians can cherish. 



Award presenter Nonie Price and Stephanie Stuckey, director of Junior Achievement of Central South Carolina. Junior Achievement of Central South Carolina was honored for its work in teaching students about financial literacy.



Members of the Spartanburg County Public Libraries’ Children’s Department with their literacy leadership award. The department was honored for its Real Mommies Read program, which focused on the importance of literacy between teen mothers and their children.



Columbia Welcomes

2011

InfoCamp

By Emily Collawn
Design by
Lindsey Daber

As I walked into Davis College on a Saturday morning in October, I knew immediately that Columbia's first Info Camp was going to be a different experience, unlike any conference I had ever attended.

At first, I felt out of place. I did not know anyone and I was not sure what I would experience. Earlier in the week, I spoke with Dr. Ron Brown, a School of Library and Information Science assistant professor and the man responsible for organizing the weekend. I learned that Info Camp focuses on students and professionals in various fields of information coming together to discuss the direction in which the field is headed. I decided to take advantage of the opportunity to learn and bring an outside opinion into the discussions.

As we gathered in the classroom and began the introductions, my uneasiness settled in the laid-back atmosphere. Each person introduced himself or herself to the group of about 35 and each told what he or she expected to learn. There were students and faculty from USC and Clemson, as well as people who read about Info Camp online. As each person spoke about expectations, I realized that no one was quite sure what to expect, but we were ready to find out.

Zack Frazier, a SLIS student who attended the second Info Camp in Berkeley, Calif. and brought the concept to USC, introduced Rachel Elkington, the founder of Info Camp. When Elkington was a student at the University of Washington, she attended a conference and wanted to

share her experience, so she decided to bring the conference to Seattle. The first Info Camp in 2007 generated discussion and created networking within the information field.

Keynote speaker Lynn Connaway talked about user-behavior research she does for OCLC, the world's largest online library catalog. She spoke about how the public uses libraries, but gave more insight on how students use libraries and how little they understand the tools libraries offer. Instead of asking librarians for help, students turn to Google or attempt to find books themselves, which wastes students' time.

What sets Info Camp apart is that the event is unstructured. With the exception of the keynote speaker, the topics or breakout sessions are not decided upon in advance. We transitioned to the roundtable, where breakout session topics were decided. Those who had topics in mind or questions they wanted answered each gave a minute-long speech to present the idea. Twenty sessions covered topics ranging from social media to mind mapping, from things you wish your professors had told you, to how to network yourself as a student.

I discovered I didn't need to be a library and information science student to contribute to the conversations at Info Camp. The future of social media and what is wrong with the public library system are issues that affect all students. I gave my opinion on subjects I understood, and I asked about topics such as the threat eBooks pose to physical books and how libraries must evolve.

An open letter to alumni and future employers:

Story by Ashley Webb



Social media have skyrocketed in the information and communications fields. Formerly just a means of communication for students, businesses now use social networking sites to inform their audiences. Though professionals are taking advantage of social media, students in the College of Mass Communications and Information Studies use them to build social relationships and to enhance their portfolios and networking opportunities.

Stephanie Williams, a fourth-year advertising student, is an intern at Post No Bills. She uses Twitter to promote her company's business and to post updates to intrigue her followers.

"I have used Twitter for about a year and I have learned how to bring attention to upcoming events." She will add these updates to her portfolio to display her knowledge of social media.

Though Twitter has increased in popularity, Facebook is still a familiar social medium. Students use it with their peers and to enlighten other audiences. Katie Detar, a fourth-year public relations student interning at the Juvenile Diabetes Research Foundation, combines Facebook and Twitter to promote events.

"I use my personal Facebook to share the causes I am involved with. Whether it's posting news or sharing the latest campaign, I let my Facebook friends know about what happens at JDRE," Detar says.


Stephen Brown, a 1995 journalism school alumnus and managing director at Cohn & Wolfe in Atlanta, has concluded that social media have created a new angle in social listening.

"Companies are hiring folks to track what consumers are talking about, aggregate that and analyze it," Brown says. "The fact that hundreds of media posts could have just happened around our company means it's important to follow it closely and know what to track."

I personally use social media to build my portfolio. Working for Event Services at the Russell House University Union, I let students know what is going on.


I used Twitter and Facebook simultaneously in August to inform students about Carolina Welcome, a week of events leading up to the first day of classes.

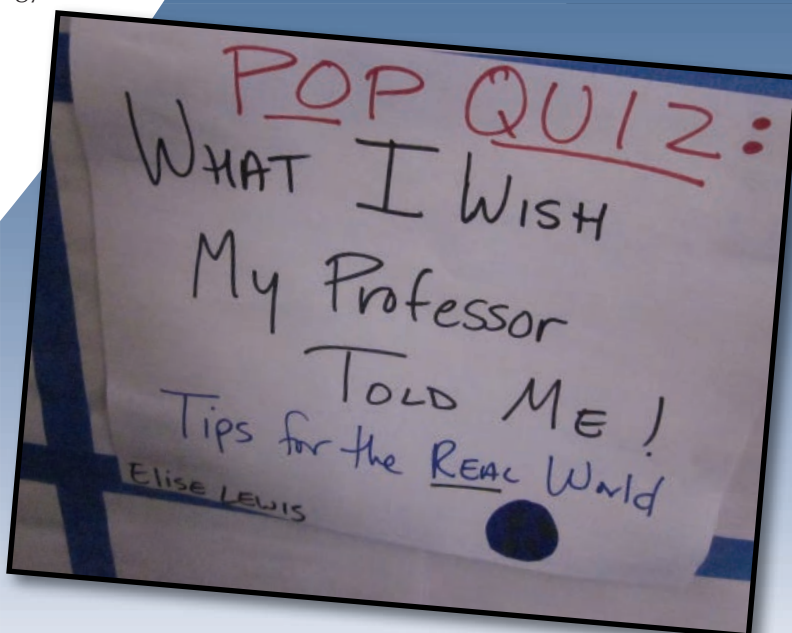
Professionals are looking for employees who already have social media experience. Likewise, students seeking jobs should demonstrate how their skills can benefit the organization.

CMCIS students are experimenting, experiencing and learning social media so we can land communications, library and information jobs. Knowing social media is merely one criterion for hiring, but we want you to know we are the perfect candidates to improve social media in the information and communications fields. 



Info Camp provided an informative and social environment where new friendships were based on the sharing of ideas.

Sponsors for Info Camp, held Oct. 1 and 2, were SLIS, IT-ology, AllOutVideos LLC, Octagon Solutions, the Library and Information Science Student Association and the Carolinas Chapter of the American Society of Information Science and Technology. 



HIGH FIVE

Dr. Lowndes F. “Rick” Stephens Retired Honorably

Story and design by Yang Shen



Dr. Lowndes F. “Rick” Stephens possesses multiple identities: a dedicated professor, a respected researcher and educator, and, of course, an enthusiastic Gamecock fan. As one of the most senior professors, Dr. Stephens retired May from the School of Journalism and Mass Communications after 35 years of conscientious and notable performance at the University of South Carolina.


“Scholar, teacher, mentor and Gamecock. The legacy that you have created sets a bar for our next generation of the professorate.” That is how USC President Harris Pastides described Dr. Stephens in his congratulatory letter.

Looking back, Dr. Stephens is proud to have had the opportunity to teach for such a long time. “I feel thrilled,” Dr. Stephens said with a warm smile. “You can see what freshmen do. They are just beginners. For graduate students, you can see their hunger and how they become more mature. In doctoral classes, I gave constructive feedback and found how they developed.” Dr. Stephens always encourages students to explore the facts and reach the conclusion themselves.

Among students and colleagues, Dr. Stephens impresses people by his classical personal gesture—a high five. Dr. Stephens said he enjoys the moment and the wonderful chemistry. He tried to create a casual environment, but also to urge the students to take class seriously. This teaching style pushes the students to a higher level. His contribution and service, just like the gesture, branded him as a gracious colleague and an inspiring mentor.

With interest and passion, Dr. Stephens gained research achievements in academic fields. For this reason, his career was never stagnant. To constantly stimulate students and colleagues, Dr. Stephens tried to keep up with various fields and successfully integrate writing, teaching, consulting and systematic research. Multiple fields benefit each other and add more value to the students and himself. “I kill two birds with one stone,” he said.

Retirement means an end of the career, but it is a new beginning of personal life. Dr. Stephens wants to take a long trip with his wife Sally and treasures all the time with his son, daughter and grandchildren. Meanwhile, Dr. Stephens will still engage in research and consulting; learning and contribution never stop.

Joining USC as an assistant professor in 1976, Dr. Stephens earned tenure and was promoted to associate professor in 1980 and full professor in 1986. During 1999 to 2001, he was the acting director of the J-school’s Center for Mass Communications Research. He served as J. Rion McKissick professor, an endowed professorship, from 2000 to 2006. Dr. Stephens also earned Distinguished Professor Emeritus in 2011. Beyond teaching, Dr. Stephens also contributed to major committees and student organizations at USC. 



“Rick Stephens was one of the few... who had more than a dim awareness of the importance of scholarly research and publication. ... At times he must have felt like a voice in the wilderness, a conscience urging his colleagues to develop and contribute new knowledge. Happily, that message eventually began to resonate.”

—Dr. Ronald T. Farrar, *former interim dean of CJMC*

“Dr. Stephens never responded to questions condescendingly or lost his patience when he had to repeat himself. Mostly, he managed to make economics seem real to us... He was an institution at the J-school, and his humor and high-fives will be sorely missed.”

—Mary Franklin Harvin, *M.M.C. student*

"It's going to be a long drive to Louisiana."

Dr. Robert V. Williams, retired professor of the School of Library and Information Science, jumped in a van with about a dozen graduate students to caravan to this year's American Society for Information Science and Technology conference in October. He was traveling with the students to not only attend the conference, but also to receive the prestigious Watson Davis Award. The juried award is given to members of ASIS&T for outstanding, con-

tinuous contributions and dedicated service to the society.

between information science and intelligence work.

In 1985, Dr. Williams launched an oral history project, South Carolina's Library Heritage, which emphasized interviewing African-American librarians to document their stories. He organized a group of people to identify the most significant figures in the history of information science and interviewed about 10 of them.

"They had fascinating stories to tell about going to schools during the 40s and 50s and having so few

life-long mentor, Dr. Martha Jane Zachert. She was at USC when Dr. Williams began teaching and, together, they still write articles.

"Dr. Zachert is about 90 years old and she still edits my papers," he said.

Since 1978, Dr. Williams has been associated with SLIS. He helped create the undergraduate program for information science in 2008, which is continuing to grow. He has also served as the research director and currently teaches one doctoral class a semester at USC.

Retired Professor Wins the Watson Davis Award

By Brittani Coleman | Design by Yang Shen


books," said Dr. Williams. "Seeing how those folks managed to survive with that and the discrimination — it's really interesting what they were able to do."

The tedious project has taken 25 years, but Dr. Williams received help from students in transcribing and organizing the information onto USC's website. Some of the interviews lasted up to eight hours. He has also put together a chronology of the history of information science.

Not only has Dr. Williams received the Watson Davis Award, but he has also won the 2003 award for mentoring and teaching by the Special Libraries Association.

In regards to winning the Watson Davis Award, Dr. Williams humbly says he owes 99 percent of it to SLIS director, Dr. Hastings, who nominated him. He stressed the significance of the award, explaining that

library and information associations tend to be present-oriented and not as interested in history because most of the members are working on the latest technology.

"I hope that with my research, people will take a deeper interest in history." 



Even though Dr. Williams has been retired for seven years, he actively contributes to research in the field. Since retirement, he has written several articles and two books, one of which is *Covert and Overt, Recollecting and Connecting Intelligence Service and Information Science*. The book displays the contributions by intelligence professionals in the CIA, British agencies and the US armed services during World War II and the Cold War. It also examines the historical relationship

Before coming to USC, Dr. Williams worked at the Ford Foundation as a service manager and archivist. He earned a Ph.D. in library and information studies at the University of Wisconsin-Madison. While earning a master's degree at Florida State University, he met his

Committed to Tackling South Carolina's Literacy Challenges— Scout's Honor

By Christina Galardi

A 9th grade girl survives on an uninhabited island in the middle of Lake Michigan for a week, living side by side with snakes and rabbits and seeking nourishment from leeks and other edible plants.

This Girl Scout wilderness survival exercise sounds like an incredible tale—but it is just the beginning of the story that brought Dr. Michelle H. Martin, the first Augusta Baker Chair in Childhood Literacy, to the School of Library and Information Science.

The Augusta Baker Chair was created to respond to disparities in resources and support for reading in South Carolina, where illiteracy affects approximately 15 percent of the total population. The position requires a unique combination of research, programmatic coordination and teaching, and Dr. Martin will collaborate with educational, business and political leaders to develop literacy initiatives across the state and nation.

One of Dr. Martin's most important responsibilities will be investigating best practices for children to comprehend and value reading as well as techniques to bring stories alive. Her research will be used to expand outreach programs through the South Carolina Center for Books and Literacy. "There is nothing—not TV, not computer games, not anything—that can captivate an audience like a well-told story," Dr. Martin said.

"Dr. Martin's work will be an international magnet for researchers and potential students," said Dr. Samantha Hastings, associate dean and director of SLIS. "The school has always been known for our specialty in children's literacy and children's services, but the Augusta Baker Chair can be used to influence curricula statewide and draw attention to

reading." Long before Dr. Martin became the Augusta Baker Chair, she was a proud Girl Scout. Both of her parents were scout leaders who instilled in her a commitment to the program at an early age. Her high school experience in the Girl Scout destination program, which culminated with the test of survival on Lake Michigan, was pivotal to her leadership development.

Braving foaming rapids perched on a raft, singing songs in the soft glow of campsite firelight against a blanket of darkness—moments like these from Girl Scout experiences shaped Dr. Martin's passion for nature, which she later expanded by earning a master's degree in outdoor education. She later worked at a residential outdoor education school in the Sierra Nevadas and served as a naturalist at South Carolina's Sesquicentennial State Park. Although these outdoor adventures may be a sharp contrast to the academic setting where Dr. Martin works now, they honed her passion for teaching.



"It was the best training ground I could have had," Dr. Martin said. "I wish every student teacher in the country could go through an experience like that. It was not unusual to be in the middle of the lesson and be interrupted by a vulture or a red-tailed hawk flying by." She provided sound effects to illustrate. "Discovery was alive and well."

Dr. Martin's creativity and resourcefulness have already seen success. When she was a professor at Clemson University, Dr. Martin spearheaded Read-a-Rama, a day camp that connects reading with outdoor activities like fishing and learning about insects. She hopes to bring her camp creation to the Columbia area. She also envisions a campus liter-



acy pledge, in which each USC student reads weekly with a child or adult, and a used book drive called "Touchdown for Literacy" at the annual Carolina-Clemson football game.


Kim Jeffcoat, executive director of the South Carolina Center for Children's Books and Literacy, described Dr. Martin as a dynamic leader. "She has the expertise and the experience to get these programs off the ground. She has great energy—her ideas are fantastic." Coincidentally, Jeffcoat was a member of Dr. Martin's Girl Scout troop.

Dr. Martin's experience in Girl Scouts also engendered a lifelong commitment

to civic engagement. As the new Augusta Baker Chair, Dr. Martin said, she has a responsibility to improve the community, both in South Carolina and beyond.

"If I, who has been given so much, can't give back to the communities out of which I have come, what good am I?" she said.

The reality of illiteracy is a grim story in South Carolina, as poor reading skills, which are closely linked to poverty levels, can compromise the state's potential for economic development. Literacy is key to the state's survival. "If South Carolina doesn't make change, we can kiss our possibilities goodbye," Dr. Martin said.

For those children left stranded by their circumstances, Dr. Martin's work to improve educational outcomes is a landmark on the horizon. "She has boundless energy and a commitment to children and their wellbeing," Dr. Hastings said. "She has a deep understanding of what it takes to produce a reader." 

Augusta Baker's Legacy

The new position pays tribute to the work of children's literacy trailblazer Augusta Baker. During a 37-year career in the New York Public Library system, Baker became the first African-American in the NYPL administration when she was promoted to children's services coordinator. She used her position to pressure publishers to print more work by African-American authors, and she established the James Weldon Johnson Memorial Collection of African-American children's literature at the Countee Cullen branch in Harlem.

As a child growing up in the Columbia area, Dr. Martin lived two blocks away from Baker's extended family, and Baker told stories at Dr. Martin's elementary school. But Dr. Martin did not realize Baker's impact until she began conducting research for her work *Brown Gold: Milestones of African-American Children's Picture Books, 1845-2002* using the works Baker collected.

Baker's legacy in children's literacy ranges from consulting for the development of "Sesame Street" to influencing the work of household names in children's literature and illustration, including Ezra Jack Keats, Maurice Sendak and Madeleine L'Engle. After her retirement, Baker accepted a position as USC's storyteller-in-residence, the first position of its kind at an American university, from 1980 until 1994. The endowed chair honoring Baker is the first in the state to be named for an African-American woman.



National News Correspondent is Model of Success for Hometown Community

Story by Christina Galardi

Design by Lindsey Daber



You might recognize one of the newest faces on the NBC family of networks as South Carolina native and former Columbia-area news anchor Craig Melvin.

Now an MSNBC daytime anchor and NBC news correspondent, Melvin is moving up the ranks of broadcast journalism, but he has not forgotten his roots in the Palmetto State.

Melvin's rapid rise to success began as a Columbia High School student when he beat out seasoned journalists to earn an Associated Press Award in 1996 for stories produced as an "Our Generation Reporter" with WIS-TV, a Columbia-area news station. At WIS-TV, Melvin worked his way from a college internship to an anchor position. He garnered a regional Emmy award in 2006 and recognition as South Carolina's best news anchor in 2007. After seven years at WIS, Melvin moved to the top 10 Washington, D.C. market as an anchor for WRC-TV and joined MSNBC in New York in July.

Melvin shared his insights with aspiring journalists and others during his return to Columbia to deliver the Buchheit Family Lecture for I-Comm Week, hosted by the College of Mass Communications and Information Studies. His message, "From 'Craig Cam' to MSNBC: How Technology and Viewer Tastes are Changing Broadcast News," touched on the challenges of maintaining journalistic integrity in a field changing dramatically thanks to

24-hour cable newscasts and the Internet. "Craig Cam," Melvin's signature work, was a live segment aired on WIS-TV's sunrise newscast.


Although he graduated from Wofford College with a degree in government, he also received support from the USC community. Then WIS-TV news director Randy Covington, now a journalism faculty member, "took a chance on a kid," as Melvin said, by hiring him straight out of college. While working as a WIS-TV intern, Melvin took a TV production and reporting course during the summer term at the School of Journalism and Mass Communications—his only classroom study in broadcast journalism.

Despite his limited experience, Melvin's charisma and perseverance paid off. "I remember noticing Melvin's ease," said Taylor Kearns, a 2006 broadcast journalism alumnus who joined WIS-TV as a photojournalist and worked with Melvin. "He made the job look absolutely effortless. As a viewer, you really felt like you knew the guy. I realize now, after a few years in the business, how hard it is to pull that off. Melvin's the real deal."

Kearns also remembered support Melvin provided during Kearns' early reporting career. "Craig was one of those guys who encouraged you to be yourself and find your own voice. It's hard not to take that advice from a guy who's clearly built a career around it," he said.

During his visit, Melvin was also featured in the daily newscast produced by senior semester broadcast journalism students. Alex Heaton, an Orangeburg, S.C. native whose high school was featured on a "Craig Cam" segment, conducted the on-camera interview. "I would like to see myself at a network one day, and it was helpful to hear how this local personality made it so far in such a short time," she said.

Richard Moore, who teaches the senior semester students, viewed Melvin as an important role model. "If you have a passion, work hard and make smart decisions, you can succeed. That's exactly what Melvin represented," he said.

Melvin appreciated the opportunity to share his advice. "You view it as paying it forward. Someone came and talked to me when I was a student, and if there's one person here who got something out of it, mission accomplished." 

The Buchheit Family Lecture Series honors another South Carolina standout, the late Phil Buchheit, who owned newspapers in six states as president and chairman of Mid-South Management Company.

I-Comm Week 2011

A student blog by Savannah Boccio, Anne Sauvain and Meredith Sutter.
Design by David Heltzel

As undergraduate students, we are constantly looking to expand our knowledge of how our degrees can be developed into careers. I-Comm Week 2011 gave us the opportunity to hear professionals from the journalism and library science fields speak about how they use their degrees in their everyday lives. The College of Mass Communications and Information Studies presents its annual I-Comm Week to bring together experts in our various fields with students, alumni and the community.



Dr. Sam Hastings and Anne Orange

3rd
Oct

"Success is only about your hard work and what you make of it."

8:45 a.m. – Lou Kennedy, president, CEO and co-owner of Nephron Pharmaceuticals Corporation and graduate of the School of Journalism and Mass Communications, discussed the recipe for her success as the first speaker for I-Comm Week VIII.

No stranger to hard work, Kennedy graduated from Carolina in 3½ years and immediately jumped into the work force after graduation. She explained how she uses her journalism degree every day through event planning, written communications and various marketing ideas. "Almost everything I do requires people skills," said Kennedy.

Kennedy continues to give back to her *alma mater*. "My husband and I feel very blessed. USC gave us our start so we want to give back. To those who much has been given, much is expected."

She has committed to serve on the building committee for the new School of Journalism and Mass Communications building. The project will renovate the old Health Sciences building and provide students with state-of-the-art learning facilities. Kennedy thrives on progress and is excited to be part of a project that will improve something so close to her heart.



"The heart of public relations is having as many intersections in the community as possible."

11:15 a.m. – Stephen M. Brown, a 1995 SJMC graduate, is the managing director for the Atlanta office of Cohn & Wolfe. Brown's agency career includes work within advertising, public relations, marketing and interactive agencies on primarily consumer accounts.

"I love public relations because you get to be creative, get to teach, cultivate relationships and launch new products."

He gave several tips for success in public relations: using social networking for a purpose, writing early and often, and choosing the unexpected. Brown told students to "dig deeper and imagine more."

Other activities during the opening day included a presentation by Anne Orange of the USC Career Center; a SLIS alumni panel and career workshop; and a professional panel sponsored by AAF, PRSSA and IABC.

Rogan Hamby, Virginia McCraw,
Bob Noe, Thomas Maluck



Recap continues on next page →

11:05 a.m. – **Dr. Barbara M. Jones**, director of the American Library Association's Office for Intellectual Freedom and the executive director of ALA's Freedom to Read Foundation, and **Jay Bender**, SJMC and USC Law School professor, began Day 2 talking about censorship in communications and information science.



Dr. Jones explained the troubling phenomenon of award-winning books being removed from libraries and reading lists because of excerpts that are deemed "inappropriate" when taken out of context.

She said her office hopes to prevent censorship in the first place by engaging parents in the reading activities of their children, and encouraging communication between librarians and parents.



4:01 p.m. – **Leslie Mitchell**, vice president of Intelligence Operations for Information International Associates, Inc., spoke about how information is used as a strategic national resource by the government and intelligence agencies, and how she relies on information science professionals to identify and categorize the important data.

Mitchell said open source information became an important resource for the government and the defense department after 9/11. Open source information is simply information that anyone can access, particularly on the Internet.

The amount of data on the Internet grows exponentially every day, and this led to open source information gathering as an established discipline of intelligence.



5:30 p.m. – **David Axe**, war correspondent and graphic novelist, spoke about "Selling War" to USC students and faculty. Axe has worked as a freelance journalist for 10 years, and currently writes for his war blog, www.warisboring.com.



Axe's presentation was more of a discussion with the audience. He asked if people thought there is more, less or the same amount of war in the world than there was 10 years ago. Several answered "more," but Axe explained there is substantially less war than there was a decade ago.

He described how this presents a challenge for war correspondents like him. Conflict will always be going on somewhere, he explained, so he goes where the conflict is so he can write about it. He proposed that this could be why there is a popular misconception that war is everywhere and ongoing.

Other events during Day 2 included a presentation from Dr. Kathy Forde of SJMC and Dr. Jennifer Marshall of SLIS about historical accountability and social justice, and a reception sponsored by the Free Times following the last presentation.

5th
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2 p.m. – Dr. Elise Lewis, a SLIS assistant professor, has been working with the Arius 3D scanner since June. The Arius 3D is a state-of-the-art scanner that uses laser software to create a 3D image of the item scanned.

In 2007, the Canadian company Arius 3D approached USC to establish an imaging center. The company hoped to share the scanner with universities with historical collections to scan. We are the first university in the United States to use the scanner.

The value of the scanner is undeniable. Dr. Lewis explained how the scanner creates interactive representations of artifacts that can be used in information centers and as learning objects.

While the proprietary hardware of the scanner does create a challenge for Dr. Lewis, she says the value of the scanner exceeds the \$1 million price tag placed on the two-year donation.

3 p.m. – Video games today are considered by most as mind-dulling, time consuming activities with little educational value. SLIS assistant professor **Dr. Ron T. Brown**, however, thinks differently.

Dr. Brown believes we are at the beginning of a journey where games revitalize learning. The crisis of education, he explained, is a result of overpopulated schools and burnt out teachers, which produces students who aren't learning.

According to Dr. Brown, video games can help. Gaming naturally motivates youth, so add educational substance to a game and the result will be continued learning by choice. Gaming as an educational tool can increase both problem solving skills and knowledge. It also has the ability to teach teamwork.

3:30 p.m. – Dr. Augie Grant, a SJMC professor, said technological advancement in recent years is obvious and we only need to look around us to see the proof. Computers that were once the size of rooms can now easily slide into a book bag or purse, and cell phones that were the size of briefcases can now fit easily into our hands.

Dr. Grant said there are certain components of technology that are increasing dramatically. For example, the user-generated content and personalization of technology that's used daily is increasing. These trends will affect every aspect of our lives. Libraries will replace archived books with information stored on computers. Hospitals will be able to access more information than ever to help cure illness. Even aspects of society like law enforcement can be helped through digital surveillance and data trails.



Dr. Brown

Dr. Grant

Please see page 18 to read about the annual Buchheit Lecture, which was part of I-Comm Week's Day 3 events

6th
Oct


2 p.m. – Megan Coker, a Magellan Scholar and a fourth-year student in SLIS, presented "Imaging the Invisible," a research grant project she is working on with the McKissick Museum. The project seeks to take images that we aren't normally able to see, and present them in a visible, interactive environment.

Coker said images from "the nanoscopic to the solar system, from the ocean floor to outer space" are visualized in the exhibit. She hopes to continue her research and explore this topic further.

2:30 p.m. – Seven CMCIS graduate students presented their research in a poster session. The audience walked from presenter to presenter to see and hear about their work.

4:45 p.m. – Matthew Haught, a doctoral student in SJMC, ended the day with an excellent demonstration of a new type of learning. Haught used Prezi, a modular presentation software, to show its advantages. He described Prezi as being "like a giant poster you can zoom in on," and explained how this can help teach students to understand the big picture. It was obvious by the end that several instructors in the room were thoroughly impressed and interested in this new presentation style.



We feel fortunate that we were able to experience this week before entering the world of alumni status. The library, information and journalism professionals who shared their stories gave us a sense of hope and determination that we can and will find careers that we love. And who knows — maybe one day we'll be back here sharing our success stories at a future I-Comm Week. 

When Health, Science and Communications Collide

Story by Nicole Doran | Design by Lindsey Daber

An emerging collaborative research program at the University of South Carolina is making an impact on how health and science researchers understand public communication and perception, and the College of Mass Communications and Information Studies plays a key role in the collaboration. The Science and Health Communication Research Group combines the efforts of the School of Journalism and Mass Communications (SJMC), the School of Library and Information Science (SLIS) and the Department of Health Promotion, Education and Behavior (HPEB) to develop expertise in health communication and strengthen research and teaching on the college level.

SJMC professors Drs. John Besley, Sei-Hill Kim and Andrea Tanner, along with SLIS professors Drs. Kendra Albright and Feili Tu, are among a group of researchers and professors at USC who have



An important part of the collaboration is the Graduate Certificate in Health Communication. Students seeking to earn the certificate must complete a research project along with 18 hours of post bachelor's study. They choose a concentration in journalism and mass communications, library and information science or health promotion, education and behavior; however, their full 18-hour course load comprises classes from each subject area. The certification therefore allows students to be more competitive in any one of the three fields, while providing them with the opportunity to make a contribution to research at the university.

"In order to ask the government for money it is necessary to have a mass of scholars who can contribute to the multiple parts in the research process," Dr. Besley said. He proved this collaborative program to be beneficial in obtaining external research funding when he received a National Science Foundation (NSF) grant of \$42,936. Using this grant, Dr.


"The goal is that the health communication program will encourage collaboration between schools."

committed to this program and are using their different backgrounds to provide a meaningful research and learning environment for students and researchers alike. All have separate research interests; however, the integration of these has proven to be beneficial not only to their respective schools but to the university as a whole.

The program helps reduce the gap between what experts know and what gets effectively communicated to the public by providing researchers and professionals with a larger body of knowledge in health communication. The contributing researchers' and professors' goal is that the science and health communication program will encourage further collaboration between schools on research grants. "As universities become more dependent on research funding they recognize the value of setting up increasingly more formalized groups to go after grants," said Dr. Besley.

Besley conducted a third wave of research on American perceptions of nuclear energy. This research followed two waves of data collection, which took place prior to the BP oil spill and the Fukushima disaster in Japan. The results of this research will allow Dr. Besley to further analyze how pre-existing attitudes and environmental awareness shape public opinion, particularly after a disaster.

Dr. Besley's focus is the degree to which government and corporate officials benefit from involving the public in decision making about science and health. Much of his research looks to explain the relationship between media use, citizen engagement and risk perceptions. This program will afford him the opportunity to further explain the impact of media coverage on public decision-making.

The other SLIS and SJMC professors in the research group are contributing to other research areas. 

USC Provides Foundation For Success

by Catherine Doyle



Outstanding Alumni Awards recipients, l to r: Clay Owen, Johnny Boggs, Ken Baldwin, Kenneth Moton, George Johnson

What do a western author, a children's charity founder and a noted public relations practitioner have in common? And what about a broadcast journalist, a Cocky Award winning art director and a philanthropist? They are all alumni recognized by the School of Journalism and Mass Communications for their achievements.

Alumni, faculty and friends gathered to honor six very different individuals at the annual Alumni Awards banquet in November. Each has his own compelling story, and together their stories filled the evening with laughter and tears, resembling a family reunion more than an awards ceremony.

Johnny D. Boggs, George Johnson and Clay Owen received the Distinguished Alumni Awards, which honor accomplished professionals who have been out of school for 10 years or more.

Boggs studied journalism and graduated in 1984. The reporter-turned-western-author has received the Spur Award from Western Writers of America in 2006 and in 2002, and the Western Heritage Wrangler Award in 2004.

Boggs admitted, "I would not be here if it were not for the professors I had, especially Dr. Price," who helped him get his first job as a reporter. In fact, Dr. Henry Price himself presented Boggs' award.

Johnson earned his Master of Arts in 1996. His interest in journalism started at a young age. "I liked to take the afternoon newspaper and play with how I would rewrite the stories."

Johnson has been an SJMC adjunct instructor since 1997. He is a retired vice president of BlueCross BlueShield of South Carolina, and believes his greatest achievements were starting its in-house agency and the BlueCross BlueShield Foundation. He also has worked as a journalist and political campaign manager.

Clay Owen and his wife, Grainne, founded Curing Kids' Cancer Inc., a foundation whose programs have raised more than \$2 million for pediatric cancer research and treatments.

Owen, who is director of communications for AT&T, recounted the story behind Curing Kids' Cancer, which the couple created after the death of their young son Killian. He added, "Some of the research we have funded has created new treatments. One in particular has saved the lives of three children." Owen graduated in 1982, and was a producer for CNN before joining AT&T.


Kenneth Moton and John Baker received the Outstanding Young Alumni Awards, which honor those who have been out of school less than 10 years, but have already attained significant achievement.

Moton studied broadcast journalism and graduated in 2004. He said, "I didn't know it before I graduated, but that journalism program was one of the most intense in the world. The professors and Dean Bierbauer really made sure we had the tools to go out in the world and do this job right."

He is a reporter for WPVI, an ABC affiliate in Philadelphia. He acknowledged his family's support in his remarks, giving special credit to his mother, who attended the banquet with him.

Baker, an advertising major who graduated in 2001, won the coveted Cocky Award for his Super Bowl 2009 television spot while at DDB Chicago. He now is the senior art director at TWBA/CHIAT/DAY in Los Angeles.

"I had no idea what I wanted to do career wise. USC helped me figure out how to apply what I liked into a fun job that I enjoy going to every day," said Baker, who was unable to attend but sent a note thanking his professors. He credits Professor Bonnie Drewniany as one of his biggest influences. "She definitely sent me down the right path."

The Excellence in Service Award honored Ken Baldwin, who graduated in 1949. Baldwin, a loyal donor, created the Baldwin Business and Financial Journalism Endowment Fund through a \$500,000 gift in 2009. The endowment helps fund research initiatives, symposia, guest lecturers, visiting professors, student assistantships and related programs to encourage interest in the school's growing focus on business journalism. 

I Bet You Didn't Know:

Moton:

"I was on the legendary game show, 'The Price is Right.' He won a kayak.

Johnson:

"My chief hobby is cooking. I like to cook vegetarian because it's different and I'm not a conformist. I'm kind of a maverick."

Boggs:

"I'm actually very shy. Sometimes I think that's why I got into journalism because I thought it would make me get over that."

Baker:

"I entered a USC body building competition."

Owen:

"I was once grand marshal of the Mushroom Festival in Neeses, S.C."

Baldwin:

"I came to journalism accidentally. I really thought I was going to be an architect. I went to the VA assistance center and took some tests, and they said, 'You ought to be in journalism.'"

Scholarship Recipients Express Special Thanks to Donors

Story and Design By Yang Shen



Cathi Cooper Mack and Antonio Peterson

To express appreciation to its generous scholarship donors, the College of Mass Communications and Information Studies held the third annual scholarship luncheon in October. More than 80 donors, recipients and staff attended the event. This luncheon provided an opportunity for recipients like Antonio Peterson to say special thanks to their supporters and also allowed donors to meet with their beneficiaries.

Peterson went back to school at the age of 35 and felt so appreciative the donors for helping his further education. Speaking on behalf of other students who have received scholarships, he said, "This scholarship from the South Carolina Library Association reinforces that I do have earthly angels helping me. I can show my kids that with hard work and faith, all things are possible, and I have an opportunity for a better life."

Dean Charles Bierbauer said he continuously witnesses the impact the scholarships have on the students' lives. He also said the lunch is more than just allowing the recipients to express thanks and the donors to meet the students. "We hear students and donors alike say they had a great conversation and plan to get together again. If we can stimulate an inter-generational dialogue, we've added considerably to the value of the scholarship."

USC Provost Dr. Michael D. Amiridis also spoke. He said he was proud of the college and the donors for maximizing the opportunities for students to fulfill their dreams and further their education.

This academic year, the college awarded more than \$300,000 in scholarships. Next year, the Alumni Society Steering Committee will establish a new scholarship that for the first time will award students whose parents or grandparents are alumni of CMCIS. This legacy type scholarship is a great way to support students and give back to our college.

For more information about supporting scholarships in the college, please contact Terry Dixon, the director of development for CMCIS, at (803) 777-6898 or tedixon@mailbox.sc.edu. 

Outstanding Students Earn Scholarships

By Brittani Coleman



Mandy Hawkins

Mandy Hawkins, a second-year student majoring in information science, is a recipient of the 2011-2012 Information Science Scholarship from the School of Library and Information Science because of her demonstrated academic excellence.

"This scholarship means I can continue to pursue my goals in information science," Hawkins said. "It is such an honor for me to receive this award, and I am immensely thankful for it."

She has been on the President's and Dean's lists. She is also a volunteer for the local public library and takes pride in being able to assist other students in understanding efficient ways of researching material.

Hawkins' love for literature fueled her career plan of becoming a librarian. After graduation, she intends to earn a master's degree in library and information science.

"I feel that I can really use the knowledge I have gained from getting a degree and the experience of working in a public library to be an effective manager," said Hawkins.




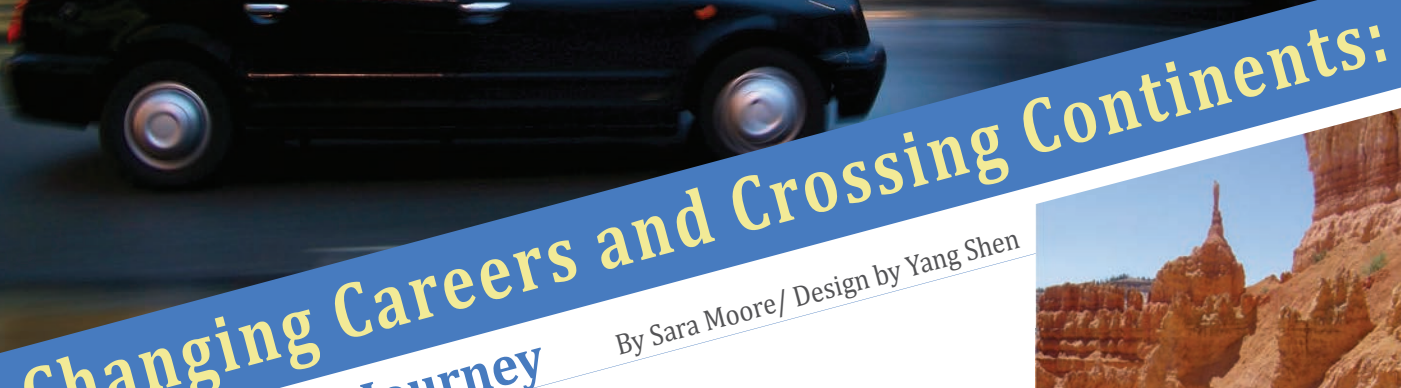
Jenni Knight

While sitting in her eighth grade citizenship class, Jenni Knight decided she wanted to be a news anchor. The third-year broadcast journalism student has shown continuous dedication to academics, which led to her receiving the Jessica Horton Memorial Scholarship from the School of Journalism and Mass Communications.

With the scholarship money, Knight can focus more on academics and student organizations.

Knight is the content director at Student Gamecock Television (SGTV) and is one of the executive co-producers of SGTV's entertainment news show, "Talk of the Town." She has interviewed many guests on the program, including former South Carolina first lady Jenny Sanford, MSNBC Anchor and NBC News Correspondent Craig Melvin and author Nicholas Sparks.

Knight is an active member of the Society of Professional Journalists and was vice president in 2010. After graduation, she plans to be a local reporter for a South Carolina news station. 



Changing Careers and Crossing Continents: A Journalist's Journey

By Sara Moore / Design by Yang Shen


One backpack, 15 months, two careers and countless unexpected experiences: this was Lisa Lubin's life when she returned from her first trip around the world. Lubin, a broadcast journalist, took a career break in 2006 to pursue her dream of traveling the world. This temporary break became a new career as a travel journalist, and would later lead her to launch her latest adventure, a media consulting company.

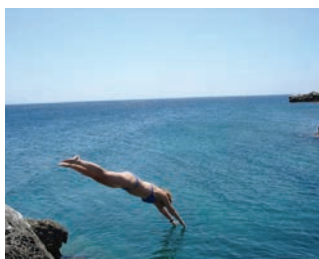
Lubin's journalism career began during her last semester at the University of South Carolina. Under the guidance of former associate professor Dr. Sonya Duhe', her broadcast senior semester provided her the experience of a first job. After graduation from the School of Journalism and Mass Communications, Lubin worked with ABC in Chicago for almost nine years as a producer and editor of a weekly magazine show.

In July 2006, she quit her job and set out on an adventure more than 20 countries, where she discovered the depth of her passion and her natural talents. She immersed herself in the local cultures of South America, Europe, Asia, Africa and Australia. She supported the next leg of her trip with a variety of jobs along the way. She worked as a waitress at a café in Melbourne, a public relations practitioner in Madrid and taught English in Istanbul. Her travel blog quickly rose in popularity, garnering attention from the 2008 Weblog Awards, "Good Morning America" and international audiences. Her blog's popularity created more employment opportunities for her in the United States.

When she is not traveling, Lubin's time at home is packed with lectures, presentations and events. Every fall, she leads Chicago's Meet Plan Go!, which encourages busy professionals to follow her lead and pursue their travel dreams. The event is perfectly summarized in this post from her blog. "Have you ever dreamed of quitting your job and traveling? Or just taking a longer break to live and breathe and enjoy life for once? I have met dozens of people in the last five years who have told me this is their dream. If you are a regular reader of this blog – you know it really is possible – without a trust fund, without a partner, and...without a net."

All of her experiences inspired Lubin in her latest pursuit: starting her own media consulting company, LLmedia. With knowledge of every component of production, she needed an outlet to share her expertise. She does not film or edit, but instead provides consulting services for research, scheduling, writing, interviewing, producing, editing and graphics supervision.

Lubin's story contains the expected and the unexpected, blended with a theme of convergence. Like many of her peers, her perspective of media changes as constantly as the news. She moved from editing to behind the camera, then in front of the camera during interviews and travel appearances. Changing careers multiple times is becoming more common in any field, especially communications. Navigating these changes, just like traveling, requires a solid foundation and a strong sense of direction. 





Terry Dixon
Director of Development

My family recently enjoyed an afternoon at the Colonial Cup Steeplechase in Camden. Twenty years had passed since my last steeplechase experience. I admit this experience was different with our 8-year-old son and two nephews in tow.

Though the three boys cheered their favorite horses with equal excitement, only one of them was able to claim that his horse was the winner. No matter how well the horses started, what mattered in the end was their finish. To some extent, the same can be said about other life experiences. Education. Sports. Careers. Parenting. And, yes, even fundraising.

The University of South Carolina recently declared its own sort of race as we announced Carolina's Promise, a history making capital campaign that will raise at least \$1 billion before June 30, 2015. These new resources will allow the university to implement Focus Carolina, the comprehensive strategic plan which outlines key decision making for the university's future, specifically focusing upon quality, leadership, innovation, diversity, access, global engagement and community engagement. Focus Carolina provides the vision for Carolina's Promise, the most ambitious campaign ever to support higher education in South Carolina. The university has already raised more than half of its campaign goal. So to borrow a saying from the racing world, "Our horse is just more than half way around the track." While that is indeed promising, our success will largely be determined by our finish.

The College of Mass Communications and Information Studies will continue to concentrate our fundraising efforts on our key funding initiatives. We cannot be successful without talented and engaged volunteers. Our existing Alumni Society Steering Committee and Dean's Circle Campaign Committee continue to push forward with ideas and contributions. There will be new volunteer opportunities in the year ahead. I hope you'll give me a call if there is something here that potentially interests you. Specifically, we will:

- look to alumni to host alumni connection events
- create a volunteer group supporting our campaign awareness building efforts, including use of social media
- launch efforts of the J-school's building development committee
- seek greater involvement as we continue to broaden and deepen our literacy fundraising efforts
- recruit and educate current students as philanthropic ambassadors.

I have already received questions from alumni asking if gifts to our two schools count toward Carolina's Promise. Yes, absolutely. Think of Carolina's Promise as the overarching campaign that colleges and schools help support. Your ability to make a major gift is likely easier than you may think. For example, did you know that a partially endowed scholarship can be created by making a gift of \$5,000 for five consecutive years? Or that remembering the university in your estate plans advances Carolina's Promise? Every gift made to Carolina's Promise, be it \$5 or \$500, has a cumulative effect that will positively impact Carolina.

Carolina's Promise is a focused opportunity for all of us to become excited again, about what was, and still is, most meaningful to us at Carolina. Dean Bierbauer draws the big picture in his column in this issue. As fellow alumni or Carolina friends, we must recognize and care about what Carolina's Promise means to our university, to our state and to our future students and faculty.

While we all have a horse in this race, we recognize there is competition in our quest for the roses. Just as a jockey's pink silks might present momentary distraction, the course can also be full of hurdles and redirection. We are not the only horse on the track. We would, however, be most grateful to be your chosen pick.

See you in the Winner's Circle. 

CONVERGENCE AND SOCIETY: JOURNALISM, SUSTAINABILITY AND MEDIA REGENERATION

By Madison Moore

The School of Journalism and Mass Communications celebrated its 10th annual convergence journalism conference by applying various sustainable elements throughout the conference to reduce the event's impact on the environment, most notably by having a virtual keynote address.

"Convergence and Society: Journalism, Sustainability, and Media Regeneration" focused on convergence journalism, sustainable journalism and environmental sustainability, and carried out its themes throughout the three-day conference.

Keynote speaker Steve Outing, founder and director of the Digital Media Test Kitchen at the University of Colorado, gave his address on sustainability in journalism via Skype and addressed the issue of paper waste of magazines and vampire power (devices that still use energy once they are turned off).



"We try to use technologies that are emerging in journalism to enhance our academic conference," conference chair and SJMC professor Dr. Augie Grant said. "We experiment with technology each year to make the conference more effective."

Rob Curley, director of digital media at the *Las Vegas Sun* and an aggressive pioneer of online delivery of newspapers, also spoke via Skype, focusing on media regeneration on a local news level.

Each conference attendee received one document for use as both a program and nametag, and conference leaders electronically distributed session papers on a flash drive to lessen paper waste. Further reducing the environmental impact of the event, two other sessions were held via Skype.

In addition to demonstrating an emerging journalistic technology, holding sessions through Skype greatly reduced the carbon footprint of the event. Video conferencing four speakers rather than flying them to Columbia saved 1,609 pounds of carbon dioxide from entering the atmosphere.

The conference brought together research in convergence journalism and related it to sustainability and to sustainable journalism as an industry. Panel discussions allowed scholars to present and discuss their research, and sessions that focused on how to teach convergence journalism were highlighted.

"It's incredibly instructive for our faculty to learn about teaching convergent journalism," Dr. Grant said. "We don't have to guess at what works in the classroom – we have models to follow."

SJMC third-year doctoral student Jack Karlis presented research on the use of online video as a cutting-edge convergence concept and of high school journalism connecting to convergence journalism in college programs.

Karlis said, "Only through a concerted effort of professionals and academics will we be able to arrive at the best methods of communicating messages, and possibly predict where the future of media lies."

To learn more about what the SJMC is doing in the world of convergence journalism, subscribe to The Convergence Newsletter at sc.edu/cmci/news/convergence/. 

ALUMNI NOTES

Compiled by Anne Sauvain

1970s

Howard, Kathryn C., MMC, 1978, is retired and lives in Blythewood, S.C..

Sutherland, Tom, MLIS, 1978, is a speaker at the Sandhills Writers Series.

Watson, Beth H., BA, 1979, is the director of internship programs at the USC South Carolina Honors College. She received her Masters of Public Administration from USC in 2007.

1980s

Boerke, Arthur M., BA, 1984, is the co-author of "The Adventures of Caterwaul the Cat: Feline Pie" with Damon Plumides. He lives in Charlotte, N.C. where he is a college history professor.

Conroy, Kathleen, BA, 1984, is the director of admissions and marketing for the British American School of Charlotte in Charlotte, N.C.

Cubine, Kim, BA, 1987, is president of Chapman Cubine Adams & Hussey. Cubine has been with the company for 12 years and has worked on campaigns for the political sector. The agency provides direct marketing solutions for a variety of organizations.

Gregory, Margaret, BA, 1985, is senior director of marketing and public relations for Piedmont Medical Center in Rock Hill, S.C.

Helfer, Lisa, BA, 1982, was the featured cancer survivor at Palmetto Health Foundation's 2011 Walk for Life and 5K Race for Life on Oct. 1 at Finlay Park in Columbia, S.C..

House, Alan J., BA, 1989, is associate director of communications at the University of Southern California.

Kalis, Bill, BA, 1987, is an Associated Press imageshare manager in New York, N.Y.

Sartelle, Susanne D., BA, 1984, has written a new book, "God People Money: Proven Ideas to Translate Your Faith Into the Workplace." Published by Evergreen Press, the book profiles business owners who integrate their religious beliefs into all areas of their lives, including work. Sartelle has served as a chamber of commerce professional for more than 20 years. She now heads up 21st Century Leadership, a company based in Greenville, N.C.

1990s

Brown, Stephen, BA, 1995, is the managing director at Cohn & Wolfe in Atlanta, Ga.

Corning, Christen Dee, BA, 1998, is working for Moore Orthopaedics in Columbia, S.C.

Cox, Robert L., MLIS, 1990, is retired and living in western Michigan. He spends his time reinterpreting modern office

Continued on page 29

Alumni Reconnect at Annual Homecoming Event

By Madison Moore



Alumni kicked off the 2011 homecoming weekend by reuniting with former classmates and faculty in the on-campus reception that SLIS alumna Kristen Lawson '06 said was her favorite event of the year.


The seventh annual Gamecocks on the Green alumni reception brought together past and present supporters of the College of Mass Communications and Information Studies in a festive prelude to the weekend of homecoming events.

"This event is a great opportunity to stay in contact with the school and keep in touch with everyone," said Mark Tibshirany '02, SJMC alumnus and honorary host. "It's wonderful to actually be able to come back to campus to connect with everyone and to stay involved with the school."

Senior public relations student and USC homecoming queen Christina Galardi mingled with guests and Dr. Carol Pardun announced alumni award recipients in attendance, including honorary hosts Clay Owen '82 and Johnny Boggs '84. (For more information on the Alumni Awards Banquet, see page 23.)

Marty Fort, director at the Columbia Arts Academy and husband of SLIS alumna Valerie Fort, provided music throughout the reception, while children played games and Cocky posed for pictures. Several attendees won door prizes from Cocky's Reading Express, including retired professor and Dean's Circle member Dr. Rick Stephens.

Dr. Stephens said, "I truly look forward to this each year. At no other event do I see more people from the past – not just students but faculty and staff as well. It's a terrific reception, and one of the things that the college does exceptionally well." (For more information on Dr. Stephens' retirement, see page 14.)

SLIS alumna Crystal Johnson '06 added, "I enjoy seeing and reconnecting with people that I went to school with but don't see very often. You get to reminisce and network, and it's just a really fun way to start off homecoming weekend." 

Alumni Notes, continued

furniture for use in the home and expects to break ground for a shipping container home behind the dunes of Lake Michigan.

Davenport, Pamela, MLIS, 1995, has been hired as a national consultant for the Library of Congress in Washington, D.C.

Dusenbury, Ashley M., BA, 1994, has earned the Accreditation in Public Relations distinction from the Public Relations Society of America and the Universal Accreditation Board. Dusenbury is director of public relations at Palmetto Health Foundation.

Kirkwood, Hal P., MLIS, 1993, has been elected as a director to the Special Libraries Association Board of Directors for the 2012-2014 term and is the associate head of the Roland G. Parrish Library of Purdue University in West Lafayette, Ind.

O'Cain, Susan, BA, 1999, is communications specialist at Riverbanks Zoo and Garden in Columbia, S.C.

Smith, Steven Escar, MLIS, 1990, is the new dean of libraries at the University of Tennessee in Knoxville. Smith also received his bachelor's degree in English from USC in '87, has previously served as interim executive associate dean at Texas A&M libraries.

Spires, Heather, BA, 1998, has been hired by the City Center Partnership as the director of retail recruitment for downtown Columbia. Prior to joining the partnership, Spires served as the development director at Columbia's Nickelodeon Theatre.

Unumb, Lorri, BA, 1990, is the vice president of Autism Speaks, the world's largest autism science and advocacy non-profit organization.

Waggoner, J.D., MLIS, 1994, was awarded the West Virginia Library Commission's Dora Ruth Parks Award in recognition of a long and outstanding career of service to West Virginia libraries. Waggoner worked more than 40 years for the commission, serving many roles within the organization before retiring earlier this year. Waggoner was the Secretary of the West Virginia Library Commission for the final eight years of his career.

Wright, Lynn B., BA, 1998, is the director of marketing at SAFE Federal Credit Union in Sumter, S.C.

2000s

Brown, Tim, Ph.D., 2005, has been tenured and promoted to associate professor at the University of Central Florida. He teaches broadcast reporting and media in society courses.

Bryant, Elizabeth A., MLIS, 2004, is a media specialist at Indian Land High School in Lancaster, S.C.

Caballero, Kalyn, BA, 2007, is a visual information specialist for the United States Air Force, 48th Fighter Wing and lives in England with her husband. She has also started a photography business, photographing people in the English countryside.

Carter-Tidwell, Lindsay, BA, 2000, has been appointed Director of Gift Planning for the USC development office. Carter-Tidwell also earned her Juris Doctorate from Florida State College of Law in 2003. She has worked on the Walt Disney World marketing team, taught law courses and practiced as an estate planning and probate attorney in Lake City, Fla.

Cauthen, Ben, BA, 2007, began his first season as video coordinator for the football program at Temple University in Philadelphia, Pa. this fall. Cauthen spent the previous three seasons in a similar role at The Citadel.

Chatman, Zenica, MMC, 2008, is the director of communications for Souper Bowl of Caring, a nonprofit organization that mobilizes youth across the US to fight hunger and poverty. Chatman oversees the organization's public relations initiatives, strategic planning and internal communications.

Crosby, Katherine, BA, 2007, is the director of communications for the South Carolina Medical Association.

Cunningham, Adrienne, BA, 2008, MMC, 2011, is the marketing services coordinator for the Mendez Foundation.

Dheri, Neel, BA, 2011, is a producer for WLTX.

Duffie, Majorie, BA, 2006, is the front desk manager at the University of South Carolina Visitor Center and is beginning course work for a master's in public administration at USC.

George, Christina, MLIS, 2000, lives in Columbus, Ohio.

Goodson, Sarah, BA, 2007, is the director of tourism for Darlington County Tourism in Hartsville, S.C. In December 2010 she married Thomas E. Goodson Jr.

Hartney, Mary, BA, 2003, is a social media editor at *USA Today*.

Hasell, Alyssa, BA, 2011, has been appointed communications coordinator for Collins & Lacey, P.C.

Huffman, Jaime Dugan, BA, 2008, is a casting director for SEG Casting, CBS's casting company for *Amazing Race* and *Survivor*.

Johnston, Charlotte, MLIS, 2006, is the director of Harvin Clarendon County Library in Manning, S.C. Johnston previously served as the children's services coordinator for the Dorchester County Library System where she was responsible for planning and coordinating system-wide programs and services for children and teens.

Linebarger, Rodney, MLIS, 2011, has accepted an assistant librarian position at the San Francisco Conservatory of Music. Linebarger previously worked as a part-time weekend and evening supervisor at the Conservatory while also completing an internship with the University of California, San Francisco. A skilled French horn player, Linebarger also holds a bachelor's degree in music education and a Master of Music in Conducting.

Loftis, Benjamin, MLIS, 2010, is the interim director of the Union County Carnegie Library

in Union, S.C. Loftis previously worked at the Middle Tyger and Woodruff branches of the Spartanburg County Public Library.

Love, Amy, MMC, 2000, now heads the South Carolina Department of Commerce marketing and communication division. Love also is the department spokeswoman.

Messervy, Ashleigh, BA, 2006, is the marketing and communications director for Central South Carolina Habitat for Humanity.

McVicker, Courtney, BA, 2007, is an account executive for Porter Novelli in Atlanta, Ga.

Morris, Laura B., BA, 2005, is the public relations coordinator for Union Sportsmen's Alliance in Nashville, Tenn.

Okawa, Katie Y., BA, 2009, is project manager at Cyberwoven in Columbia, S.C..

Palmo, Scott, MLIS, 2009, has had his first book published by Closson Press. In "Twisted Fury," Palmo tells the story of what happened in his native southwestern Pennsylvania on June 3, 1980, when seven tornadoes hit communities in the Allegheny-Kiski Valley.

Renken, Rachael K., MMC, 2011, is a senior communication specialist for FedEx in Memphis, Tenn. and was recently engaged to Chilton Stocker Edwards Simmons.

Riley, Alex, BA, 2008, is a sports writer for the *Wyoming Tribune Eagle* in Cheyenne, Wyo.

Robinson, Sharen G., BA, 2005, is the regional director of training at Outback Steakhouse.


Smith, Philip Alan, MLIS, 2007, is the director of Marion County Libraries. Smith moved to Marion from Horry County Library System's Socastee branch library.

Smith, Sarah, MMC, 2008, is a writer/editor in university communications at Cornell University.

Sheridan, John, BA, 2011, is a web developer for Bureaublank in New York City.

Turner, Chaunte, BA, 2007, is a news producer for WCSC-TV in Charleston, S.C. She married Dave Turner at the Ft. Jackson Officer's Club on May 21, 2011.

Young, Priscilla Suggs, BA, 2008, is the Children's Hospital event coordinator for the Palmetto Health Foundation in Columbia, S.C..

Waskow, Linda, MLIS, 2010, had an article published in the June issue of *Teacher Librarian*, a school media specialist trade journal. Waskow's article is the lead piece in a series about her implementation of the concept of Learning Commons in her school. 

Publication Design: A Professional Experience

Story and design by David Heltzel

Most students have undoubtedly sat through boring classes, thinking to themselves, "How is this information going to help me in my career?" The School of Journalism and Mass Communications offers students the opportunity to work in a professional setting and gain practical skills that can help further their careers, and it's anything but boring.

Publication Design is an upper-level class in which students and faculty come together to create *InterCom*, the alumni magazine for the College of Mass Communications and Information Studies. The class is taught by senior instructor Lisa Sisk and operates much like a professional newsroom. She is assisted by Zach Sykes, a SJMC alumnus who helps teach the magazine design aspects of the class. Sisk, the dean and the directors of the schools are the publishers and editors, and the students are the staff. Students are responsible for creating every aspect of the magazine, from conducting interviews and writing the stories to the photography and complete layout. During each class, students and staff discuss their progress and give feedback to their colleagues on their work.

"This class is very hands-on and lets you get a true feel for how a publication works. There are days for story-pitching, classes of round table discussions and lots of deadlines. Stories develop and change and sometimes fall through, and you have to be ready for anything," said student writer Madison Moore.

The majority of the work is accomplished on the students' own time. Just as if they were working for a professional publication, students must be proactive in finding sources and setting up their own meetings. This takes students out of their comfort zone; it takes nerve to interview someone you have never met, and experience is the only way to get more comfortable.

At a university where classes sometimes have hundreds of students in them, this class of 17 students offers a more personal experience. Students get the opportunity to build relationships not only with their professor and classmates,



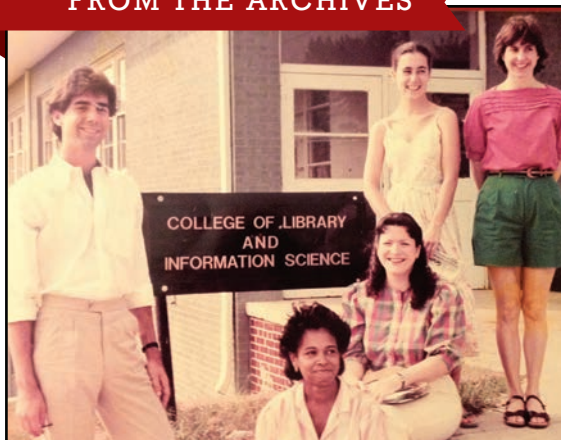
Bottom row, l to r: Meredith Sutter, Anne Sauvain, Candace Reese, Madison Moore, Catherine Doyle, Nicole Doran. Second row: Zach Sykes, Sara Lamberson, Ellen Fahey, Emily Collawn, Ashley Webb, Christina Galardi, David Heltzel. Third row: Alyssa Lepow, Kayla Hildreth, Sara Moore, Lindsey Daber, Yang Shen. Top row: Dean Charles Bierbauer, Lisa Sisk. Not pictured: Savannah Boccio, Britanni Coleman.

"One of my favorite parts of this class is the size. The setting is more intimate and you really get to interact with all your classmates. You form relationships that you may not find in larger classes," said student writer Ellen Fahey.

In most classes, students work on assignments merely to get a good grade, their only audience being their professor; however, in Publication Design, students not only have to think about their grades, but also the alumni who read the magazine every semester. It gives students a sense of pride knowing that their work will be published and read by alumni who graduated from the same school.

"It is a lot more motivating and exciting when you know that your work will be read by more than just your teacher," said Fahey. **ic**

FROM THE ARCHIVES



1984: Different building, same program

Students stand in front of the Booker T. Washington building, a temporary location for the School of Library and Information Science for 18 months while Davis College was being renovated. **ic**

Thank you, Donors!

April 16, 2011 to Nov. 17, 2011
Compiled by Meredith Sutter

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