

FALL 2013

InterCom

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Harvesting a
Communications
Degree

THE ALUMNI MAGAZINE OF
THE COLLEGE OF
MASS COMMUNICATIONS
AND INFORMATION STUDIES

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InterCom

Fall 2013

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A COMMUNITY OF SHARING

Students are challenged to be better writers, interpreters, probers and problem solvers, establishing a solid foundation for their careers. As those students become alumni, many find that community organizations need their help, and they are using the skills they developed in college to provide that help.

Jack Bryan, a graduate of the School of Library and Information Science's master's degree program in 1974, volunteers every Christmas with Palmetto Project's Families Helping Families in its warehouse, dealing directly with donors and recipients.

His desire to serve stems from seeing his parents make sacrifices while his father served his country during World War II. Bryan felt compelled that he, too, should be giving something back.

SLIS contributed to his ability to serve by encouraging students to ask themselves every day, "What is needed? How can we help people? Are we accomplishing our goal?" Bryan says, "If you don't ask those questions of yourself in doing this type of volunteer work, then I think you miss both the purpose and reward of such work."

Lauren Chess earned her bachelor's degree in 2008 and master's degree in 2012 from the School of Journalism and Mass Communications. She shares her leadership and communication skills with several community organizations, including United Way of the Midlands, Midlands Reading Consortium and the college Alumni Society steering committee. Chess says without her education, she would not be as assured in the work she does for no profits. "My degree not only provided the training I need to do this well, but made me confident enough to take the lead in certain situations," says Chess.

SJMC provides opportunities for community service by encouraging students to take the time to give back. In her senior year, Christina Galardi coordinated USC's first Beautiful Lengths ceremony to donate hair to the American Cancer Society. Galardi, who graduated in 2012, connected a passion of hers with a need she saw. "Participating in community service opportunities always supported what I

learned in the classroom and gave me real-world experiences to better understand the knowledge and ideas conveyed in my courses," she says.

David Corvette, a 1982 graduate of SJMC, uses his journalism skills in unexpected ways while he dives with sharks at the South Carolina Aquarium in Charleston, S.C.

"Everybody needs a good editor! No matter where I go or what I do, I always appreciate the language and communication skills I learned in school," Corvette says. He writes and edits presentations or press releases associated with his dives.



David Corvette gives a high-five through the glass while diving at the South Carolina Aquarium.

As each new student walks through the College of Mass Communications and Information Studies' doors and matures, what if each one found his or her service niche? Megan Telencio, the president-elect of the American Advertising Federation of the Midlands, chose to serve in communications niches because "my education gave me a skill set in communications. I feel the biggest impact I can make is donating my skills and my acquired knowledge in the field. I forget not everyone has those skills." Telencio earned her degree in advertising in 2007.

Current students and alumni of CMCIS should be proud of the impact they are making in their communities. "Community service is a pivotal part of what makes our nation great. I can think of no greater calling than to use my skills for the success of my community," says Telencio.

Story: Shannon Rogers

When Everything Old Is New Again



When the construction bids for the journalism school were opened on Nov. 13, Dr. Carol Pardun and I put on our poker faces. We were a bit uncertain how well the process was going. But we noticed our architects and project manager were all looking pretty comfortable. When the contractors left the room, we all broke into smiles.

At this writing, we are close to awarding the contract to begin construction in January that will transform the university's Health Sciences building into the new home of the School of Journalism and Mass Communications, as well as the college's administrative offices.

When everything old is new again, to borrow a line from the Peter Allen song, this will be about a \$25 million restoration, expansion and embellishment of the building tucked just inside the historic Horseshoe wall at the corner of Sumter and Greene streets. The three-story brick building, now some 50 years old, deserves rejuvenation.

Over the past six months, I've made trips to Berlin, St. Petersburg and Havana. As a journalist, I'd spend a lot of time in the Cold War's divided Berlin. I'd never been to St. Petersburg, technically. It had the name Leningrad on my previous visits to the Russian metropolis. Havana was a first.

The challenges of restoration are writ large in places that have suffered neglect and decay. But the results of rejuvenating a building with good bones — or a stabilizing hip replacement — stand out.

Berlin is a wonder, a vibrant world capital rebuilt. Most of the new construction is in the prime real estate that was once the no-man's land dividing east from west or in the former East German part of the city.

St. Petersburg was a drab gem under Soviet communism. Now restored in the post-Soviet years, it runs the gamut from Czarist elegance (and excess) through Soviet exigency (housing was a critical need) to a Russian version of urban glow. It's a big improvement.

Havana is not there yet. Our bus (we were on a people-to-people tour) turned unexpectedly onto one street of tattered buildings. Our guide forthrightly noted it's hard to hide the crum-

bling structures of the Cuban capital. Three buildings a day are said to fall due to lack of repair. Though some attractive restoration is taking place, the city's historic visage is greatly at risk. Still, the way the Cubans keep those 1950s vintage US autos running is a tribute to inventiveness and improvisation. Of course, we took a top-down ride...in a 1928 Ford.

Berlin — rebuilt. St. Petersburg — restored. Havana — remains to be seen.

Our project is now just around the corner of the new calendar. Yes, we've talked about it for a long time, often in this space. We're one of several USC projects now under way or on the drawing board. The new Moore School, the law school, the alumni center. While we're at it, Davis College, the century-old home of our School of Library and Information Science, is scheduled to have its north and south porticos refurbished and repainted next summer. Its inner workings were substantially rebuilt over the past two years.

We admit that we talk a lot about our facilities. You'll find a nostalgic — perhaps — reflection on the Carolina Coliseum in this issue. But it's important to create an effective teaching and learning environment. That also helps us attract high quality students and faculty. People are the heart and soul of our college.

Watch the progress with us in the months ahead on our website. See if it isn't rejuvenating.



GAMECOCKS on the GREEN

Pelting rain couldn't dampen the spirits of the guests at the annual Gamecocks on the Green alumni gathering. Around 100 faculty, staff, alumni and friends of the College of Mass Communications and Information Studies kicked off Homecoming with a reception under the tents and inside Davis College on Nov. 1. Classmates and professors had the opportunity to catch up, share experiences and enjoy some delicious food.

This year, the event brought some of the college's new alumni back to Columbia.

Virginia Blake, a 2011 School of Library and Information Science graduate from Savannah Ga., noted her favorite aspects of college were her peers, professors and coworkers. Even though her friends are in different places, she said, "When I come back to Carolina, I feel at home."

Abby Rouen Vaught, a 2011 School of Journalism and Mass Communications graduate, and Michelle Moshinskie, a 2010 SJMC graduate, braved the rain for their first Gamecocks on the Green. "I miss that Gamecock spirit!" Rouen said. Both alumnae were excited to talk

with professors and share their recent successes.

SLIS students and Cocky entertained the guests by demonstrating how Cocky's Reading Express™ interacts with kids in underserved elementary schools across South Carolina.

After welcoming remarks, Dean Charles Bierbauer announced upcoming renovations to the Davis College columns beginning next summer, and updates about the long-awaited move for the journalism school.

MAKING the MATCH

I opened the heavy Coliseum door and returned to its halls for one final year. I strolled to my first class and reflected on the last three years. The realization hit me. I am a senior.

I needed to embrace every opportunity I have in the School of Journalism and Mass Communications. When I noticed a Mentor Match poster, I knew this was an opportunity I needed to take advantage of.

Mentor Match is hosted by the Alumni Society of the College of Mass Communications and Information Studies to provide networking experience to engage in professional relationships with alumni. Students and alumni from the School of Library and Information Science and the J-school interview each other for potential matches.

I asked myself, "Why do I want to do this? What will this mean to me?" I could answer the first question. I want to develop a professional relationship with an alumna in my field who can guide me from her experience. The second answer would be revealed as I progressed in my relationship with my mentor.

I was paired with Talyse Burkett, who earned her bachelor's degree in 2000 and her master's degree in 2003. She is a

freelance communications specialist and worked in public relations for the Oakland Raiders and Charlotte Bobcats, and as the director of marketing and communications for the Lexington and Richland Alcohol and Drug Abuse Commission. She joined the CMCIS Alumni Society steering committee in 2006 and views mentoring as a way to reflect on her past as a student and to help current students.

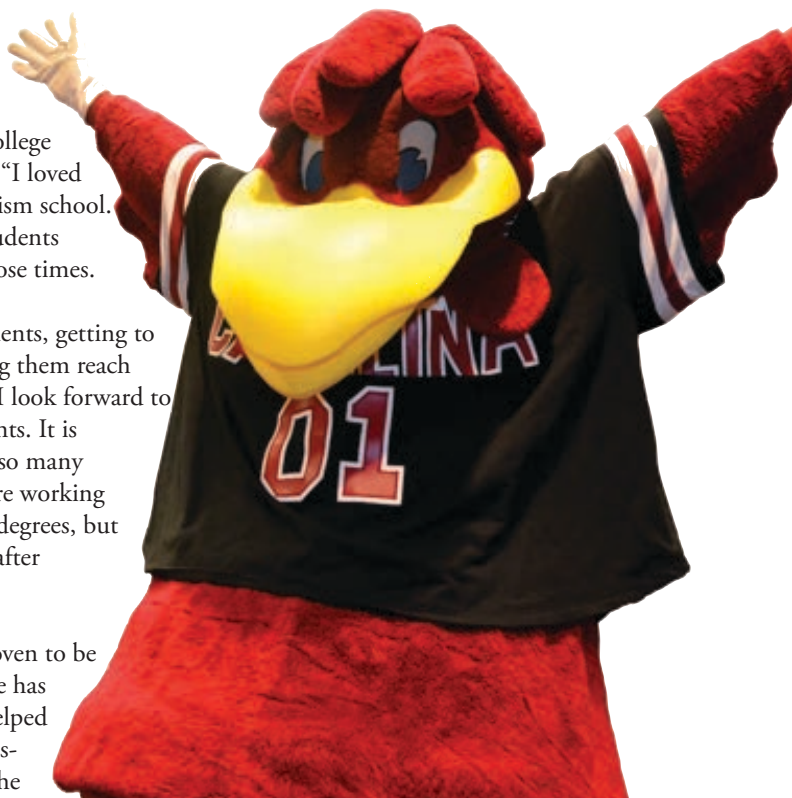
"Talking to young public relations majors brings me back to the excitement I felt as a college student," says Burkett. "I loved my time in the journalism school. Spending time with students helps me remember those times.

I enjoy mentoring students, getting to know them and helping them reach their goals," she says. "I look forward to the Mentor Match nights. It is encouraging to talk to so many college students who are working hard, not only to gain degrees, but to secure their success after college."

Burkett has already proven to be a valuable resource. She has given me advice and helped me network with professionals in Columbia. She

told me to learn as much as I can about as much as I can. She said to meet as many people as I can and always make the best impression.

Thinking of becoming a mentor? To participate in the annual Mentor Match program, contact Annie Lambert at lambert@sc.edu.



Story 1: Lauren Kerns
 Story 2: Lauren McCall
 Design: Stephanie Purvis

Ties that Bind

Story and design:
Lindsey Meade



Clay and Garrett Owen on a photographic safari.

Richard and Lindsey Meade enjoy coffee from the infamous “I Survived Jay Bender’s Media Law Class” mugs received by students who pass the class.



Distinguished Alumnus Award. Garrett says that added some pressure, but knew it was his decision. His grandfather also attended USC. “Carrying on the legacy was important. For me, attending USC was a no-brainer.”

readily available and easy to use.”

Richard Meade graduated in 1984 with a journalism degree. His daughter Lindsey is a senior. Before she transferred to USC, her dad found the visual communications major and suggested it.

As a small-town newspaper owner, Richard knows the changing media field has created problems for print. He is satisfied the school added a major that addresses the growing technology of today’s generation. “The degree teaches how to accommodate a technology crazed world, which is great!”

Lindsey says, “It’s beneficial to call my dad and ask for advice. He knows exactly the kind of feedback I’m looking for.”

Just as the J-school’s curriculum has evolved since the elder Owen, Welch and Meade were students, it will continue adapting for future generations.

However, not everything changes. Richard and Lindsey Meade both had Jay Bender for media law. “It’s amazing that 29 years later, Lindsey would have one of my teachers, and in the same building,” Richard says.

Bender rewards students with “I survived Jay Bender’s media law class” mugs. Lindsey convinced him to give her one for her father.

“When I took the course, he didn’t give gifts,” Richard says. “I try to hand wash the mug so as not to ruin the lettering.

What excited Clay, director of executive communications at AT&T, most about Garrett’s decision was his major. “The degree didn’t exist in the early 1980s, but it’s so important.”

Garrett, a sophomore, says, “I love having my dad around. It’s like having a living AP guide.”

Jack Welch graduated in 1973 with a journalism degree. Welch doesn’t feel his son Richard’s decision to study at USC was entirely because of him, but he is proud his son chose the J-school.

A senior, Richard Welch says he didn’t feel pressured to earn a similar degree, but believes his father’s line of work influenced his decision to pursue a career in photography, video and new media. Jack is the media director at Brains on Fire, a Greenville, S.C. communications agency.

“I watched my father work and gained first-hand experience being at and in commercial shoots. I enjoyed watching him, so I wanted to do it, too,” Richard says.

Jack believes the fragmented industry will affect Richard’s opportunities. “Everyone has access to tools and resources like stock footage, photos and music. Software is

Football Saturdays and the Horseshoe are obvious ties between School of Journalism and Mass Communications alumni and their children who are J-school students. But there is a deeper connection between former and current Gamecocks in the same school.

Clay Owen, Jack Welch and Richard Meade have children who are majoring in visual communications. Although the major didn’t exist when these alumni were in school, they share a special bond with their children.

Clay Owen, a 1982 broadcast journalism graduate, says his experiences weighed on his son Garrett’s decision to follow in his footsteps.

“Garrett has been on the Horseshoe since he could first walk. He was born in England and grew up in Atlanta, but he was indoctrinated as a true Gamecock. He’s heard (almost) every story about my time at Carolina.”

When Garrett was in high school, his father was honored with the SJMC

THE Capstone EXPERIENCE

“There are tons of challenges to face in a daily news world, from finding a unique, relevant story to speaking with the proper sources and getting them to return your calls before deadline.” -Kristyn Winch

Before shaking USC President Harris Pastides’ hand and receiving the diploma in the mail, School of Journalism and Mass Communications students must conquer their capstone experiences. For seniors, the capstone class is a taste of reality in their majors.

The word “capstone” refers to the top stone of a wall or archway, completing the structure. The capstone classes are the completion of the students’ core journalism classes, as they bring together and apply what they have learned in previous courses.

Broadcast journalism seniors experience what is known as senior semester, which allows them to work full days in a working news station with the pressure of deadlines. Katie Geer, now an associate producer for WSPA TV-News Channel 7 in Greenville, S.C., said her perspective changed when she realized how serious deadlines were. “If I hadn’t had the experience in the senior semester capstone program, I wouldn’t have had such a respect for deadlines going into my first job.”

Print journalism majors develop professional portfolios and publish stories in print and online for the Carolina Reporter and News. Kristyn Winch, a 2013 graduate, said her capstone class confirmed why she chose her major. “I always had to remind myself why I wanted to be a journalist. I love to write. I love to tell stories. I love to inform people about important things happening in the world,” said Winch.

Winch now works for Waccamaw Publishers in Myrtle Beach, S.C., where she puts her skills to the test. Her experience in the capstone class challenged her to meet deadlines and deal with stress. “There are tons of challenges to face in a daily



Geer anchors Carolina News in fall 2012.



Winch wrote for Carolina News in her capstone class.

news world, from finding a unique, relevant story to speaking with the proper sources and getting them to return your calls before deadline.”

Advertising and public relations seniors write and create campaigns for their capstone experiences.

Justin Bajan, a 2005 alumnus who is a senior copywriter for the Martin Agency in Richmond, Va., believes what students learn in the class is not enough. “You need to sell yourself and learn it’s about the idea,” he said. Bajan took his capstone experience further by stepping outside the class and into internships that helped lead him where he is today.

2006 public relations graduate David Stringer believes what he was taught in class helped him spread the word about his business, SceneSC, which focuses on the local music scene. He took his major in his own hands by figuring out what he really wanted to do. “That last campaigns class for me was everything I wanted. It showed me what I was looking for in a career, and the parts of public relations I was less interested in,” said Stringer.

Visual communications seniors create their tangible and digital portfolios during the final semester. Lizzie Erickson, a 2007 alumna, knew her challenge was to be ready to compete with other visual communication majors after graduation. “It’s a competitive field, and you can tell straight away who will be successful and who might struggle based on how they were doing in the capstone class. It was a huge eye-opener,” Erickson said.

She balanced a heavy workload when she was a graphic designer for Vantage Deluxe World Travel in Boston. “You have to be ready for anything they throw at you, and the capstone class definitely helped me understand that kind of rigorous workload,” said Erickson.

Five majors, five capstones and five alumni experiences. Each is a success story that may not have been possible without the capstone classes.

STORY: Geena Mongole
DESIGN: Emily Greenwell

Paving the way Since the 1980s

Story: Joy Gannaway // Design: Emily Greenwell // Photo: Sarah Pettus

From students gathering by televisions to wait for their satellite classes, to online schoolwork at coffee shops, the School of Library and Information Science's distributive learning program has led technology-based education in South Carolina and around the world since the early 1980s.

SLIS was the first library science master's program to have class on a live video feed and has now structured the program to take advantage of technological advances to enable remote students to join the classroom in "real time," said SLIS Director Dr. Samantha Hastings. The new live classroom technology gives students the option to do their work on campus, at another South Carolina university or in their pajamas.

MLIS student Sarah Pettus said, "I appreciate the opportunity to have the on-campus social life and a job at the USC Law Library during the day, while also going to graduate school for my dream job at night." Having a flexible schedule and the on-campus option has given Pettus the best of both worlds. She volunteers at Midtown Fellowship Church twice a week and also helps with international student clubs and activities on a daily basis.

Others, though, prefer attending their classes online. The key to success with online schooling, Dr. Hastings said, "is fearless, creative and interactive staff. They really are inventive with this program and enjoy every minute." She said students have told her their classes are actually more interactive than when they were sitting in the classroom during their undergraduate years.

Dr. Hastings explained a few more of the program's benefits. "Being available to full-time workers has allowed the program to stretch across the country and to students in Japan, Ghana and elsewhere around the world," she said.

With more than 2,500 graduates, the SLIS program has kept up with the trends and has "trained most of the librarians in the Southeast," she said. Connecting with students is a challenge for the future of online education. Attracting and creating new ways to keep them involved and interested in their coursework is a challenge online that SLIS continuously must address.

ONLINE JOURNALISM

Advertising students who are working full time, doing out-of-town internships or studying abroad can still get a required core class even when they're off campus.

Dr. Tom Weir leads an SJMC initiative to explore distributive learning options. "The most common reason we offer them is that online courses allow students to receive additional academic credit while they are away from the campus."

Dr. Weir teaches Principles of Advertising and Brand Communications online as well as on campus. During a typical week, his online students watch three modules, read textbook chapters and interact with other students by posting opinions and questions on the online discussion board.

This class is one among several online versions of core courses currently offered in the School of Journalism and Mass Communications.



Pettus hard at work as she organizes new books in the USC Law Library.

not just a job it's a profession

STORY: MADELEINE TROTT
DESIGN: SARAH SNEDECOR

After 16 years of inspiring students in the School of Library and Information Science, developing innovative and engaging curricula and endless amounts of storytelling, Dr. Patricia Feehan, an associate professor in SLIS, has begun her three-year transition into retirement in 2016.

“Somebody interviewed me a few years ago and talked about retirement, and I broke into tears. I couldn’t face it. I couldn’t even talk about it without crying,” said Dr. Feehan. She believed SLIS faculty and her students would have to pack up her office and carry her out the door, forcing her to retire.

She was on sabbatical in fall 2013 semester, and acquired a sense of what retirement will feel like. Her sabbatical freed time to focus on writing *Managing Children Services in Public Libraries*, her book that highlights her experiences working and teaching in children services for 45 years, and *Serving Grandfamilies in Libraries: A Handbook and Programming Guide*, a book she wrote with Sarah Gough, a 2011 SLIS gradu-

ate, and Denise R. Lyons, a 2004 graduate, that will be published in December. She hopes in retirement to continue doing similar work.

Simply because Dr. Feehan will be retired does not mean she will cease her involvement with public libraries. In fact, she said that is not an option.

“My job is my life because it’s a profession, not a job,” said Dr. Feehan.

She began her career in the fourth grade when she was her elementary school’s first library assistant. When she was a freshman in high school, she was the southwest Michigan secretary of the Student Library Assistants. She has always and always will work in libraries.

“I’ve been a library person since I was 9 years old. I guess that’s my niche in the universe,” she said.

Dr. Feehan will stay involved with youth services through storytelling and puppetry, and will teach online classes, train young professionals and librarians and offer advice to professionals in local and



“ I’ve been
a library person
since I was 9
years old.
I guess that’s
my niche in the
universe. ”

Dr. Pat Feehan brings her puppet friends to life through storytelling in libraries and her classes.

state libraries. All of her commitments will be scaled back compared to being a full-time professor. Most important, she will keep track of her students who are now working in libraries.

“She has never refused a call or ignored an email, no matter how busy she might be, and she replies in no time,” said Mary Jo Giudice, director of the Denver Public Library and a 2003 SLIS graduate. “I always feel like I have a sounding board and a mentor whenever I need her.”

Many of Dr. Feehan’s former students consider her to be their mentor and use materials from her classes in their work places. Dr. Feehan’s teaching areas

include management of libraries, children’s and young adult materials, public libraries, public library services to youth literacy and storytelling. She inspires students in all areas, but her classes in youth services stand out.

“Recently, I rediscovered my ‘Programming with Pat’ three-inch binder from 1998. Fifteen years later, it still contains the essentials of programming, such as preparations, internal and external publicity and the power of a thank-you note,” said Christy Estrovitz, early childhood coordinator for the San Francisco Public Library and a 1998 graduate. She considers Dr. Feehan to be her “fairy godmother of youth services,” and said her approach is “timeless.”

Although Dr. Feehan enjoys her job, retirement will allow her to complete the projects she has never had time for while teaching. She enjoys crafting, painting, quilting and being creative.

Dr. Feehan has been inviting students into her world of libraries, storytelling and puppetry for years. Retirement will not stop her. The books, stories and people that make up the profession Dr. Feehan adores will continue to be a part of her life even when the job is not.



OUTSTANDING SENIORS:

WHERE ARE THEY NOW



Big things come to those who graduate from the College of Mass Communications and Information Studies. Based on their exceptional work as students, the following alumni received awards and honors when they were seniors.



Today, they are using their degrees in a variety of ways in a variety of places. This is where they are now.

STORY: LAUREN KERNS
DESIGN: SARAH SNEDECOR

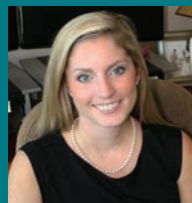


CHRISTINA GALARDI

Public Relations, May 2012

Outstanding Public Relations Senior

Galardi is a graduate student at the “other Carolina” where she is pursuing a master’s degree in public health with a focus in health behavior, after teaching English to Korean school children for a year.



JESSICA PETERS GOODFELLOW

Public Relations, May 2008

Outstanding Public Relations Senior

Goodfellow graduated from the University of South Carolina School of Law in 2011. She is an attorney at Nelson Mullins Riley & Scarborough in Columbia, S.C.



CHANTELLE LYTLE

Public Relations, May 2010

Outstanding Public Relations Senior

Lytle graduated from law school at Elon University in May 2013. She is an attorney at Nelson Mullins Riley & Scarborough in Columbia, S.C.



THOMAS JONTE

Master of Library and Information Science, May 2013

The William M. Trafton III Outstanding Student Award for Leadership

After a hectic and tedious job search, Jonte is now in Volusia County, Fla., where he is a children’s librarian at Port Regional Library.



LIBBY KRAH

Public Relations, May 2008
Outstanding Public Relations Senior

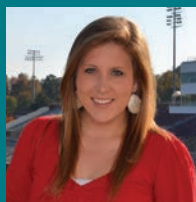
Krah works at the Pittsburgh office of Ketchum, a public relations agency. She works with various food and agriculture clients, as well as brand marketing.



CASEY ENGEL

Advertising, May 2011
Outstanding Advertising Senior

Engel is the production designer for Havas Discovery in Baltimore. He designs email communications for PlayStation Network and Sony, among other brands.



ANGELA PADGETT

Broadcast Journalism, May 2012
Outstanding Electronic Journalism Senior

Padgett is the assistant director of athletic communications for video production at Elon University.



CHRIS COX

Print Journalism, May 2011
George Buchanan Award

Cox is a sports reporter at *The Island Packet* and *The Beaufort Gazette*, McClatchy Co. newspapers.



KELSIE WEEKS

Broadcast Journalism, December 2010
Outstanding Broadcast Journalism Senior

After graduation, Weeks worked at WIS, the NBC affiliate in Columbia. After two years she decided to return to her home state, where she is now a producer at WPTV in West Palm Beach, Fla.

In both the School of Library and Information Science and the School of Journalism and Mass Communications

students are strongly encouraged to have internships to further their learning experience outside of the classroom. Whether working in a hall of records or with people worthy of a hall of fame, these two interns took the next steps in finding lifelong careers.



Tyler Sutton enjoys the view from the Natchez Trace Parkway, a 444-mile road that runs from Natchez, Miss., to Nashville, Tenn.

Story: Allie Papajohn
Design: Lindsey Meade

On his third night in Nashville, Tenn., Tyler Sutton was rockin' out to country music's hottest stars at the 42nd Annual Country Music Association Music Festival. It wasn't an event he had planned to attend, nor was it an event he paid to attend.

Instead, Sutton was on the job during his first week of an internship of a lifetime.

"I was like a little kid the whole week, while trying to be professional and do my job," Sutton said.

Sutton, a senior public relations student in the School of Journalism and Mass Communications, spent his summer interning at Triple 7 Public Relations, a communications company based in Los Angeles and Nashville. Sutton heard about the internship through a friend who worked as a remote intern for the company and, after a Skype interview, landed the position. He started his first week of the summer internship off with a bang at the CMA Fest, snapping photographs for Triple 7's Twitter and Instagram accounts and helping video and news crews set up shots.

"That was my favorite part of the summer," Sutton said.

After his star-studded week, Sutton fell into a routine. Each morning, he kept track of the company's clients by pulling headlines and articles from recent news sources. He then focused on writing pitches, which entailed emailing blogs, magazines and media about potential interview possibilities for Triple 7 clients. After weeks of unsuccessful attempts, Sutton nailed a pitch. Although many of his pitches received no response, Sutton never lost hope.

"If you're getting shot down and still enjoy what you're doing, you know that you're in the right place."

Sutton worked behind the scenes for several well-known clients. His main focus was Brandon McMillan, an animal expert and host of CBS's *Lucky Dog*. Sutton created the

television star's Twitter and Facebook accounts, which McMillan still uses. Sutton also wrote pitches for a contestant on the hit cooking show *MasterChef* and helped conduct several radio tours for the show's eliminated contestants.

Through pitch writing and social media, Sutton gained incredible public relations experience in Nashville. However, the most promising and life-changing thing he gained can be summed up in one word: validation.

"Because of the people at Triple 7, I know that PR is what I want to do. They gave me validation."

Sutton was impressed by the hands-on approach that Triple 7 Public Relations takes with its interns. The company helped Sutton network with other professionals and make connections, and taught him important lessons in the world of public relations.

"One piece of advice they gave me was 'fake it 'til you make it,'" Sutton said. "If someone comes to you with an issue, don't say you don't know. Say, 'Hey, I'll find out.' Be proactive. Go and find stuff out if you don't know it."

Sutton also learned how to be productive and to balance several projects at once.

"In PR, you get pulled in so many different directions, you're juggling so many different clients, and I learned how to be proficient in that."

Although Sutton is unsure about his future plans, his experience at Triple 7 gave him serious insight into the entertainment industry as well as a love for the city he worked in.

"If an opportunity presented itself in Nashville, that could be a possibility," he said. "I would like to go back."

The answer may be obvious: Would Sutton do it all over again?

"Oh, in a heartbeat," he said.

RECORDING HISTORY

We all make lists. Maybe they consist of formulas for an algebra test or of items to purchase at the grocery store. The most effective way to keep track of things is by writing them down. The concept is fairly simple.

But what if it were your job to keep track of historical lists and records from a diocese that dates back to 1820?

Molly Inabinett, a second-year graduate student in the School of Library and Information Science, has the task of tracking such records. She is an intern for the Catholic Diocese of Charleston in the Office of Archives and Records Management.

“I have been processing two large archival collections so that the materials will be accessible and available for researchers,” she said.

The Catholic Diocese of Charleston began to compile its archives in 1960, 150 years after its founding. Today, Inabinett helps keep those records and memories alive for those who desire to take a peek into the past.

When Inabinett began working for the diocese, she was asked to process and create a finding aid for a photograph collection. A finding aid, according to Inabinett, is “a document that contains information about the content of a collection.” These aids allow researchers to decide whether certain materials are useful and relevant to their research. Using these aids saves the researcher time he or she might spend browsing through physical documents. Recently, Inabinett has focused on creating another finding aid at the diocese for the papers of an active statewide Catholic organization.

Inabinett landed the internship after searching through the SLIS jobs listserv, which is a resource students use to find jobs and internships at both the undergraduate and graduate levels. She interned with the diocese in the fall of 2012 and returned in August 2013. She is finishing her experience in the fall 2013 semester.

To understand the context of the collections she manages, Inabinett must conduct historical research and investigate events from the past. Classes from her undergraduate career at the College of Charleston, where she earned a degree in historic preservation and community planning, prepared her for the task of processing the collections.

“My Introduction to Archival and Records Studies class was influential in helping me remember to keep future researchers and users in mind when making appraisal and processing decisions,” Inabinett said.

The reverse has also happened. Inabinett’s experience at the diocese has helped her better understand concepts she learns in graduate classes at SLIS.

“There is a wide universe of unique acronyms and terminology in the library and information science field, and it can be a bit confusing,” Inabinett said. “Learning about a topic in class one day and applying it the next day at my internship has been great.”

Molly Inabinett spends the majority of her time in the archives vault, where the historic collections from the diocese are housed.

New Face, Familiar Name: The Doctors McKeever

Dr. Robert McKeever officially joined the faculty of the School of Journalism and Mass Communications in the fall 2013 semester, but his name was familiar to his new colleagues and students. Dr. Brooke McKeever, who has taught in the public relations sequence for two years, is his wife. While the McKeeveres share similar educational backgrounds and careers, differences in work experience and research approaches make them complementary counterparts for each other in both their professional and personal lives.

Dr. Robert knew he wanted to be a professor and went straight through his undergraduate education to graduate school and eventually his doctoral program. Dr. Brooke, on the other hand, worked in the public relations and marketing industry before beginning work on her doctorate.

She worked at St. Jude Children's Research Hospital, the Bedford Stem Cell Research Foundation and the Chicago International Film Festival, all of which her husband credits as sources of her broader professional range. "She can do more varied things," said Dr. Robert when assessing their respective careers in public relations.



The couple met during their doctoral studies at the University of North Carolina, Chapel Hill. She earned her doctorate and joined the SJMC faculty one year before he earned his. After his wife began working at USC, "it sealed the deal" for Dr. Robert to look for a position at the university as well, he said. He had a one-year research associate position in USC's Arnold School of Public Health before he accepted the faculty position at SJMC.

"We were ready to roll with whatever happened and just figured we would make it work," said Dr. Brooke, "but in the end, we were very fortunate to both get tenure-track jobs here."

They share an interest in health communication and advocacy issues but differ in their research approaches. While Dr. Brooke focuses on researching theories and writing, Dr. Robert works more easily with statistics and data analysis.

"We understand when the other gets excited about a class or a new project or when we have to work long hours to meet a deadline," Dr. Brooke said.

While the couple often shares ideas and advice, and both teach in the public relations sequence, the McKeeveres teach very different classes. Dr. Robert teaches first-year students and Dr. Brooke teaches seniors and graduate students. "It's helpful to have someone who knows what you do and can listen and understand, even if we're not always seeking or asking advice of one another," she said.

After a few years of shared educational and professional accomplishments, probably their proudest and most joyful milestone came this year: the birth of their baby girl. Their daughter, Isla, has kept the McKeeveres even busier than before. "She's probably made us better at multi-tasking because we have a lot to juggle – like all parents," said Dr. Brooke.

The couple also has a new research idea that they would not have come up with if it weren't for their baby. Dr. Brooke said it is a health communication research project that is meant to help new mothers and their babies.

She also said if the project is a success, they will be giving all the credit to Isla.

*Story: Emma Swanson
Design: Stephanie Purvis
Photos: McKeever Family*

Beyond the Classroom

What do you remember about your long nights in *The Daily Gamecock* newsroom? Did you host a radio show for WUSC? Did you design pages for *Garnet & Black*? Were you a producer for SGTV? Even if you didn't participate directly in student media, they affected you when you were a student at the University of South Carolina.

As College of Mass Communications and Information Studies alumni, you may be happy to learn that our student media organizations are still winning awards and still informing and entertaining students, faculty and the community.

The Princeton Review listed *The Daily Gamecock* as the 10th best collegiate newspaper in 2013. *The Daily Gamecock* also won two Pacemaker awards at the 2013 Associated Collegiate Press Conference for its work in advertising and multimedia, and its mobile app has the third highest number of downloads in the country for collegiate newspapers as well. WUSC was named a MTVU Top 25 collegiate radio station in 2013. SGTV won first and second place for multimedia stories at the 2012 South Carolina Press Association Awards.

USC Director of Student Media Scott Lindenberg says, "Student media organizations allow students to test drive their majors before they begin their advanced classes."

Lindenberg earned his master's degree in mass communications from USC in 2001 and returned to the university as

the director of student media in 2003. Though the student media are student-run, Lindenberg serves as the general manager for all of them.

"All student media are editorially independent. I work with them on focusing on the bigger picture," said Lindenberg.

While student media continue to influence students' collegiate experiences, they also affect their careers by providing them with real-world experience before they graduate.

"If you're serious about a career in media, student media is by far the best resume builder and learning experience you can have," said alumna Jordan Osborne.

Osborne is a 2013 graduate of the School of Journalism and Mass Communications and past editor-in-chief of *Garnet & Black*. She is now an assistant strategist at OMD Media Direction in New York City.

By providing hands-on experience, student media teach students how the journalism fields work outside of the classroom.

Annie Drowne, current editor-in-chief of *Garnet & Black*, is a senior visual communications student in the J-school. She has also worked at *The Daily Gamecock* and interned at *Vogue*.

"Working at *Garnet & Black* put working at a magazine more into perspective," said Drowne. "I now know how much work it takes."

As editor-in-chief, Drowne oversees and approves all aspects of *Garnet & Black's* publication process. She hires her staff, edits the material and approves all final layout decisions.

Student media also allow students to network with their peers. The organizations are open to students of all ages and majors, allowing them to meet a variety of other students who they might not have met otherwise. They can learn from their peers who might be older or more experienced.

"We're here to not only make videos, but also to teach students how to make videos," said SGTV station manager Paul Critzman.

Critzman, a senior broadcast journalism student, has worked with SGTV since his freshman year. He emphasized SGTV's goal to teach students the different aspects of television by requiring all staff to take SGTV's training. This teaches them skills that they don't usually learn until their upper-level classes in the J-school.

"The classes are important, but what you do is what the employers are really looking for when you come in to interview," Lindenberg said.

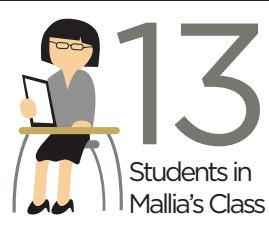
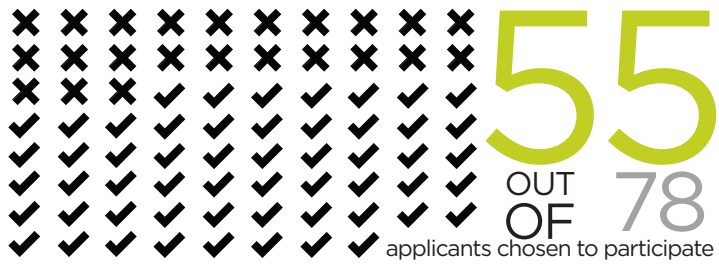
"Our students have been fortunate to receive regular statewide, regional and national recognition for their work. This helps them see how their work stacks up against their peers and inspires them to take their work to the next level."



Students from across the university came together for 24 hours in October to rebrand 6 local nonprofits in the Columbia community and make new communication materials. These nonprofits are Tutor Eau Claire, Edgefield County Theatre Company, Federation of Families of South Carolina, Harvest Hope Food Bank, Sexual Trauma Services of the Midlands and Helen Hill Media Education Center.

Majors represented

	Broadcasting
Media Arts 	Visual Comm.
Film Studies 	Advertising
Graphic Design 	Public Relations
Civil Engineering 	Print



Techniques to stay awake and Creative

- 5-20 cups of coffee per team
- 20-78 pieces of candy per team
- 9-25 energy drinks per team

“ DID YOU KNOW THAT IF YOU CONSUME ENOUGH COFFEE OR REDBULL WITH CHOCOLATE THAT YOU CAN ACTUALLY SEE air molecules vibrate ”

TOP SONGS PLAYED

121 tweets in 16 hours

1,977 reached on facebook



» Skot Garrick (center) from Harvest Hope Food Bank discusses the work Jacob Scartozzi, Alex Rodbell and their team did.



» Shawn Garrett of the Sexual Trauma Services of the Midlands team edits poster designs at 4 a.m.

Creating For A Cause

Story and design: Emily Greenwell

The computer labs were empty, the lights were finally off, and the participants went home to sleep after the 24-hour pro bono design blitz known as CreateAthon ended. Students, faculty and community mentors worked from 1 p.m. Oct. 26 to 1 p.m. Oct. 27, in the Coliseum computer labs to create new marketing and communication materials for six local nonprofits.

Started by Riggs Partners of West Columbia in 1998 as a way to provide creative services for nonprofits, the idea has become a national movement among advertising and creative professionals. Now CreateAthons are spreading to college campuses across the nation; this was the first year the School of Journalism and Mass Communications held one.

CreateAthon at USC was a long time in the making. Students did not just show up and take part in the overnight blitz. J-school Associate Professor Karen Mallia led a class in creative leadership skills, which was responsible for all of the initial work for the event. The class created the logo and advertisements, recruited students for the blitz, served as team leaders and worked with the nonprofits before the event. Instructor Scott Farrand helped in bringing the event to USC and promoting and organizing the event.

Fourth-year media arts student Will Fortanbary signed up for Mallia's class to learn creative leadership theories, but instead had a hands-on experience leading creative people through this 24-hour event.

He predicted the hardest part of CreateAthon would be "trying to organize a whole lot of students who all think they have a creative way of doing something. That is what creative people do. We try to see a new way of doing something and more often than not, we try to make our creative way happen."

As soon as the event began all the teams went to their respective brainstorming rooms. It was immediate immersion into teamwork. Lori Lawrence, a senior visual communications student said, "It was fun to see people go from being strangers to really close in a span of 24 hours. The creative process can really bring people together and CreateAthon was a cool way to interact with my peers outside of the classroom. The best part of the event was learning new ideas and techniques from people on the team."

Every team had its own way of staying motivated, staying creative and staying awake. Lindsey Deeley, a senior public relations major, said her team was known as the fun team. The most memorable experience for her was when her team was blaring Miley Cyrus's "We Can't Stop" at 4 a.m. like it was 4 p.m. Deeley said she learned "you can't be scared to get a little crazy and let loose in order to get creative."

Whether or not Fortanbary was right about creative people having their own way to do something, the participants united as teams to create materials way above the expectations of their clients and, after 24 hours, each team had about half an hour to present the products to the clients. Helen Hill Media Education Center's representative Sherard Duval said, "They greatly exceeded my expectations and in fact made me very emotional. I was completely overwhelmed by the hard work and attention to detail."

The J-school hopes that the event continues to grow so that more people have the opportunity to participate. The students walked away with much more than just experience in communication and design. They left knowing that those skills are a great way to give back to the community.



Tracey Ely of Tutor Eau Claire and her husband, Hap Ely, smile as she examines the new logo.

“When we finally got to see what they had created, we were overcome with emotion and gratitude. Without these students and CreateAthon, our organization would not have such professional looking communication materials.**”**

- Tracey Ely, Director of Tutor Eau Claire

If you are interested in learning more about how to get involved in the next CreateAthon contact Professor Karen Mallia at kmallia@mailbox.sc.edu

CMCIS Graduates Pay it Forward

College of Mass Communications and Information Studies alumni are making their marks on their communities long after they graduate from the University of South Carolina. Melanie Huggins, Lee Bussell, Darci Strickland and Rick Henry have been paying it forward in Columbia; they are just a few examples of the thousands who seek to improve the communities in which they live and work.

Huggins has been making strides in the Midlands community since being appointed director of the Richland Library in 2009. She earned her master's degree from the School of Library and Information Science in 1995.

She has been successful in bringing creative innovation to the library system. She played a key role in winning a ballot referendum to secure more than \$59 million in funding to support the Richland Library expansion. She also established Amnesty Week, where customers can easily pay fines, return overdue books or donate used books.

Huggins earned the 2013 Executive Excellence award from the South Carolina chapter of the Public Relations Society of America for her work.

"Columbia has some really talented people living here. It's a small enough town to



Melanie Huggins,
Executive Director of Richland Library



Lee Bussell, CEO of Chernoff Newman LLC

make a difference in and large enough to provide you with the resources you need to do anything you want," she said.

Lee Bussell graduated in 1982 as an advertising and public relations major. While in college, Bussell worked as the press secretary for Brantley Harvey's campaign for lieutenant governor.

Bussell said, "I owe much of where I am today to the foundation provided by the university and relationships that were created."

He is now CEO of Chernoff Newman, LLC. He chaired the School of Journalism and Mass Communications Partnership Board and received the Distinguished Alumnus and Alumni Service Award. He served on the university board of trustees, was president of the USC Alumni Association and chair of the Alumni Center project.

Bussell added, "I have had a strong interest in helping to guide the university in increasing its impact, quality of students and global reputation."

Darci Strickland graduated in 1997 from SJMC with a major in broadcast journalism. After graduation, she held many jobs at WLTX-TV. By 2002, she secured the



Darci Strickland, WLTX-TV



Rick Henry, WIS-TV

co-anchor position for News 19's evening show. Today, Strickland can be seen daily on her news show, *Friends @ 5*.

Strickland is an Emmy Award winner who received USC's 2005 Young Alumna of the Year award. She has also won several South Carolina Broadcasters Association awards. She is a role model for the community, serving as a guardian ad litem to help abused children find safe homes.

Rick Henry is another Emmy Award winner who earned a degree in broadcast journalism from the J-school. Henry has spent his entire career in broadcasting and has covered the 1996 Summer Olympics, the Masters, the World Series and the Super Bowl. He has earned numerous industry awards and was named Sportscaster of the Year in 1999 by the South Carolina Broadcasters Association.

Henry noted, "I've always had a strong work ethic because of my advisors and teachers at USC."

Henry grew up in a segregated community and serves as a role model to underprivileged children. His message is that anything is possible and he encourages children to dream big. Henry was named "Man of the Year" by the Boys and Girls Clubs of the Midlands and Florence.

Huggins, Strickland and Henry all seem to agree with Bussell's philosophy. "We all need to understand the importance of giving back and supporting our college and university. As graduates it's our reputation and the reputation of future graduates that determines the university's future."

Story and design: David Gaizler

Making **Connections** that Last a **Lifetime**

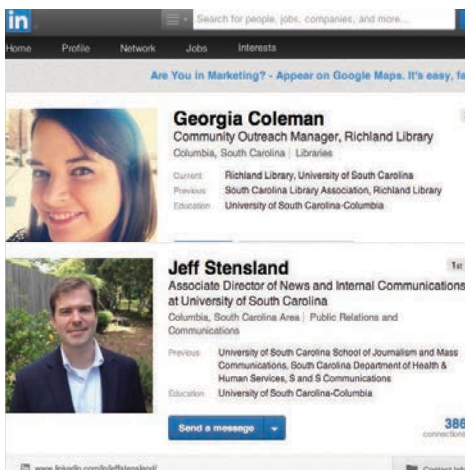
Story: Mario Cuadros
Design: Liz Bailey

As the saying goes, “It’s not what you know; it’s whom you know.” As jobs in the communications industry become scarce, networking has become essential. College graduates must compete with seasoned professionals who have strong networks.

“Networking is important, especially with today’s job market,” said Georgia Coleman, the Community Outreach Manager at Richland Library and a 2007 graduate of the master of library and information science program. “Making connections with others in your field can enhance your work experiences and lead to new opportunities.”

It’s certainly possible to find a job without knowing someone who can help, and it’s certainly not out of the ordinary to do so. However, knowing the right people who can assist you in certain circumstances makes it that much easier to get your foot in the door and separates you from the rest of the pack.

Jeff Stensland, the news and internal communications director at the University of South Carolina, earned his Master of Mass Communication degree from the School of Journalism and Mass Communications in 2000.



He acknowledged that his interactions with people in the industry as a young professional allowed him to reach the position he is in today.

“I was fortunate to have worked as a reporter at *The State* newspaper, a job that allowed me to meet people from business, education, politics and government,” he said. “Those interactions were essential in establishing a reputation.”

As important as networking is for established professionals, it’s more important for recent graduates. “Alphabet soup” organizations such as LISSA, NPPA, PRSSA and IABC give recent graduates and current students an early opportunity to build their networks.

“There’s really no downside to networking, so why not try it?”

-Georgia Coleman

Stensland believes these are good places to start, but added “even established professionals need to keep at it.”

The facility of building a network has increased with social media outlets such as LinkedIn. This has made it possible for people to grow their networks in new ways, which includes connecting with people from the same industry who live thousands of miles away.

“Networking has always been important, and social media has made some aspects easier,” Stensland said. “There are more opportunities to get your name in front of people. Having a nice, professional LinkedIn presence is expected these days and potential employers do look.”

Daniel Stetson, marketing manager at the United States Tennis Association in South Carolina and a 2008 visual



Daniel Stetson, middle, at a networking event for the USTA.

communications graduate, reiterated the importance of social media, especially LinkedIn.

“LinkedIn is definitely more of a household name, and anyone looking to get a job with any creative aspect needs to think about how they’re displaying their work online,” he said.

An added value of social media is the ability to customize a network by following people in the industry.

Networking, either in person or through social media, isn’t effective if you’re doing it because people say it’s important. Know why you’re networking and decide with whom you want to network.

“Mingling at a networking event with a couple free drink tickets is rarely going to get the job done,” said Stetson. “Make connections and network yourself by volunteering for something you’re passionate about, in a role that shows off your skills.”

Networking won’t be the deciding factor in getting a job, but it does make it easier. It allows you to take advantage of opportunities in competitive job markets by connecting you with people who can help.

“I’m sure it’s possible to find a job without first having networked with people in the field, but I bet it’s not easy,” said Coleman. “There’s really no downside to networking, so why not try it?”

Story: Ellie Walker
 Design: Lindsey Meade
 Photos: Jay Bender and Patty Hall



Jay Bender and his twin brother, Ray, in the Army in 1963.

Behind the Bow Tie

For all School of Journalism and Mass Communications students, the media law and ethics course is known as one of the toughest, perhaps because many sections are taught by one of the most intimidating professors, Jay Bender.

Rumors of Bender's pop quizzes, difficult grading scale and "I survived Jay Bender's Media Law class" coffee mugs swirl around the Coliseum at the start of every school year.

His Socratic method of teaching is guaranteed to keep everyone on their toes all semester long. He arrives donning a sports coat, circular tortoiseshell glasses and a colorfully patterned bow tie, carrying nothing but an Expo marker, *Communications Law* and his unavoidable questions.

Despite his reputation, Bender is also widely known by his former students as an extremely challenging, yet informative teacher. "He pushes you so hard that working your hardest is your only option," said Catherine Combs, a junior broadcast major.

"Walking into his class, I never knew how class that day would go, but I have never left a classroom having learned as much as I did in there," said Chad Beddingfield, a senior public relations student. Bender, who graduated from USC's

J-school in 1970 and School of Law in 1975, said his biggest inspiration and role model was his Media Law and Ethics professor, Reid Montgomery. Montgomery is the reason Bender decided to join the USC faculty full-time in 2006 after teaching as an adjunct professor for 20 years. In a nice turn of fate, Bender is also the first recipient of the Reid H. Montgomery Freedom of Information Chair. "I was interested in limiting my law practice and enjoyed my time teaching here. I also wanted to create a joint degree program with the School of Law and the School of Journalism and Mass Communications," he said. That program now exists, allowing students to receive both a J.D. and an MMC degree in four years of graduate work.

Bender's fond memories of college include being an assistant athletic trainer and watching from the sidelines as USC beat UNC at Chapel Hill and Clemson at Death Valley. He also remembers participating in the Civil Rights March and in the anti-Vietnam War movement.

As a teacher, Bender describes his most memorable moments as a kaleidoscope of his students growing and developing into professionals. The most significant achievement in his teaching career is helping his students understand law and the Constitution.

"At first I found it discouraging that I couldn't influence every one of my students," said Bender, "but having my students understand the practical connection of law in real-world scenarios is the greatest accomplishment."

Bender has written two books on South Carolina media law and was influential in the passage of amendments to the state's Freedom of Information Act. He also used to competitively race vintage motorcycles, has completed several marathons and climbed Mt. Rainier.

He may not affect every student he teaches, but it is evident he has left a mark on most of his students, just as his professor, Reid Montgomery, did on him. He also proves to be much less terrifying behind the bow tie, and even more impressive.

"Bender's class forever altered my college experience. It was the best class I have ever taken, reaffirmed my decision to go to law school and even inspired me to take Honors Constitutional Law," said Kristin Hendrickson, a junior public relations major.

The Road To Research

Dr. Dick Kawooya didn't always want to teach. He wanted to be a medical doctor. When he was in high school in Uganda, the proverbial light bulb went off and he knew his would be a different path.

While an undergraduate student at Makerere University in Uganda, Dr. Kawooya read an article in the *Journal of American Society for Information Science* about Dr. Wallace Koehler's research on the permanence of the Internet. Intrigued, Dr. Kawooya emailed Dr. Koehler and they maintained their correspondence until Dr. Kawooya graduated in 2000. Dr. Koehler offered him the opportunity to come to the United States to earn his master's degree at Valdosta State University, and Dr. Kawooya gladly accepted and moved across the world.

He finished his degree in 2002, and went to the University of Tennessee, where he earned his doctorate in communication and information science in 2010. As a doctoral teaching associate, he had a turning point, and realized he wanted to teach.

"I met students on a daily basis," said Dr. Kawooya. "I would see them go through the programs and move on with their lives. When they came back and told me all of the good things that my teaching had given them, that was life-changing."

Dr. Kawooya first taught at the University of Wisconsin-Milwaukee and is now an assistant professor in USC's School of Library and Information Science.

"After living in Georgia and Tennessee, moving to South Carolina from Wisconsin was like coming home to me," said Dr. Kawooya.

Dr. Kawooya's main research is about intellectual property and its role on interactions and exchanges in Africa. Intellectual property consists of copyright, patent and trademark laws, all subjects that SLIS students must learn.

"It is unusual for a class to go by without the topics of legal policies coming up in discussion," said Dr. Kawooya.

Because students learn about these laws in other classes, he can incorporate his intellectual property research into the classroom by giving his students real-life examples of how legal policies are administered in other countries.



Dr. Kawooya at the "Door of No Return" of the House of Slaves at Goree Island in Dakar, Senegal where he was attending the Open AIR workshop.

"Research and teaching tend to feed off of each other," said Dr. Kawooya. "I think it helps students to know that they are actively a part of research."

Dr. Kawooya met Dr. Kendra Albright, now a SLIS associate professor, long before he joined the faculty here. When he was still in Wisconsin, they worked together on HIV/AIDS research projects in Uganda.

"Our research looked at how organizations involved in HIV/AIDS share information among themselves and also with the general public," said Dr. Kawooya. "So our question was, 'How is that information filtered to the public and to the media?'"

Drs. Kawooya and Albright are still working together on this research and plan to travel to Uganda in 2014 to collect more information.

Though research is a big part of his life, Dr. Kawooya is still very passionate about teaching and interacting with his students. Being an international faculty member, he has a unique opportunity to share his experiences about his culture. He also learns about the United States from his students.

"Talking to them has given me a different perspective of this country and has been an excellent way to learn about American culture and its people," he said.

Dr. Kawooya's research accomplishments have contributed to his success as a professor: "Research helps you keep up with what else is going on in the field. It is very important that you are active on both fronts."



HARVESTING *her* Communications Degree

Story: Joy Gannaway

Design: Emily Greenwell \ Photos: Rose Robson

She had talent, success and salary. So why did alumna Rose Robson walk away from her pharmaceutical sales career? For her dream — her dream to restart the family farm. Robson thought she knew what her communications degree would prepare her for, but soon realized she could dig even more into the skills she learned in college.

Growing up, Robson spent her days running through the woods on her family farm, gardening with cousins and winning horse jumping competitions on the weekends. But when she chose to make the University of South Carolina her home in 2005, Robson rebelled and left the 77-year-old Wrightstown, N.J., farm with no plan to return.

The farm was steeped in history, and kept drawing her back, though. In 1932, Robson's great-great-grandfather had a dairy farm. When her grandfather was baling hay on a hot summer day in 1964, Robson said, "a conveyer belt sparked and manifested into a fire that burned down the barn." She added, "Luckily no cows were hurt, but they were in a pickle, so they herded the cows down the road and sold them at an auction." From that moment on, the family had a vegetable farm that her father later took over, farming 1,200 acres.

Robson earned her bachelor's degree with a public relations major from the School of Journalism and Mass Communications to enhance her future career in sales. Landing an internship with the Capsugel branch of the Fortune 500 company Pfizer, she was finding her way to a successful sales career when her father and grandfather passed away in the course of one month during her sophomore year.

"We were numb, so my grandma and mom sold the farm and kept 400 acres for me to one day build a house and have horses." While the unexpected was a devastating reality, it did spark the thought of Robson returning to the farm.

It was not until her senior capstone course, Public Relations Campaigns, where she worked to promote local farmers, that Robson realized her true love was not sales, but a life on the Robson Farm.

Upon graduation in 2009, Robson was sold on restarting the farm, but also recognized the sacrifices she would have to make to do so successfully. She held sales jobs in South Carolina and Chicago before "finally coming home" in March, 2012. Robson took a pharmaceutical sales job while also working full-time on the farm. "It was madness," Robson said. "We had had no production for six years, and I restarted it."

With the weight of her family's reputation on her shoulders, Robson not only began producing more than 50 kinds of vegetables, 12 types of flowers and four herbs, but she has also used her degree to adapt to the changing face of farming. Because of her public relations tactics, Robson could quit her other full-time job and officially take the leap from pharm to farm.

Using a customer-friendly philosophy, the Robson Farm has a Facebook page, Pinterest boards and a blog that allow customers to have a relationship with their farmer that goes beyond small talk at the market. Providing recipes, daily pictures and advice, Robson writes blog posts such as "The Liberated Radish," giving new ways to cook with radishes, and "Getting Egged," about her farm's first step toward having chickens. Practicing strong public relations is Robson's competitive edge that allows her to live her dream in a town with several larger farms that do not use public relations or social media in a commercial fashion.

Reflecting on her successful transition, Robson has some advice: "You should get to what your passion is. It may not be a straight road, but do what you have to in order to do what you love."

To learn more about the farm or how Robson is using public relations to make her dream a reality, go to Robsonfarm.blogspot.com and like the Robson Farm Facebook page.



“ You should get to what your passion is. It may not be a straight road, but do what you have to in order to do what you love. ”





The Ultimate *European* Adventure

A student planning to study abroad may dream of waking up to the Tuscan sun and wandering cobblestone streets. For Sam Walters, it's part of her daily routine.

Walters, an alumna of the School of Journalism and Mass Communications, lives her European adventure in Florence, Italy, working for Euroadventures, a student travel company. Studying abroad, an appetite for travel and adventure, and a degree in visual communications opened the door for her Italian life. Walters participated in Euroadventures' events when she studied in Barcelona and kept in contact with travel guides. The network she built at Euroadventures helped her land a job with the company after graduation in May 2013.

Walters' life-changing journey began in her junior year. She lived outside the city center in a home-stay with a 60-year-old woman. On Sundays, her host's home was filled with friends cooking, drinking and playing cards from 10 a.m. to 10 p.m. Walters said that was the best way to live abroad and allowed her to completely immerse herself in the culture.

She attended Pompeu Fabra University with locals and learned to adapt to new people and places. Her courses taught her about the city's history and gave meaning to her surroundings, allowing her to feel more connected to her temporary home. She observed the history in the different quarters of the city and found the best way to learn a foreign place is to get physically lost in the city.

"Going abroad junior year was the best decision I ever made," said Walters. "Taking myself completely out of my comfort zone forced me to become independent and confident." She said coming back to USC for her senior year allowed her to be confident in her visual communications craft.

The independence and confidence she gained enabled Walters to embark upon her next journey, working at Euroadventures in Italy. Her job consists of digital and social media marketing, maintaining the website and designing graphics for the website and social media pages. Monday through Wednesday, she and her team host local events, including walking tours, pub crawls and group dinners for American students. Thursday and Friday, the company provides weekend trips, and she travels with the American students to cities all over Europe.

"Leaving USC as a visual communications student prepared me for my job immensely," said Walters. "I left school with a sense of confidence in my photography and graphic design work and an eagerness to improve."

Above: Sam Walters travels Europe with study abroad students, embraces Italian life at the Colosseum in Rome and explores Italy with her friend, Kelli Love.

*Story: Lauren McCall
Design: Stephanie Purvis
Photos: Sam Walters*

2013 SJMC Alumni Awards



Kent Babb



Sally Brown



Stephen Brown



Jane Pigg



Van Kornegay

Stories and laughter filled the night as alumni, faculty and friends gathered to celebrate this year’s School of Journalism and Mass Communications alumni award recipients in October.

The Distinguished Alumni Award goes to alumni who have exceptional success in their careers. Stephen Brown and Jane Pigg received this year’s honors. Brown graduated in 1995 and is managing director of Cohn & Wolfe Atlanta. Pigg, a 1974 graduate, is the president and CEO of Pee Dee Broadcasting and publisher of *The Link* in Cheraw, S.C.

Outstanding Young Alumni Awards applaud the early career accomplishments of those who have graduated within the last 10 years. Sally Cumberland Brown and Kent Babb are this year’s recipients. Brown received her MMC degree in 2005 and is now a global brand manager for Unilever.

Babb, a 2004 graduate, is a sport enterprise writer for *The Washington Post*. He recalled that one of his mentors, associate professor Ernest Wiggins, presented him with a copy of *Best American Sports Writing 1997* to encourage him. He proudly gave Wiggins a copy of *Best American Sports Writing 2013*, featuring Babb’s own work, as a token of his appreciation that Wiggins saw a gift in him and encouraged him to pursue it.

Van Kornegay is an alumnus, SJMC associate professor and the visual communications sequence head. Kornegay was honored for chairing the school’s curriculum committee for the past several years and his willingness to design advertisements promoting the school, no matter how short the deadline. Excellence in Service is not an annual award and is given only when a friend or graduate of SJMC demonstrates exceptional service to the school.



Story: Shannon Rogers
Design: Lindsey Meade

Award recipients after the ceremony (Sally Brown not pictured).



The Sport of Succeeding as a Student-Athlete



Frisby's official photograph on Media Day.

When picturing a college football player, most see an athletic, dedicated, young man. Tim Frisby, an alumnus of the School of Journalism and Mass Communications and former Gamecock football player, was all but one of these when he was a student at the University of South Carolina.

Frisby tried out for the Gamecock squad at age 39 after serving as a United States Army Ranger. Turning down scholarships after high school in Pennsylvania was a decision that stemmed from a need for stability and maturity. The plan was to serve his initial three-year enlistment and then apply to college, but after meeting his wife and starting a family, that plan changed.

"I kept taking things three years at a time," Frisby says. "There came a time when my responsibilities to my family outweighed my desire to return to school. However, I refused to let the dream die."

When his 20-year military career began to wind down, Frisby applied to two schools: Pennsylvania State University, which he had been a fan of his entire life, and USC, which became his adopted team when he was first stationed at Fort Jackson. Carolina soon became the obvious choice.

"I chose USC because I loved everything about it: location, academics, athletics, student diversity and the fact that Lou Holtz was the head football coach."

Frisby found out there were six available walk-on spots on the football squad for 60 hopeful players. After days of strenuous practices and tryouts, he became one of the lucky six to earn a spot on the team and began his career as a student athlete.

Only after making the team did Frisby let Coach Holtz know that one of his newest players was 39 years old. Contrary to what one might believe, he was subject to only minor clowning from his younger teammates, including the nickname "Pops."

"My teammates were the best bunch of guys you would ever want to be around, and I was treated no differently than everyone else. I was a source of advice and guidance for my teammates. I was a Gamecock, and life was great!"

Frisby's military service taught him how to plan and use his time effectively, allowing him to craft the appropriate academic schedule for his public relations major and use time off the football field to his advantage.

Frisby credits many of his professors with helping him find success as an older undergraduate student, encouraging him to reach beyond his boundaries and assisting him in his selection by the American Advertising Federation as one of the nation's most promising students. They gave him advice and guidance for balancing his academic and athletic workloads and were "a fountain of knowledge."

Since graduation, Frisby has worked in New York, Chicago and Washington, D.C. for major companies such as Home Depot and Wells Fargo. He said he implemented his public relations skills while working in human resources with these companies. He moved back to Columbia with his family, where he is employed with Gold's Gym.

Frisby provides wise words for current students and student athletes.

"Take advantage of the knowledge and experience that your professors offer. Align yourselves with students who want to succeed. Plan and make effective use of your limited time. Make these the best years of your life, because they truly are."



Frisby was an Army Ranger for 20 years.



Each year, South Carolina recruits about 10 stellar athletes for its men's soccer team. Of those players, few are fortunate enough to be drafted to professional teams and even fewer of those have the opportunity to later complete their degrees. Blake Brettschneider made these dreams his reality.

Brettschneider began playing for the Gamecocks in 2007, starting every game of his freshman season. He helped lead his team to 13 wins in his final season in 2010, the most since 1998.



Brettschneider celebrates during a game with D.C. United.

Brettschneider applied for the journalism program because of his affinity for writing and excellent communication skills. "I enjoy working with new people and having fun doing what I do. I knew that with a degree in communications, I would give myself a good shot at all of those," he says.

Being an athlete while taking classes forced him to learn how to stay on top of his game, both athletically and academically. With the J-school faculty and the athletic department behind him, he found his niche in Columbia.

Then, during his senior year, Brettschneider got the opportunity he had been waiting for since he was 4, the chance to play major league soccer with D.C. United. His decision to delay completing his undergraduate career and become a professional soccer player was not a hard one. He knew the opportunity to finish his degree would always be there, but his window to play soccer was very small.

"That feeling of knowing that I would be playing professionally is one that I am not sure I will ever be able to replicate or experience again. It was so unique...a moment that I will certainly never forget," recalls Brettschneider, adding that his decision to go professional was one that he made and that his parents fully supported.

Playing for D.C. United, one of the most well known MLS teams, was surreal at first for him. Soon he realized that it was a full-time occupation and that he needed to enjoy every minute of it.

"I have learned so much more in just my first three years as a pro than I thought I ever could. You constantly pick up on new things and find ways to make yourself better. It can be a very stressful but extremely fun life to live."

Three classes shy of his undergraduate degree in public relations, Brettschneider returned this fall to finish his last few credits, sticking to his plan of graduating at his first opportunity. Coming back to school has been an awakening experience for him. He says, more than anything, returning to school has made him aware that time changes everything.



Brettschneider finished his Gamecocks career with 19 goals, including eight game winners, and 17 assists.

One factor that has not wavered while he was away is the support Brettschneider receives from his peers and professors. He says his professors serve as role models, molding him and other students into young adults.

Brettschneider advises incoming and current student-athletes to enjoy being college students but to also stay diligent.

"Your time to play and be an athlete is small and always fleeting. Work hard. Be focused and disciplined. This opportunity is one that you earned but demands the most of you to be successful. Make the most of your four years in school."



Frisby appears on *The Tonight Show* with Jay Leno in 2004 after making the Gamecocks football team.

Story and design: Liz Bailey
Photos: Tim Frisby, Blake Brettschneider

The Professional EXPERIENCE

“All of my friends now in LISSA will also be called on as professional peers in the future.” Morgan Kinder is president of the Library and Information Science Student Association, and he values the experience the organization gives its student members. And the students value it, too, because they’re making connections that will lead to successful careers.

Both schools in the College of Mass Communications and Information Studies provide their students the opportunity to join pre-professional organizations to create lasting connections while sharpening their skills in their chosen fields. They have the chance to use their campus involvement to get a taste of the real world and interact with seasoned professionals.

School of Library and Information Science students can interact with career professionals who share information and become valuable resources for them. SLIS encourages students to join the pre-professional organizations, where they can prepare for their careers.

LISSA is SLIS’s largest student organization and brings students together to gain experience in their field. Currently made up of all graduate students, LISSA gives them the chance to make professional connections within the field of librarianship and beyond.

Kinder leads the organization through volunteer, social and leadership opportunities. He said the students volunteer, build resumé and develop great references.

“LISSA helps us to determine what roles we could play in a rapidly changing and dynamic environment,” Kinder said.

The School of Journalism and Mass Communications has similar programs for its students in all majors. By joining pre-professional organizations, students can apply what they learn in their journalism classes in professional settings.

The Public Relations Student Society of America and the International Association of Business Communicators, otherwise known at USC as the combined student chapter of PRSSA/IABC, are well-known pre-professional organizations that many journalism students participate in. By uniting, the organizations can work more efficiently and cohesively, and they can provide more valuable opportunities for their members than they could as independent student organizations. The combined PRSSA/IABC is the J-school’s largest student organization.

Lauren Knapp, one of the student presidents of PRSSA/IABC, said in meetings with guest speakers, students might discuss interview techniques, participate in resumé-building-activities and network with local professionals. The hands-on approach helps students develop careers in advertising or public relations.

“The best part is having so many networking opportunities available,” Knapp said. She explained she attends meetings and conferences because of her involvement in IABC. “I can be at events where so many professionals go to interact with students looking for job opportunities.”

Students gain great knowledge and advice from their participation in these organizations. Doors to internships and future careers are opened when they make the lasting connections these organizations can provide. In the end, a student’s involvement in a pre-professional organization can ultimately have the effect of shaping his or her college career in a positive way.

SLIS

- American Association of Law Libraries
- American Association of School Librarians
- American Library Association
- American Society for Information Science and Technology
- Association of Independent Information Professionals
- Association of Moving Image Archivists
- Association of Research Libraries
- International Association of Library Associations and Institutions
- Music Library Association
- Medical Library Association
- Public Library Association
- Society of American Archivists
- Special Libraries Association

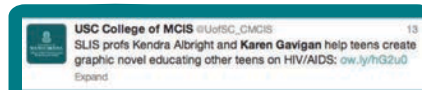
SJMC

- Public Relations Student Society of America/International Association of Business Communicators
- The American Institute of Graphic Arts/Professional Organization of Graphic Designers
- Student Advertising Federation
- National Press Photographers Association
- Society of American Business Editors and Writers
- Society of Professional Journalists
- National Association of Black Journalists
- Investigative Reporters and Editors
- American Marketing Association

TRAIL BLAZERS

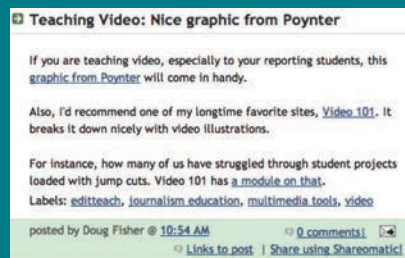
STORY: MICHELE DRESSLER
DESIGN: SARAH SNEDECOR

Social media is no longer just a means for teenagers to gossip about the latest drama. Facebook, YouTube and Twitter have become engaging platforms for one in four people worldwide, according to an eMarketer report, “Worldwide Social Network Users: 2013 Forecast and Comparative Estimates.” With its size and power, social media globally connects almost everyone and everything imaginable.



The College of Mass Communications and Information Studies tweets about Dr. Kendra Albright and Dr. Karen Gavigan, SLIS professors, promoting their work to educate teens on HIV/AIDS.

This excerpt is from Doug Fisher’s “Common Sense Journalism” blog, where he talks about a useful website for editing instruction, Video 101.



As Gamecocks, our communication has no limits. College of Mass Communications and Information Studies instructors have proven to be exceptional trailblazers, extending communication outside of the classroom and online. Whether it is hosting virtual office hours on Google+, tweeting homework assignments, watching YouTube videos or creating blogs, there are countless ways to integrate social media into education.

How do faculty in the School of Library and Information Science do it? Dr. Karen Gavigan, a SLIS assistant professor, participated in a monthly Twitter chat hosted by the Association for Library Services

to Children. The one-hour discussion in October used the hashtag #alschat to connect with hundreds of professors at colleges across the country. The dialogue focused on how libraries are shifting their services onto social media sites, offering more efficient ways to reserve study rooms, find books and chat live with librarians.

“I recognize that social media is a constant in students’ daily lives and it is important that we reach students through the media they are most comfortable with,” Dr. Gavigan says.

SLIS faculty are exploring ways to modernize libraries and are teaching their students to merge services onto social media platforms to encourage communication and research.

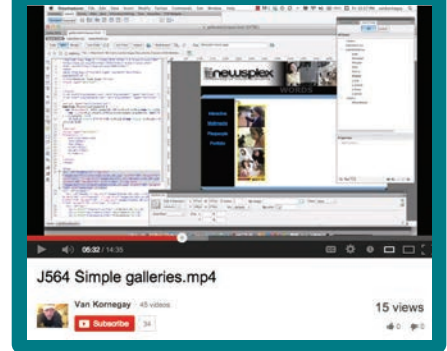
Faculty in the School of Journalism and Mass Communications are also paving the way into this digital world of education. Doug Fisher, a senior instructor in the journalism sequence, uses social media as an integral part of his reporting and editing classes. Fisher teaches students how to curate using Storify and how to compose effective and efficient tweets within character boundaries.

His “Common Sense Journalism” blog has become a resource for students who are actively engaged in course material and want to take concepts further, outside the classroom. His blog provides real-world examples, allowing students to make connections and acknowledge the relevance of class topics.

Fisher has established personal accounts on Facebook, Tumblr, Twitter, LinkedIn and Pinterest, which he uses to connect with alumni around the world. Fisher also created a Yahoo group page to spread the word about available jobs and internships.

Van Kornegay, an associate professor and head of the visual communications sequence, also uses social media to reach students from a fresh angle. He has used YouTube extensively for the past few years in his visual communications introduction course. Students work in teams to produce videos on topics such as 3D graphics, printing processes and visual perceptions. He also uses YouTube to create tutorial videos for students.

This screenshot of Van Kornegay’s 15-minute YouTube tutorial video on gallery effects, shows his dedication to helping students learn through digital avenues.



The integration of personal and professional spheres may cause some concern, but there are ways to keep these two worlds separate. Fisher, for example, describes his Facebook account as “shading more to the personal,” and says that he uses other accounts more professionally. Fisher also notes, “Generally, I avoid friending current students on social media platforms.”

Whether an individual creates several accounts or connects with peers, employers and family members all on one, there is no denying where day-to-day communication is taking place. CMCIS faculty are taking advantage of this communication by creating ways to enhance learning and relate with students. The future of the digital world is unknown, but the improvisers in SLIS and SJMC will be shining a light to lead the way.

Do YOU Know Our Advisers?

Every student who comes through the university is required to meet with an adviser each semester of his or her college career. Do you remember yours?

And did you take the opportunity to get to know your adviser when you were a student in the College of Mass Communications and Information Studies? Just as in years past, current students are lucky to have a driven, detail-oriented team of advisers whose concern is focused on making sure they get the best college experience.

Today's six advisement professionals have a combined 83 years of experience, a wealth of knowledge...and some interesting stories.

For example, Theresa Masters placed in the top five of the Miss South Carolina pageant, scoring first in swimsuit, talent and evening gown. Dr. Sarah Keeling worked for Warner Bros. Entertainment in its animation division. Here are some more fun facts both current students and alumni probably didn't know about their advisers.

Art Farlowe
Advising experience - 13 years



What is the most common question in advisement?

"How many classes do I have until I can graduate?"

What are your pet peeves?

A waitress at a southern restaurant who says "you guys."

What is your favorite annual Columbia festival?

The State Fair is my favorite – I always get Fiske's fries with ketchup, an elephant ear with cinnamon and a chocolate-covered frozen banana.

What is your favorite television show?

The Big Bang Theory, Rizzoli and Isles

You'll be surprised to find out that – I hate cheese.

I'm totally terrified of – snakes.

What is the most common question in advisement?

"Why couldn't I get the classes I needed?"

What is your motto?

Have a positive attitude!

What is your favorite hobby?

I sing in a women's barbershop chorus.

What is your favorite thing to do in Columbia?

Riverbanks Zoo

You'll be surprised to find out that – I was in the Miss South Carolina pageant and made top five, won swimsuit, evening gown and talent.

Life's too short to – be angry.



Theresa Masters
Advising experience - 23 years

Chris Huebner
Advising experience - 5 years



What is the most common question in advisement?

“I don’t know what I’m doing with my life”

What is your motto?

#YOLO

What is your biggest guilty pleasure?

Cereal

What is your favorite annual Columbia festival?

The Carolina/Clemson game, Jamroom Music Festival

You’ll be surprised to find out that – I lift weights competitively.

I can’t live without – denim jeans.

What is the most common question in advisement?

“Can I do my degree online?”

What is your favorite restaurant in Columbia?

Café Strudel

What is your favorite television show?

Parks and Recreation, Modern Family, Survivor, Amazing Race, The Big Bang Theory

What is your favorite thing to do in Columbia?

Walk my dogs on the Riverwalk

You’ll be surprised to find out that – I used to work for Warner Bros.

My dream vacation would be – Necker Island, British Virgin Islands.



Dr. Sarah Keeling
Advising experience - 15 years

Sandra Hughes
Advising experience - 15+ years



What is the most common question in advisement?

“Why are there not as many elective courses on the graduate level?”

What are your pet peeves?

People on their cell phones, whether it’s sitting in a restaurant, or in class, or on the road.

What is your favorite television show?

The Voice

What is your favorite thing to do in Columbia?

Gamecock sports

Life’s too short to – take it for granted.

My dream vacation would be – a tour of the United States.

What is the most common question in advisement?

“Do I have to take this class?”

What is your biggest guilty pleasure?

Any flavor ice cream

What is your favorite hobby?

Gardening

Life’s too short to – waste it on things that you know you can’t control.

My dream vacation would be – touring Europe.

My superpower would be – telepathy.



Andy Thomas
Advising experience - 15 years

The Carolina Coliseum has been the home of the School of Journalism and Mass Communications for 44 years. For the seven deans who have served here, the 1,517 students enrolled now, and the thousands more who have graduated, this arena has been the cornerstone of the journalism program at the University of South Carolina. In the coming years, however, SJMC will finally move to a new location, leaving behind the building that has served it and its students for nearly half a century.

The Carolina Coliseum, then a state-of-the-art facility, opened its doors in January 1969.

In its humble beginnings in 1923, the School of Journalism (as it was titled then) began with an enrollment of just eight students. By 1965, the school had swelled to 232. Housed in the under-sized Legare College on the Horseshoe, the school had unquestionably reached its physical limits. With packed classrooms and scarce office space for faculty, the time had come to find a new location. That same year, the school's prospects for expansion were answered. In 1965, Albert T. Scroggins, Jr., a man with a broad new vision and ambitious direction for the school, was appointed dean.

Dean Scroggins immediately pushed for a new facility. In 1967, construction began on a modern arena at the corner of Assembly and Blossom streets, replacing a small drive-in

restaurant. What had originally been named Memorial Hall came to be known by students and Columbia locals as the Carolina Coliseum.

The Coliseum, then a state-of-the-art facility, opened its doors in January 1969. Compared to Legare College's overcrowded hallways, the massive new building was a labyrinth of classrooms and offices for the now 357 enrolled journalism students. Dr. Henry Price, a former dean, explains, "The building allowed the school to expand its curriculum, like adding new facilities

for courses in television broadcast." Under the direction of Dean Scroggins, the school thrived. By the millennium, the school's enrollment well exceeded 1,000 students.

While the facilities surely helped the school grow, the building also had its share of issues. In fact, only a few years after moving in, Dean Scroggins was already searching for a new home for the school. "Dean Scroggins had been trying for years to move the school again," Dr. Price recalls. "There were talks of moving to the law school building, the engineering school, and even the old business school building, but things always seemed to fall through."

Dr. Bruce Konkle, a visual communications associate professor who began teaching and working in the

Coliseum in 1985, suggests that maybe the building has finally run its course for the journalism program. "With the construction of the Colonial Life Arena in 2002, there is not much use for the actual arena upstairs, among other things." Dr. Konkle can remember when rock concerts in the building used to knock picture frames off the walls of his office, which lies directly underneath the arena floor. "I don't have too much trouble with the noise anymore, so that's a good thing," he jokes.

The school's future, however, is more certain than ever before. It's poised to make the transition into its new location in the former Health Sciences building within the university's historic Horseshoe area. "The environment of journalism today is changing rapidly," Dean Charles Bierbauer says, "and we need the facilities to prepare students for that. The Coliseum is simply too inflexible." The dean hopes to be able to move the school to its new location on the Horseshoe by the fall 2015 semester. Construction is scheduled to start in January 2014.

Just as the school outgrew Legare College, it also has outgrown the Carolina Coliseum. Even so, for the generations of Carolina journalism students who have walked these halls, this building has served as their academic home. Its history will always be revered and its unique character surely remembered as SJMC prepares to begin a new chapter in its story.

*Story and photo: Brendan Conley
Design: Stephanie Purvis*

changing with THE TIMES

Story: Tim Olson
Photo and Design: Liz Bailey

Whether we like it or not, change is inevitable. So what do you do when journalism begins to shift away from traditional print to a multimedia field? You shift with it.

With the development of new technology, 24-hour news access makes both the production and consumption of news available to almost anyone, anywhere. This widespread availability has many in the field asking if journalism is in danger or even dying. While the print industry may be declining, a change in journalism does not mean the death of it.

“Journalism is not dying, but our reliance on print is going away,” Doug Fisher, a senior instructor in the School of Journalism and Mass Communications, said. “We are all storytellers. That has never changed.”

So what does adapting to this change in journalism mean to the school? According to Fisher, a change has to occur both in the curriculum and in the students. He said that being competent as journalists is no longer good enough. Current students have to be able to reach the public through a variety of formats including writing, video and design. To stay up to date on the latest journalism techniques and formats, the school’s curriculum is set to switch to a new system in the fall of 2014.

“The key is getting students to stop categorizing themselves,” added Fisher. “They are so quick to label themselves as print or broadcast. We want students to label themselves as journalists.”

Fisher also explained the role of faculty is to get students to start thinking about journalism as a process rather than a product. Students are being taught to enjoy telling a story regardless of what format or in which medium the story is released.

Dr. Carol Pardun, SJMC director, said, “We are seeing students come in with more advanced technological skills than ever before, especially social media and video skills.”

Dr. Pardun believes the school is adapting well to the changes in the field and adequately preparing students for their future professions.

“Current students in the J-school are being well-equipped to enter the field after their time here at USC,” said Dr. Pardun.

While a switch in the curriculum brings a number of different classes and requirements, Dr. Pardun emphasized that it will not be completely unrecognizable. The curriculum has been undergoing changes for the past several

years, in an effort to teach students a wider array of skills and abilities. The new curriculum is more flexible than in the past, offering students fewer class constraints, more electives and additional course options.

But is all of this change enough to keep up with the evolution of journalism? Josh Dawsey, a 2012 alumnus and reporter for the *Wall Street Journal*, said steps are definitely being taken, but there is still a long way to go.

“I think the journalism school is trying

“**The key is getting students to stop categorizing themselves. We want students to label themselves as journalists.** -Doug Fisher”

to keep up with the industry, and I think some faculty members are adapting quite well,” said Dawsey, adding later, “Time will tell what happens.”

While journalism may be in a period of change, Dr. Pardun and the rest of the J-school faculty are ready to take the necessary steps to ensure students are receiving cutting edge education.

“Regardless of what classes are offered or what the majors are called,” said Dr. Pardun, “the USC J-school is still developing effective and superb communicators.”

A {Minor} Decision

with a Major Impact

For some students, the purpose of the academic minor is an opportunity to learn about subjects entirely unrelated to their majors or to gain knowledge about subjects that complement their majors. For others, it's the hassle of an additional 18 credit hours. Whatever their purpose, minors are important enough that all students in the College of Mass Communications and Information Studies are either required or strongly encouraged to complete them.

"Minors have always been mandatory," said Dr. Carol Pardun, director of the School of Journalism and Mass Communications. The minor should complement what a student learns in the major field of study, she said. SJMC students have earned their minors in many of the more than 80 options the university offers, ranging from psychology to Russian.

Although minors are not required for undergraduate students in the School of Library and Information Science, they are "strongly suggested," said Andy Thomas, the SLIS undergraduate adviser. "A student would have to make a very compelling argument why he or she would not seek a minor," Thomas said. Among the undergraduate SLIS students, none shares a minor with more than one other person. "The reason there is no clear favorite," Thomas said, "is because information science cuts across all the majors and minors on campus."

Is there anything crucial about the minor? Can it help students land a job? Chris Bailey, general manager at ABC Columbia and a Master of Mass Communication student, said it can. When he is reviewing applications for a broadcast position, he said, "if someone minored in Spanish, we tend to move those to the top of the stack." The ability to communicate with Spanish speakers when reporting a story is a valuable asset to broadcasters.

Bailey also said extra writing and grammar experience is always helpful, and when hiring reporters, theater minors

receive particular attention. Bailey said that broadcast is not only about reporting the news, but also about presenting it in an interesting way. Can an unusual minor stand between an applicant and a new position? In Bailey's experience, it has not. "If anything, it makes for interesting conversation," he said.

Why do some students from other programs choose to complete a minor within the college rather than majoring in one of the sequences? Taylor Josserand, a senior marketing major and public relations and advertising minor, chose marketing for "more of a general, broad background," she said. Josserand said her marketing degree will afford her more flexibility when searching for a job.

"To be successful in marketing," she said, "I need to understand what public relations and advertising are and how to utilize them within a company." Despite her strong interest in public relations and advertising, she saw them both more as supplements to an educational background in marketing.

Thad Moore, a junior political science major and journalism minor, hopes to begin a career in journalism after he graduates. As managing editor of *The Daily Gamecock*, Moore has learned a great deal about journalism through his experiences with the university newspaper. Despite his unwavering interest in reporting, Moore said his minor "gives me a broader perspective." He said he is required to take core classes with the minor, but likes that he has the ability to choose. Moore also said he likes that his political science major doesn't "paint him into a corner" and can serve as a fallback in case journalism isn't for him.

While minors can serve as a way to explore a slight curiosity or as a guide toward a future career, students and graduates find innumerable ways to make their minors work for them. The knowledge and experience gained through the completion of a mere 18 credit hours can change the course of one's life. What has your minor done for you?

Story: Emma Swanson
Design: Stephanie Purvis

Michelle Zhu (left) and her hallmate, Kyerra Lindsey, go over material from their journalism class together. Both students live in the SJMC Living and Learning Community in South Tower.

Integrating into a large student body is not easy, especially for new students who can feel overwhelmed. With enrollment in the University of South Carolina escalating every year, students can use the Living and Learning Community structure to personalize their college experience.

Living and Learning Communities create a more individualized environment for students on campus by placing them in communities that fit their areas of study. The School of Journalism and Mass Communications' LLC in the South Tower residence hall brings together students all either majoring in or interested in journalism.

"Every freshman is lucky to live on campus and have other freshmen around them who are adjusting to college life," said Liz Bailey, a senior visual communications major. "It's pretty special to have hall mates who are not only adjusting to college life, but the same general academic life, too." Bailey lived in the SJMC LLC in 2010, its first year.

"Being in the community got me really excited to be a part of a college that seemed so helpful and supportive," said Bailey. "It made it easy for us to relate to each other, ask each other questions and help each other out."

Four years later, the J-school's LLC continues to help journalism students adjust to college life. Michelle Zhu, a freshman

majoring in broadcast journalism, said, "Being surrounded by people who are studying the same thing and getting to experience it all at the same time" is the main reason she chose the J-school's LLC. "I work better with people, and experiencing it with others is a major positive," said Zhu.

Students also enjoy the benefits of taking classes together that are specifically geared towards the community, including University 101, a freshman course that transitions students into the university, and Journalism 201, the prerequisite for all journalism classes the J-school offers.

“It makes me more sure of myself and what I want to do”

-Michelle Zhu

Resident mentors play a key part in making the community an encouraging experience for students. They help connect students by emphasizing and organizing involvement inside and outside the community.

"My role is to give advice on which courses to take, suggest internships, support residents as they succeed and sup-

port them when they are challenged with their work," said Kate Kennedy, one of the two resident mentors in the LLC this year. "I believe that the J-school's Living and Learning Community gives the residents the chance to meet and network with people who share similar goals," said Kennedy. She is a public relations major who chose the community because she wanted a different experience from previous years as a resident mentor in other residence halls.

The living and learning community does not have to be a one-year and done experience.

"It's neat to live with people you might progress through school with for the next four years," said Chris Huebner, the school's staff member who advises undergraduates and facilitates and promotes the J-school community with new students. He stressed the impact the community has on students to further their learning beyond the classroom. "It makes what others are doing more visible and thus gets students to start thinking about what they can do."

The J-school's LLC creates an environment that students can thrive in, academically and socially. Students can find a study group with classmates or have a conversation about careers with fellow J-school students, all without walking out the front door.

"It makes me more sure of myself and what I want to do," said Zhu.

InterCom

2013 CLASS
SUPERLATIVES

One of the many electives offered in the J-school is Publication Writing and Design. The students create *InterCom*, the magazine you are holding. They come up with the story ideas, report, write the articles and design the pages. To help you to understand a bit more about who's behind this magazine, the class voted on class superlatives.

Most likely to stay
in South Carolina



Allie Papajohn

Most likely to
be a professor



Emma Swanson

Most likely to
work for the
New York Times



Brendan Conley

Most likely to run
a magazine



Liz Bailey

Most likely to be
a millionaire



Sarah Freese

Most likely to
work abroad



Sarah Snedecor

Most likely to wear
Chacos every day



Emily Greenwell

Best smile



Maddie Trott

Most likely to be a
reality TV star



Lauren Kerns

Most likely to
talk in class



Tim Olson

Most likely to
hang out with
Dean Bierbauer



Shannon Rogers

Most likely to
avoid superlatives



Jenna Bernstein

Most likely to get
married first



Christian Dickson

Most tech savvy



Lindsey Meade

Most likely to
be a "Today
Show" host



Michele Dressler

Most charming



Mario Cuadros

Most likely to
be a U.S.
Ambassador



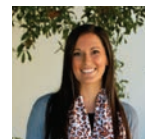
Joy Gannaway

Most fashionable



Geena Mongole

Most likely to go
to law school



Ellie Walker

Most likely to fly
to the moon



Dave Gaizler

Most likely to
be on "So You Think
You Can Dance?"



Stephanie Purvis

Most likely to
marry a celebrity



Lauren McCall

Has the best class



Lisa Sisk

Youngest at heart



Zach Sykes

Most likely to
be president



Maggie Brooks

Literacy Leaders

Story: Allie Papajohn
Design: Lindsey Meade

Picture childhood. You are at the local library, aimlessly wandering down aisles full of children's books, looking for the perfect read. You pick up *Ob, The Places You'll Go!* by Dr. Seuss, plop down and get lost in a child's adventure. But what if this were not an option for you? What if you could not read?

The Seventh Annual Literacy Leaders Awards ceremony honored those fighting to take illiteracy out of the equation. The awards are given each year by the School of Library and Information Science. Helen Fellers, Jane Thomas and the Trident Literacy Association were honored in September for their efforts and contributions toward increasing literacy among South Carolinians.

Helen Fellers, the woman affectionately known as the "Reading Rooster," has been a librarian for most of her life and has led story times with young children for 56 years. She is the coordinator of the South Carolina Center for Children's Books and Literacy, where she teaches, manages the book collection and continues to read to local kindergarteners.

"When you put a book in the hands of a child or an adult, you've opened up a whole new world," said Fellers.

Thomas, who recently retired as executive director of the Greenville Literacy Association, was recognized for leading the association in new and successful initiatives. Each year, more than 1,800 adults receive guidance from the association. Through tutoring, the association helps adults learn English as a second language, earn GEDs or expand their computer knowledge. Thomas's leadership has helped Greenville Literacy rank nationally in the top three percent of adult literacy programs.

Staff members Sandra Fraser and Gary Lamberson accepted the final award on behalf of the Trident Literacy Association. The Charleston, S.C., organization is responsible for programs such as adult basic education and WorkKeys job skills, which, along with other initiatives, serve more than 2,000 students annually. The association's efforts have led to success for students in educational advancement, employment and job advancement.

SLIS hosted the awards ceremony at the South Carolina Center for Children's Books and Literacy, which is lined with rows of magical children's books. The center, originally named the BEST Center, changed its name in 2005 and moved to a more visible and accessible location at the South Carolina State Library in 2012. The center focuses on quality children's literature and how to use it in classrooms and libraries.

Together, and with the help of many others, these literacy leaders are paving the way to a world in which every child can read. As the wise Dr. Seuss once wrote, "You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose."

Hellen, Fellers, Jane Thomas, Sandra Fraser and Gary Lamberson received the 2013 Literacy Leaders Awards.



William Thomas, husband of Jane Thomas, takes a moment to read a book with grandson Will Baggett.

ALUMNI **NOTES**

1960s

Gallup, June (Meadows), BA, 1965, is a freelance writer and consultant.

Frank Beacham, BA, 1969, has written three multi-media e-Books, "Charlie's Place," "The Legacy of the Orangeburg Massacre" and "Milltown Murder." The e-Books illustrate and explain three little-known historical events in South Carolina through a combination of video, audio, photographs and text. Beacham's e-Books are available on e-Book readers and personal computers and can be purchased from the major online retailers.

1970s

Garber, J. Mark, BA, 1977, is president and publisher of the *Portland Tribune* and *Community Newspapers*. His company just purchased six additional community papers in Oregon, bringing the total number of newspapers to 24.

Henry, Rick, BA, 1977, celebrated 25 years working for WIS-TV, Columbia's NBC affiliate.

1980s

Pigg, Jane (Davis), BA, 1974, was inducted into the South Carolina Broadcasters Hall of Fame and was elected to the board of the South Carolina Press Association. She owns the radio stations MyFM 93.9 and 1420 WCRE, Cheraw, S.C., and *The Link*, a weekly newspaper covering Chesterfield County, S.C.

Simon, E. James, BA, 1972, wrote his first novel *Death Never Sleeps*. It was released in September.

Whitaker, Lois D. (Lovelace), MA, 1979, was awarded the title Professor Emeritus of Political Science at Georgia Southern University's May 2013 graduation.

1990s

Kivlin, Karla, BA, 1983, is now the contracts manager for Accenture in Atlanta, Ga.

Nye, Christopher D., BA, 1988, is a graphic designer, writer and illustrator in Lockheed Martin's Media Products and Support Services department. He writes and draws graphic novels and comics and is working on a children's book. Nye is a freelance illustrator.

Welch, James S., BA, 1986, has joined the faculty at Eckerd College in St. Petersburg, Fla., as a visiting professor of management.

2000s

Davis, Kelly (Jackson), MMC, 1998, has joined Riggs Partners as the director of public relations.

Earhardt, Ainsley, BA, 1999, has been named the permanent co-host of "Fox & Friends First," one of Fox News Channel's weekday early morning shows.

Jenkins-Henry, Toby S., BA, 1997, received the 2013 Outstanding Black Alumni Award at USC.

Kossak, Janie (Randall), MLIS, 1998, is the 2013 DeKalb County Schools Library Media Specialist of the Year.

McCreight, Brian W., MLIS, 1993, had a book published. *Great Googly Moogly! The Lowcountry Liar's Tales of History and Mystery* contains his latest collection of wild stories.

Aboyan, Laura, BA, 2005, had her first book, *Columbia Food: A History of Cuisine in the Famously Hot City*, published by The History Press.

Baker, Zac, BA, 2013, is the communications and development assistant at ReconcilingWorks in St. Paul, Minn.

Barr, Jody, BA, 2005, was promoted to lead investigative reporter at WIS-TV in Columbia, S.C.

Brannon, Hilary (Dyer), MMC, 2012, BA, 2008, is an assistant director of marketing at USC and was selected for Leadership Columbia, class of 2014.

Brown, Elizabeth (Martin), MLIS, 2006, began her new job as a children's services and young adult librarian at the Dorchester County Library.

Cantelmi, Dayna, BA, 2012, is the new marketing and communications associate at the Midlands Authority for Convention, Sports and Tourism.

Cebry, Alexandra, BA, 2013, is the marketing coordinator for Sole Society, a Fashion eCommerce company, in Los Angeles.

Cloninger, David, MMC, 2002, BA, 2000, is covering USC athletics for *The State* and GoGamecocks.com. He focuses on basketball and football.

Heltzel, Megan, BA, 2009, is the associate producer of digital travel for National Geographic. She produces web content for National Geographic Travel.

Ingram, Jordan, BA, 2013, is an account coordinator at SHIFT Communications in Boston.

Johns, Matt, BA, 2012, is a public relations specialist at FanTree in Dallas, Texas.

Johnson, Crystal, MLIS, 2006, is the librarian at the St. Andrews location of Richland Library.

Jones, Kelly, MLIS, 2010, is the manager at the Ballentine location of Richland Library Ballentine.

Tamara King, BA, 2000, received the 2013 Ethel Bolden Minority Scholarship from the Richland Library Foundation. She is currently pursuing her Master of Library and Information Science degree, and has started an adult literacy initiative at St. Lawrence Place to help families in crisis. After graduation, King plans to focus on library management, diversity outreach and program development. The \$2,500 scholarship supports students from under-represented ethnic and racial groups who are working to obtain their MLIS degrees at USC.

Kumar, Amit, BA, 2013, has moved to Spain to teach English. He plans to return to the U.S. after a year or two to pursue a career in journalism or weather reporting.

Lamb, Zach, BA, 2011, is a district representative for the U.S. House of Representatives in Congressman Mark Sanford's office in Charleston, S.C.

Maluck, Thomas, MLIS, 2010, is a Richland Library teen services librarian.

McCormac, Nick, BA, 2009, is the director of communications for McKay Public Affairs, LLC.

Morris, Laura (Bliss), BA, 2005, has returned to the Richland Library as the communications coordinator to oversee media relations and internal communications.

Myers, Elizabeth, BA, 2013, is now an account executive for The State Media Company.

Naimzadeh, Jennifer, MLIS, 2011, has been named manager of Richland Library teen services.

Shepard, Jill, BA, 2013, is a marketing assistant for Coldwell Banker Caine Real Estate in downtown Greenville, S.C.

Turner, Chaunte (McLean), BA, 2007, was promoted to morning executive producer at Live 5 News, the CBS news affiliate in Charleston, S.C.

Wagner, Theresa K., MLIS, 2011, was named the new teen services librarian at the River Center Branch Library in Baton Rouge, La.

Walker, Lee, BA, 2012, is a project manager for Dew Learning, a company that creates online Christian educational materials, in Charleston, S.C. She hired three of her classmates, **Doug Campbell**, BA, 2012, **Ashley McGarry**, BA, 2013, and **Dustin Glendinning**, BA, 2012, to work with her on a contract basis.

Williamson, Renee, MMC, 2010, was promoted to director of marketing at the Midlands Authority for Conventions, Sports and Tourism.

Alumni take new administrative positions

Beth Concepcion, Ph.D., 2011, is now dean of the School of Liberal Arts at Savannah College of Art and Design.

Jennifer Wood Adams, Ph.D., 2004, MA, 1999, has been named director of Auburn University's new School of Communication and Journalism, and **Brian Keeter**, MMC, 2000, is the school's director of public affairs.

Cassandra S. Mitchell, Ph.D., 2008, MA, 1991, was welcomed to Shaw University in Raleigh, N.C. as the new chair of the Mass Communications Department.

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Students who produced Spring 2013 issue of *InterCom* competed against seasoned professionals in an international creative competition. The student-produced magazine earned the following MarCom Awards from the Association of Marketing and Communications Professionals:

Magazine/Educational Institution - Gold
Design (Print) / Magazine Interior - Gold
Writing / Magazine - Gold
Design (Print) / Magazine - Honorable Mention